

PRESS RELEASE

Barcelona, November 17, 2023

WIZARDING  
WORLD

# Harry Potter

THE EXHIBITION

**HARRY POTTER: THE EXHIBITION IS NOW OPEN IN BARCELONA  
GET YOUR TICKETS TODAY!**

Port Vell - Barcelona

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



Visitors line up for opening day at Harry Potter: The Exhibition at Port Vell in Barcelona. Photo by Mario Wurzbürger. Photo courtesy of Imagine Exhibitions.

**Barcelona, Spain (November 17, 2023).** Barcelona is a little more magical this week as *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, welcomes its first visitors at Port Vell for a limited engagement.

The exhibition delights visitors through powerful storytelling and innovative technology, as they go behind-the-scenes to explore beloved moments from the *Harry Potter* and *Fantastic Beasts* films, as well as Tony® award-winning Broadway production *Harry Potter and The Cursed Child*. The exhibition is open seven days a week to visitors of all ages and tickets are available at [Barcelona.harrypotterexhibition.com](http://Barcelona.harrypotterexhibition.com).

Tom Zaller, President and CEO of Imagine Exhibitions, said, "We have something very special here in Barcelona, and I am excited for the people of Spain to get the chance to experience this show. Visitors will be able to see original props and costumes, enjoy some of their favorite scenes from the films, have their photos taken and earn points through interactive games in the various rooms. I encourage everyone to buy their tickets in advance for this experience as they are selling fast."

Upon entry, everyone is given an exhibition wristband for a personalized experience using best-in-class immersive design and technology. From selecting a Hogwarts House (either Gryffindor, Hufflepuff, Ravenclaw, or Slytherin) to picking your wand and Patronus, visitors will be able to create their own uniquely magical moments while earning points for their house with each interactive activity.

Throughout the exhibition, visitors will experience everything from the hall of moving portraits to the famed scene of the Great Hall with floating candles, to exploring Hogwarts classrooms, filled with authentic props and costumes. Hagrid's Hut and oversized chair is perfect for photo opps, as is the "cupboard under the stairs" from Harry's childhood. In addition, vignettes from *Fantastic Beasts* and costumes from the Tony® award-winning Broadway production of *Harry Potter and The Cursed Child* are included in the exhibition, making *Harry Potter: The Exhibition* the most in-depth touring exhibition looking at the entire Wizarding World, perfect for both longtime fans and those just starting to experience the magic.

The celebratory, record-breaking exhibition created and developed by Imagine Exhibitions in partnership with Warner Bros. Discovery Global Themed Entertainment and EMC Presents, is conveniently located at Port Vell (Pla de Miquel Tarradell). Since its premiere in Philadelphia, Pennsylvania one year ago, more than 1.7 million visitors around the world have enjoyed this captivating exhibit that pays tribute to *Harry Potter* and the entire Wizarding World.

### **Exhibition Gallery Highlights**

**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 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

### **Ticket information**

Harry Potter: The Exhibition will be open daily\* in Barcelona from November 17, 2023, until April 7, 2024. With prices starting at 19 euros, the interactive experience is a unique attraction for visitors of all ages. Tickets can be purchased at <https://barcelona.harrypotterexhibition.com/>.

VIP tickets are a popular gift. The VIP ticket allows access at any time on the selected day, a collectible lanyard, the exhibition audio guide and a €10 merchandising discount on any product in the store.

For more information on tickets, opening hours and frequently asked questions, visit <https://barcelona.harrypotterexhibition.com/>.

### **About Wizarding World**

From the moment Harry Potter was whisked from King's Cross Station onto Platform nine and three quarters, his adventures left a unique mark on popular culture. Over 20 years later, the Wizarding World is established one of the world's best-loved franchises and boasts a passionate community of fans of all ages.

Today, it represents an ever evolving and vast interconnected universe. Eight blockbuster *Harry Potter* films brought J.K. Rowling's magical stories to life and fans can now dive into three epic *Fantastic Beasts* films, gasp at the multi-award-winning *Harry Potter and the Cursed Child*, play state-of-the-art games from Portkey Games, discover innovative consumer products, and thrill at spectacular location-based experiences - including five theme park lands at Universal Studios locations around the world, ground-breaking touring experiences and events, and more which celebrate special moments and locations from the magical world.

This expanding portfolio of Warner Bros. Discovery-owned Wizarding World offerings also includes the Platform 9 3/4 retail shops and Harry Potter New York – the iconic flagship store. Fans and newcomers alike can also delight in exploring the behind-the-scenes secrets at Warner

*Bros. Studio Tour London – The Making of Harry Potter and Warner Bros. Studio Tour Tokyo – The Making of Harry Potter.*

With a new Max Original TV series based on the Harry Potter books on the way, the Wizarding World continues to evolve to provide its global community with fresh and exciting ways to engage. For its worldwide fans, and for generations to come, it welcomes everyone in to explore and discover the magic for themselves.

For the latest news and features across the Franchise, visit Wizarding World Digital at [www.wizardingworld.com](http://www.wizardingworld.com).

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

Warner Bros. Discovery Global 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 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.

### **About Imagine Exhibitions**

Atlanta-based Imagine Exhibitions, Inc. is a world leader in narrative-driven, immersive theatrical design, story-telling, and immersive experiences, and 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.

## **CONTACT**

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[\*\*MEDIA KIT AVAILABLE HERE\*\*](#)

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## **IMAGINE EXHIBITIONS**

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