



# Harry Potter™

## THE EXHIBITION

### HARRY POTTER: THE EXHIBITION IS COMING TO VIENNA

*The groundbreaking, interactive touring exhibition will celebrate its European Premiere in Vienna.*

Register at [www.HarryPotterExhibition.com](http://www.HarryPotterExhibition.com)  
to be among the first to know when tickets go on sale.

**Vienna, June 24, 2022** – Warner Bros. Themed Entertainment, in partnership with Imagine Exhibitions and EMC Presents, have announced that *Harry Potter: The Exhibition*, the most comprehensive touring exhibition ever presented about the WIZARDING WORLD, will make its European premiere in Vienna in fall 2022.

Having made its world premiere in Philadelphia, Pennsylvania, USA *Harry Potter: The Exhibition* will soon be touring globally in Latin America, Asia, the Middle East, Africa and Europe. In Europe, it will premiere in Austria’s capital city of Vienna. An official premiere date and ticket on-sale announcement will occur in the coming weeks. Registration is now open to sign up to be among the first to know when tickets go on sale at [www.HarryPotterExhibition.com](http://www.HarryPotterExhibition.com).

The behind-the-scenes exhibition uses the latest innovations in immersive design and technology. It celebrates the films and stories of *Harry Potter*, *Fantastic Beasts*, and the expanded WIZARDING WORLD, including *Harry Potter and the Cursed Child*, through beautifully crafted environments that honor the iconic moments, characters, settings, and beasts as seen in the films and stories. Visitors will get an up-close look at authentic props and original costumes from the *Harry Potter* and *Fantastic Beasts* films and have the opportunity to engage with innovative, awe-inspiring, and magical environments and installations in ways never before experienced in a touring exhibition. *Harry Potter: The Exhibition* introduces a unique comprehensive touring experience that will enchant both new and devoted WIZARDING WORLD fans.

“*Harry Potter: The Exhibition* with its inclusion of technology, attention to detail and integration of magical touches extends the storytelling of the WIZARDING WORLD for fans in such a unique way,” said **Peter van Roden, Senior Vice President of Warner Bros. Themed Entertainment**. “We are elated to be bringing the world tour to our fans in Vienna.”

“This exhibition represents the next generation of traveling entertainment and is an incredible way for all fans to engage with *Harry Potter* and the expanding WIZARDING WORLD.” said **Tom Zaller, CEO of Imagine Exhibitions**. “We are very excited to be bringing *Harry Potter: The Exhibition* to Vienna.”

"Since we have been engaged in the field of touring exhibitions, we have always focused on novel and innovative concepts," said **Dieter Semmelmann, CEO of the local organizer SHOW FACTORY**. "*Harry Potter: The Exhibition* reaches a new level both technologically and creatively, making it the perfect experience for the visitors in Vienna."

For the latest information on *Harry Potter: The Exhibition* release dates and ticket sales, visit [www.HarryPotterExhibition.com](http://www.HarryPotterExhibition.com)

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### **About Wizarding World**

In the years since Harry Potter was whisked from King's Cross Station onto Platform nine and three quarters, his incredible adventures have left a unique and lasting mark on popular culture. Eight blockbuster Harry Potter films based on the original stories by J.K. Rowling have brought the magical stories to life and today, the Wizarding World is recognised as one of the world's best-loved brands.

Representing a vast interconnected universe, it also includes three epic *Fantastic Beasts* films, *Harry Potter and the Cursed Child* – the multi-award-winning stage-play, state-of-the-art video and mobile games from Portkey Games, innovative consumer products, thrilling live entertainment (including four theme park lands) and insightful exhibitions.

This expanding portfolio of Warner Bros. owned Wizarding World tours and retail also includes the flagship Harry Potter New York, Warner Bros. Studio Tour London – The Making of Harry Potter, Warner Bros. Studio Tour Tokyo, and the Platform 9 ¾ retail shops.

The Wizarding World continues to evolve to provide Harry Potter fans with fresh and exciting ways to engage. For the worldwide fan community, and for generations to come, it welcomes everyone in to explore and discover the magic for themselves.

### **About Warner Bros. Themed Entertainment**

Warner Bros. Themed Entertainment (WBTE), part of Warner Bros. Discover Global Brands and Experiences, is a worldwide leader in the creation, development and licensing of location-based entertainment, live events, exhibits and theme park experiences based on Warner Bros.' iconic characters, stories, and brands. WBTE is home to the groundbreaking global locations of The Wizarding World of Harry Potter, Warner Bros. World Abu Dhabi, WB Movie World Australia, and countless other experiences inspired by DC, Looney Tunes, Scooby, Game of Thrones, Friends and more. With best-in-class partners, WBTE allows fans around the world to physically immerse themselves inside their favorite brands and franchises.

