



# Harry Potter™

## DIE AUSSTELLUNG

**THE DOORS ARE OPEN AT THE METASTADT IN VIENNA FOR THE EUROPEAN PREMIERE OF HARRY POTTER: THE EXHIBITION!**

*Come experience Harry Potter: The Exhibition at Vienna's METASTadt. The behind-the-scenes exhibition uses the latest innovations in immersive design and technology, visitors can now start their personalized journey through the extended WIZARDING World on more than 3,000 m<sup>2</sup>.*

*Tickets are selling fast,  
book yours today.*

**VIENNA, December 16, 2022** – The time has come for the first visitors to start their personalized, behind-the-scenes interactive experience through Harry Potter™: The Exhibition. At yesterday's Grand Opening with many famous guests got to be some of the first to visit the exhibition and they left enchanted and exclaiming their delight.

### QUOTES

#### **Corinna Milborn**

*"I am an absolute Harry Potter fan from the first moment on and this exhibition makes my heart beat faster! Especially for children, the interactive stations are brilliantly implemented, and I could already collect many points for Ravenclaw!"*

#### **Ramesh Nair**

*"Super exciting for all ages, with lots of interactive attractions.  
A brilliant way to celebrate the WIZARDING World."*

#### **Monika Ballwein**

*"I am an enormous Gryffindor fan and love to immerse myself in this world of fantasy. It is insanely beautiful how you can celebrate the WIZARDING World - a great journey. I'll have to go right back and watch all the movies with my son."*

**Tanja Duhovich**

*"It's incredible what has been created here in the METAStadt. I wasn't that much into Harry Potter yet, but this first impression here is just magical."*

**Missy May**

*"So many interactive opportunities - Quidditch is my absolute favorite!"*

**Manuel Rubey**

*"It's great, especially this amazing design makes it a unique experience!"*

**Chiara Pisati**

*"This place is just magical! Like a trip back to childhood!"*

At more than 3,000 m<sup>2</sup>, visitors will get an up-close look at authentic props and original costumes from some of the *Harry Potter* and *Fantastic Beasts* films and the expanded Wizarding World including *Harry Potter and the Cursed Child* and will have the opportunity to engage with innovative, awe-inspiring, and magical environments and installations in more than 20 rooms and in ways never before experienced in a touring exhibition.

*Harry Potter: The Exhibition* was created and developed by Warner Bros. Themed Entertainment in partnership with Imagine Exhibitions in association with EMC Presents

A further highlight is the 400 m<sup>2</sup> gift shop featuring officially licensed products inspired by the Wizarding World including exclusive, bespoke merchandise not available at any other Wizarding World experience. **The gift shop can also be visited without an exhibition ticket during regular opening hours – perfect if you're still looking for Christmas gifts.**

**Operational Hours & Tickets**

Harry Potter™: The Exhibition can be visited daily\* for just a few weeks before the production starts its ongoing journey through Europe. (\*complete operational hours at [HarryPotter-Ausstellung.at/en](http://HarryPotter-Ausstellung.at/en)) With prices starting at € 29.90 (standard time slot ticket for adults on weekdays, excl. service fees), the interactive experience is a unique highlight for all ages. Discounts are available for children up to 15 years, students, senior citizens and people with disabilities. Children under the age of 3 can join the personalized journey for free.

**Flex tickets** with flexible visit and **VIP tickets** with flexible visit on the selected day including many exclusive goodies are a **special highlight** and **popular gift**.

Tickets can be booked at [HarryPotter-Ausstellung.at](http://HarryPotter-Ausstellung.at) and at all **oeticket ticket outlets**.

For **groups** and **school classes**, please also contact our tourism team at [touristik@semmel.de](mailto:touristik@semmel.de).

### **Note on sold-out slots and categories**

Due to the great interest, some slots and ticket categories are currently sold out, so make sure you book your tickets as soon as possible so you don't miss out on this unique experience.

**All further information on tickets, opening hours and FAQs can be found at [HarryPotter-Ausstellung.at/en](https://HarryPotter-Ausstellung.at/en).**

###

### **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.

WIZARDING WORLD and all related trademarks, characters, names, and indicia are © & ™ Warner Bros. Entertainment Inc. Publishing Rights © JKR. (s22)

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

Warner Bros. Discovery 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 Warner Bros.' iconic characters, stories, and brands. WBDGTE 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, WBDGTE allows fans worldwide to physically immerse themselves inside their favorite brands and franchises.

WIZARDING WORLD and all related trademarks, characters, names and indicia are © & ™ Warner Bros. Entertainment Inc. Publishing Rights © JKR. (s22)

### **About Imagine Exhibitions**

Atlanta-based 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 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 they are 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 [ImagineExhibitions.com](http://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 promotor 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 the METASStadt**

The METASStadt is one of the most attractive locations for large events in Vienna. The area offers extensive space and is optimally reachable. The city center can be reached by public transport (bus, streetcar, S-Bahn & regional trains) in only 30 minutes. The METASStadt consists of 6 halls, which have been recently modernized and equipped with state-of-the-art equipment.

In the METASStadt complex, Harry Potter: The Exhibition is located in the block that connects the old WAGENWerk with the METACube. With over 3,000 m<sup>2</sup>, this location offers visitors generous space to enter the magic of the Wizarding World.

For more information, please visit [METASStadt.at](http://METASStadt.at).

## **For media Inquiries about *Harry Potter: The Exhibition* in Vienna, Austria**

ALLEGRIA PR, Marketing & Events

[office@allegria.at](mailto:office@allegria.at)

+43 1/479 02 60

## **For General Media Inquiries**

Joy Deibert

Director of Content and Communications, Imagine Exhibitions

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

**Lindsay Kiesel**

Warner Bros. Discovery Global Themed Entertainment

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

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

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