Beat: Entertainment

GROUNDBREAKING TOURING EXHIBITION, HARRY POTTER And The EXPANDED WIZARDING WORLD

IMMERSIVE DESIGN AND TECHNOLOGY

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USPA NEWS - Harry Potter: The Exhibition is a Groundbreaking Touring Exhibition that celebrates All Things Harry Potter and the Expanded Wizarding World. Using Best-In-Class Immersive Design and Technology, this Immersive Interactive Exhibition delights Visitors through Powerful Storytelling and Innovative Technology featuring Original Props and Costumes.

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The Exhibition arrives in Paris on April 21, 2023, with an Interactive Experience that will delight Fans of all Ages in Paris' EXPO Porte de Versailles - an Event for the Whole Family. Visitors can expect to celebrate the Wizarding World in a Personal Way, with an Up-Close Look at Authentic Props and Original Costumes from the Harry Potter and Fantastic Beasts Films, and a Personalized Journey through the Awe-Inspiring Magical Environments using Immersive Design and Technology never-before Experienced in a Touring Exhibition. In addition, as Visitors explore Each Gallery, their Interactions are captured using RFID Wristbands to deliver Unique Experiences linked to their Visitor Profile.

The Exhibition is Created and Produced by Warner Bros. Discovery Global Themed Entertainment, in partnership with Imagine Exhibitions, Inc., and EMC Presents. Tom Zaller, President and CEO of Imagine Exhibitions, who creates and produces the Exhibition, said: "There has never been Another Touring Experience like this one and I would encourage all of France to get Your Tickets Today and not wait, with over 25,000 Tickets Pre-Sold in the First 24 Hours, it's already a Success, so Please Plan Ahead."

Exhibition Gallery Highlights include From Page to Screen Gallery showcases a First Edition of Harry Potter and the Sorcerer's Stone encased in a Gringotts-Inspired Vault and is surrounded by Inspirational Video and Literary Quotes, reconnecting Guests to the Story as they are Introduced to the Exhibition. Hogwarts Castle Gallery features an Immersive Multimedia Experience with Iconic Elements like the Whomping Willow, Dementors, and the Marauder's Map, where Guests will see their Name appear, prompting them to continue their Exploration of the Exhibition.

The Great Hall Gallery is a Space that allows Visitors to celebrate Magical Seasonal Moments in its Iconic Architecture. The Hogwarts Houses Gallery sets the Foundation for the Exhibition Experience, allowing Guests the Opportunity to Experience more Personalized Moments with the Hogwarts House they select during their Preregistration. While Guests may gravitate towards One House, this Gallery will enable Visitors to experience all of the Hogwarts Houses in a Celebratory Hall featuring an Iconic Sorting Hat, Perfect for Photo Ops, while surrounded by Freshly Designed House Crests onmeticulously created Stained Glass Windows.

Hogwarts Classrooms are filled with Iconic Props, Creatures, and Costumes. Visitors will interact with Magical Lessons and Games through Digital Touchscreens to reveal Behind-The-Scenes Secrets about Iconic Classroom Moments. They will brew Potions in the Potions Classroom, predict the Future in Divination, pot a Mandrake in the Herbology Greenhouse, and use their Digital Wand to defeat a Boggart in Defense Against the Dark Arts. Hagrid's Hut and The Forbidden Forest offer an Interactive Patronus Charm Experience. Guests will then uncover Iconic Creatures, such as Centaurs and Acromantula, hidden in the Forest and explore inside a Recreation of Hagrid's Hut.

An Exclusive Collection of Harry Potter: The Exhibition merchandise will be available in the Onsite Retail shop for Guests to celebrate their Fandom through an Assortment of Themed Collections that span the Expanded Wizarding World. Fans can choose from a Range of Products such as Apparel, Jewelry, and Edible Treats, including Chocolate Frogs and Bottled Butterbeer, as well as Merchandise not available at any other Wizarding World Experience. Fans are encouraged to follow Harry Potter: The Exhibition on Facebook, Instagram, and Twitter. #HarryPotterExhibition

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 Films based on the Original Stories by JK Rowling have brought the Magical Stories to Life and today, the Wizarding World is recognized 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 Porkey 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% 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.

Photo Cover:
- Philippe Roucoule - Vice-Président Category & Retail Business Development EMEA - Warner Bros.
- Tom ZALLER - President and CEO of Imagine Exhibitions

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On April 20, 2023 @ Paris EXPO Porte de Versailles

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