



Harry Potter™

THE EXHIBITION

**OPENS TODAY AT 200 PEACHTREE
IN DOWNTOWN ATLANTA**

Tickets & Information at atlanta.harrypotterexhibition.com

ATLANTA: October 21, 2022 – Today, Warner Bros. Discovery Global Themed Entertainment in partnership with Imagine Exhibitions, Inc., and EMC Presents, opens the doors to *Harry Potter™: The Exhibition*, the most comprehensive touring exhibition ever presented about the Wizarding World, at 200 Peachtree in Downtown Atlanta.

This immersive exhibition celebrates the iconic stories and moments from *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, created by J.K. Rowling and as seen in the films and stories.

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.

“I am thrilled to open the doors and welcome people to the exhibition starting today!” **said Tom Zaller, President and CEO of Imagine Exhibitions.** “It’s exciting for us to offer the experience for fans here in Atlanta – my hometown and the headquarters of Imagine. The exhibition travels from Philadelphia where it was presented as the world premiere and was enthusiastically received by more than half a million people. Our entire Imagine team, working in close collaboration with Warner Bros. and EMC Presents, have worked to build on the successes. We’re all extremely proud to bring this experience to Atlanta.”

The world premiere of *Harry Potter: The Exhibition* opened this past February at The Franklin Institute in Philadelphia, PA, where it was seen by hundreds of thousands of fans – ranking as one of the most

visited exhibitions in the history of the museum. The European premiere is in Vienna, Austria at the METAStadt and will open on Friday, December 16, 2022. The exhibitions will continue to tour globally, extending into more cities in Latin America, Asia, and Europe.

Exhibition Gallery Highlights include:

From Page to Screen 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 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 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 on meticulously 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. Guests will also have access to a café serving a full menu of breakfast bites, sandwiches, and other offerings, as well as non-alcoholic beverages, signature event cocktails, coffee, tea and desserts.

Harry Potter: The Exhibition is open Sunday-Thursday, 9:30 a.m.-7:30 p.m., and Friday-Saturday, 9:30 a.m.-9:30 p.m. Tickets are available for purchase [here](#) and start at \$25 for children (12 and under) and \$29 for adults (13 and over), excluding taxes and fees. Additional ticket offerings include the Flextime ticket starting at \$59, good for any time or day, as well as a VIP ticket package good for any time on the date selected and including a commemorative lanyard, complimentary audio guide and a \$10 voucher to be used in the retail store at the exhibition.

Fans are encouraged to follow [Harry Potter: The Exhibition](#) on [Facebook](#), [Instagram](#), and [Twitter](#). #HarryPotterExhibition

[Harry Potter: The Exhibition](#) was created and developed by Imagine Exhibitions in partnership with Warner Bros. Discovery Themed Entertainment in association with EMC Presents.

For general exhibition FAQs, visit [here](#). Interviews with Imagine Exhibitions and photography are available upon request.

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 J.K. 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 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. Discovery Global Themed Entertainment:

Warner Bros. Discovery Global Themed Entertainment (WBDGTE), part of Warner Bros. Discovery 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 the biggest franchises, stories and characters from Warner Bros.' film, television, animation, and games studios, HBO, Discovery, DC, Cartoon Network and more. WBDGTE is home to the groundbreaking locations of The Wizarding World of Harry Potter at Universal theme parks around the world, Warner Bros. World Abu Dhabi, The WB Abu Dhabi, The FRIENDS Experience, The Game of Thrones Studio Tour and countless other experiences inspired by the Wizarding World, DC, Looney Tunes, Scooby-Doo, Game of Thrones, FRIENDS and more. With best-in-class partners, WBDGTE allows fans around the world to physically immerse themselves inside their favorite brands and franchises.

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About Imagine Exhibitions:

Atlanta-based world leader in narrative-driven, immersive theatrical design, story-telling, 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, Imagines' team of industry pioneers draws upon decades of success in the fields of immersive design experiences 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 it is presented. Imagine Exhibitions, Inc. is a global pioneer in traveling entertainment, responsible for many internationally recognized exhibitions such as *Harry Potter: The Exhibition*, *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, entertainment properties, and food and beverage experiences. For more information, visit 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 Barbara Streisand, Oprah Winfrey, The Rolling Stones, Pink Floyd, U2, Michael Jackson, Frank Sinatra and many more. Cohl'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.

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