



# Harry Potter

## THE EXHIBITION

Only one month to go until Harry Potter: The Exhibition  
Comes to Barcelona for the first time!

Opening on November 17, 2023

**TICKETS ON SALE NOW!**

<https://barcelona.harrypotterexhibition.com/>



**Barcelona, SPAIN (October 18, 2023)** – The wait is almost over! Only one month to go until Harry Potter™: The Exhibition – the all-new, behind-the-scenes, interactive, and most comprehensive touring exhibition ever presented on Harry Potter and the entire WIZARDING WORLD – comes to Barcelona’s Port Vell on November 17, 2023. Tickets for the experience are on sale now at <https://barcelona.harrypotterexhibition.com/>.

Harry Potter: The Exhibition 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, created by J.K. Rowling and as seen in the films and stories.

Beginning November 17, 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.

Since it premiered in Philadelphia, Pennsylvania over a year ago, more than 1.7 million visitors have experienced this captivating exhibition. The exhibition is created and produced by Imagine Exhibitions, in partnership with Warner Bros. Discovery Global Themed Entertainment and EMC Presents.

#### **Exhibition Gallery Highlights include:**

**From Page to Screen Gallery** showcases a first edition of *Harry Potter and the Philosopher'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 pre-registration. 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.

Fans are encouraged to follow [Harry Potter: The Exhibition](#) on [Facebook](#), [Instagram](#), and [X](#). #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 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 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), insightful exhibitions, as well as a forthcoming Harry Potter TV series.

This expanding portfolio of Warner Bros. Discovery 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 3/4 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 Themed Entertainment (WBDGTE), part of Warner Bros. Discovery Global Brands, Franchises, 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.

## **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, 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](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.

[MEDIA KIT AVAILABLE HERE](#)

**CONTACT**

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