

Harry Potter™

THE EXHIBITION

HARRY POTTER™: THE EXHIBITION IS COMING TO SÃO PAULO!

The groundbreaking, interactive touring exhibition will celebrate its South American Premiere at Ibirapuera's OCA in the city of São Paulo, in August 2024. Tickets go on sale April 23rd.

São Paulo, April 15th, 2024 - Warner Bros. Discovery Global Themed Entertainment, Imagine Exhibitions, and Eventim Live have announced that **Harry Potter: The Exhibition** is making its South America premiere at Ibirapuera's OCA in the city of São Paulo in August 2024. Tickets for Harry Potter: The Exhibition will go on sale Tuesday, April 23, 2024 at harrypotterexhibition.com.br and [Eventim](https://www.eventim.com).

The behind-the-scenes exhibition celebrates the iconic moments, characters, settings, and beasts as seen from the films of *Harry Potter* and *Fantastic Beasts*™, as well as the wonders of the extended Harry Potter universe, including costumes, props and imagery from the Tony® award-winning Broadway production *Harry Potter and the Cursed Child*. Guests can experience the beautifully crafted environments that honor many of the unforgettable moments fans and audiences have loved for more than two decades, getting an up-close look at everything from original costumes to authentic props as they embark on a personalized journey through innovative, awe-inspiring, and magical environments using best-in-class immersive design and technology.

Following the world premiere in Philadelphia in February 2022, Harry Potter: The Exhibition has since opened in several cities around the world and welcomed over two million visitors and fans of *Harry Potter*. It is currently showing in New York City, USA, Macao, China and opens next month in Munich, Germany.

"Our beloved franchise has been captivating fans for generations and this exhibition has given millions the chance to see the wizarding world in a new way," said Peter van Roden, Senior Vice President of Warner Bros. Discovery Global Themed Entertainment. "Whether they're lifelong students of the Harry Potter films or new to the franchise, fans of all ages across South America and in São Paulo are in for a magical experience."

"This exhibition celebrates the extended world of Harry Potter like no other touring exhibition has done before," said Tom Zaller, President and CEO of Imagine Exhibitions. "I have wanted to open in Brazil since we began planning and I am so happy to finally go on sale in São Paulo. We can't wait to share it with visitors, fans and families from all over Brazil when we open at the OCA this August!"

"I was at the opening of the exhibition in Philadelphia and left convinced that I had to bring it to Brazil," said Jeffrey Neale, partner, and director of Dueto. "I was very impressed with the entire

experience, from the amazing galleries to the interactive technology. I know that Brazilian fans will be as excited for this experience as I am.”

"We want to bring happiness to people. This is what guides 30e, and being able to expand our area of activity with a project that speaks directly to our purpose is very special to me. The experience of Harry Potter: The Exhibition has impacted and entertained families all over the world and with the Brazilian public, who have a great passion for this entire universe, it will be no different", says Pepeu Correa, CEO of 30e.

Gallery Highlights

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 preregistration. While guests may gravitate towards one house, this gallery will enable visitors to experience all the Hogwarts houses in a celebratory hall featuring the 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 offers 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 celebrate the extended Harry Potter universe. Fans can choose from a range of products such as apparel, jewelry, and edible treats, including Chocolate Frogs and bottled and draft Butterbeer. There will also be merchandise not available at any other Harry Potter experience.

Fans are encouraged to follow [Harry Potter: The Exhibition](#) on [Facebook and Instagram](#).
#harrypotterexhibition # HarryPotterExhibitionBrasil @harrypotter_exhibition

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About The Harry Potter Franchise

From the moment eleven-year-old Harry Potter met Rubeus Hagrid, Keeper of Keys and Grounds at Hogwarts School of Witchcraft and Wizardry, his adventures have left an indelible mark on popular culture. Today, over 25 years later, the Harry Potter phenomenon thrives as one of the most successful and best-loved entertainment properties in history.

J.K. Rowling's best-selling Harry Potter novels have been brought to life in an ever-evolving, interconnected universe which is loved by millions of fans worldwide. Eight blockbuster *Harry Potter* films and three epic *Fantastic Beasts* films bring the spellbinding action to life on screen, *Harry Potter and the Cursed Child* mesmerises on stage, and state-of-the-art video and mobile games from Portkey Games allow players to experience the wizarding world like never before. Fans can proudly showcase their passion through innovative consumer products, and thrill at spectacular location-based experiences - including five theme park lands at Universal Studios locations around the world.

This expanding portfolio of Warner Bros. Discovery-owned Harry Potter and Fantastic Beasts offerings includes ground-breaking touring experiences and events, each developed to celebrate special moments and locations that fans cherish, as well as the Platform 9 3/4 retail shops and iconic flagship store - Harry Potter New York. Wizards, Witches and Muggles alike can also discover something new as they explore 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, this extended world continues to provide the community with fresh and exciting ways to interact. For its global fans, and for generations to come, it invites everyone in to find the magic for themselves.

For the latest Harry Potter and Fantastic Beasts news and features, visit 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 or find us on Facebook.

About Eventim Live

EVENTIM LIVE is the promoter group of CTS EVENTIM. With a network of 39 promoters worldwide, EVENTIM LIVE is uniquely positioned to offer a wide range of live entertainment experiences tailored to diverse audiences. From large-scale global tours to intimate local concerts and iconic festivals, Eventim Live ensures that fans have access to the most exciting events across various genres and locations. EVENTIM LIVE also excels in the dynamic realm of touring exhibitions, contributing to the cultural exchange that defines this growing segment.

About Dueto

Dueto, founded by sisters Monique and Sylvia Gardenberg has more than 40 years of experience in entertainment and produced iconic music festivals that changed the Brazilian cultural landscape: Free Jazz Festival (1985 - 2001), Carlton Dance Festival (1987 - 2000), Tim Festival (2003 - 2008), Nivea Viva (2013 - 2017), and currently C6 Fest. Dueto also produced the films Jenipapo, Benjamin, Ó Paí, Ó, and Paraíso Perdido, all directed by Monique Gardenberg. In 2020, adapted the successful play 5x comédia to an Amazon Prime show, and in 2021 created and produced "2022" for HBO, a TV musical special with more than 50 stars from Brazilian music. Dueto also produced successful exhibitions like A Era dos Games (by Barbican Centre), Bjork Digital, Itaú 50 anos de Bossa Nova, Robot Zoo, Arte é Bom and Imagine Picasso.

About 30e

30e represents the new generation of live entertainment and has been developing the "Delivering Happiness" positioning, which translates into action that values the experience of the public and brands. Creating moments of happiness for people is what guides each stage of their events. These were some of the names that 30e brought to Brazil: Paul McCartney, Lana Del Rey, Twenty One Pilots, Florence and the Machine, Kendrick Lamar, Slipknot, Gorillaz, The Killers, Roger Waters, and Bring Me The Horizon. The company revolutionized the format of national tours by bringing new technologies and possibilities to Brazilian artists. Titãs Encontro, NX Zero, JÃO, and Ivete Sangalo are just some of the tours that are under the care of 30e. On the festival front, in turn, they have MITA, Knotfest Brasil, and GPWeek in their portfolio.

For Media Inquiries

For Media Inquiries about *Harry Potter: The Exhibition* in Sao Paulo

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