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### **About Imagine Exhibitions**

A world leader in narrative-driven, immersive theatrical design, storytelling and immersive experiences, Imagine Exhibitions, Inc., creates sophisticated, high-quality experiences for museums, brands, venues, and integrated resorts across the globe. From ideation to operation, Imagine's team of industry pioneers draws upon decades of success in the fields of immersive design, awareness, and entertainment to consistently create and implement memorable and thought-provoking environments. The company's custom experiences deliver focused messaging and serve to increase attendance wherever they are presented. Imagine Exhibitions, Inc., is a global pioneer in traveling entertainment responsible for many internationally recognized exhibitions such as *Titanic: The Exhibition*, *The Hunger Games: The Exhibition*, *Angry Birds: The Art & Science Behind a Global Phenomenon*, *Jurassic World: The Exhibition*, and *Downton Abbey: The Exhibition*.

Imagine Exhibitions is currently presenting more than 40 unique exhibitions in museums, science centers, aquariums, integrated resorts, and non-traditional venues worldwide. The Company also continues to design, open, and operate its own venues, along with creating and implementing permanent and semi-permanent museum, brand, and entertainment properties.

For more information, visit [www.ImagineExhibitions.com](http://www.ImagineExhibitions.com) or find us on Facebook.

### **About EMC Presents**

EMC Presents is a partnership between CTS Eventim, one of the leading international providers of ticketing services and live entertainment, and award-winning tour promoter and producer Michael Cohl, creating one of the strongest global networks of promoters and venues. The partnership provides a comprehensive worldwide live entertainment platform, creating extraordinary shows and experiences, from concept creation to production and promotion. Michael Cohl's career spans over 45 years as a Producer and Promoter for iconic entertainers, having worked with the world's most recognized artists including Barbra Streisand, Oprah Winfrey, The Rolling Stones, Pink Floyd, U2, Michael Jackson, Frank Sinatra and many more. Michael's strategies are credited with revolutionizing the touring industry worldwide. Besides his storied history in the music industry, Cohl has promoted multiple successful exhibitions including the original King Tut exhibit, "John Lennon: The New York City Years", Bodies: The Exhibition, Jurassic World: The Exhibition, and Pink Floyd: Their Mortal Remains. Cohl, previously the chairman of Live Nation, was inducted into the Canadian Rock n Roll/Music Hall of Fame and has received a star on Canada's Walk of Fame. Among his many other awards, Cohl has also been honored with an Emmy, the Billboard Legend of Live Award, the TJ Martell Foundation Man of the Year Award, a Peabody Award, and a JUNO Award for Special Achievement.

### **About SHOW FACTORY Entertainment**

SHOW FACTORY Entertainment GmbH, based in Vienna, is one of the leading players in the Austrian event industry within the Eventim network. The diversified portfolio of SHOW FACTORY ranges from Schlager, Rock and Pop to Classical Music, Musicals, Shows and Exhibitions and attracts up to 400,000 visitors annually at 200 events throughout Austria. The company focuses on the local realization of both international and national acts. A very special highlight in the portfolio is definitely the Elisabeth concert experience in front of Schönbrunn Palace, which became established as one of the highlights of the cultural year in Vienna. With the interactive experience *Harry Potter: The Exhibition*, SHOW FACTORY & Semmel Concerts and their partner Imagine Exhibitions, Inc are bringing a brand new, fascinating type of live entertainment to Austria.

Semmel Concerts GmbH, which took over the complete company shares of Showfactory GmbH in 2020, employs about 150 people in the entire company network and ranks 3rd in the POLLSTAR Magna Charta Ranking 2020 in the category "Top 100 Promoter Europe". Each year, with a national and international range of topics as well as various in-house productions, the company records over 1,500 events with around 5 million visitors.

For more information, visit [www.ShowFactory.at](http://www.ShowFactory.at)

### **For Media Inquiries**

**Lindsay Kiesel**

Warner Bros. Consumer Products

[Lindsay.Kiesel@warnerbros.com](mailto:Lindsay.Kiesel@warnerbros.com)

**For business-related inquiries including hosting the exhibition:**

[sales@imagineexhibitions.com](mailto:sales@imagineexhibitions.com)

Imagine Exhibitions

[marketing@imagineexhibitions.com](mailto:marketing@imagineexhibitions.com)

**For Media Inquiries about  
*Harry Potter: the Exhibition* in Vienna**

ALLEGRIA PR, Marketing & Events

[office@allegria.at](mailto:office@allegria.at) | +43 1 / 479 02 60