

**Harry Potter: The Exhibition is**

**coming soon to Poland!**

**PRESS KIT** [**HERE**](https://harrypotterexhibition.com/press/krakow-press-resources/)

**Krakow, Poland (December 3, 2024) –** Warner Bros. Discovery Global Experiences, Imagine Exhibitions, and Eventim Live have announcedin 2025, fans will be able to rediscover the extraordinary world of magic and wizards with Harry Potter: The Exhibition in Krakow, Poland! This is an unforgettable experience that will delight fans as they celebrate the beloved films and beyond. The exhibition will open April 11, 2025, at Alvernia Planet. Tickets go on sale to the general public on Thursday, December 5 at harrypotterexhibition.com. Fans can join the waitlist today to be among the first to access exclusive pre-sale tickets for the exhibition at harrypotterexhibition.com.

Harry Potter: The Exhibition is a groundbreaking traveling exhibition that celebrates iconic moments, characters, settings and creatures from the Harry Potter™ and Fantastic Beasts™ films, as well as the extended Harry Potter universe. At the exhibition, visitors can practice their Quidditch™ skills, brew a potion, pot a mandrake, earn points for your Hogwarts™ house and more, all while learning behind-the-scenes filmmaking magic. The exhibition is full of extraordinary experiences, which was designed not only for the most loyal fans, but also for those just discovering the magic for the first time.

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 design and technology. As visitors explore each gallery, their interactions are captured using RFID wristbands to deliver unique experiences linked to their visitor profile.

This record-setting exhibition was designed and produced by Warner Bros. Discovery Global Experiences in partnership with Imagine and Eventim Live. Since its premiere in 2022 at the Franklin Institute in Philadelphia, it has hosted millions of fans globally. The exhibition has been seen in New York, Paris, Barcelona, Atlanta, Philadelphia, Vienna and Munich, while it is currently on display in Macau, São Paulo, Boston and Madrid.

Alvernia Planet, where the exhibition will be experienced, is a straightforwardly ideal place perfect to host Harry Potter™: The Exhibition. The futuristic complex, composed of interconnected domes, is located between Krakow and Katowice. It currently serves as a professional film studio, but especially for the exhibition it will open its doors for the first time to the general public from all over Poland. With its character and atmosphere, it will provide visitors with the opportunity to experience magic in a completely new way and provide an unforgettable experience that will remain in their memories for a long time.

“We are ecstatic to bring Harry Potter: The Exhibition to Central Europe for the first time. And there's a reason we chose Poland in particular. We see it as a country with an incredibly dedicated community of Harry Potter fans, and that makes it the perfect place to host this magical project,” says Tom Zaller, President and CEO of Imagine. “This exhibition celebrates the filmmaking magic of the *Harry Potter* films like no other touring experience – if you're a lifelong Harry Potter fan or just discovering the magic, there's something for everyone in this exhibition,” adds Tom Zaller.

**Exhibition 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 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](https://harrypotterexhibition.com/) on [Facebook](https://www.facebook.com/HarryPotterExhibition) and [Instagram](https://www.instagram.com/harrypotter_exhibition/). #HarryPotterExhibition

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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 HBO 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 <http://www.harrypotter.com/>.

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**About Warner Bros. Discovery Global Experiences**

Warner Bros. Discovery Global Experiences (WBDGE) is a worldwide leader in the creation, development, licensing and operating of location-based entertainment based on the biggest franchises, stories, and characters from Warner Bros.’ world-renowned film, television, animation, and games studios, HBO, Discovery, Cartoon Network and more. WBDGE is home to the groundbreaking locations of The Wizarding World of Harry Potter at Universal theme parks around the world, award-winning Warner Bros. Studio Tour locations in London, Hollywood, and Tokyo, the iconic Harry Potter New York flagship store, Warner Bros. World Abu Dhabi, The WB Abu Dhabi, The FRIENDS Experience, The Game of Thrones Studio Tour and countless other experiences inspired by Harry Potter, DC, Looney Tunes, Scooby-Doo, Game of Thrones, FRIENDS and more. WBDGE is part of Warner Bros. Discovery’s Revenue & Strategy division.

**About Imagine**

Imagine (formerly known as Imagine Exhibitions) is a global leader in immersive storytelling and experiential design, specializing in the development of world-class exhibitions and attractions for museums, studios, IPs, brands, and leisure destinations worldwide. Through its four core services — Exhibitions, Studio, Retail, and Operations — Imagine creates visitor experiences that entertain, educate, and inspire.

Imagine’s Exhibitions division creates, tours, and operates award-winning traveling experiences like Harry Potter: The Exhibition and Downton Abbey: The Exhibition, captivating audiences and driving attendance worldwide. Its Studio plans, designs, and produces both traveling and permanent experiences, offering comprehensive creative services for clients seeking unique, story-driven experiences. The Retail division enhances guest engagement and drives revenue through bespoke product development, store design, and operations, while the Operations team provides extensive consulting, marketing, and operational support, ensuring the seamless and profitable management of visitor experiences across various venues.

Imagine is currently producing, presenting or operating more than 40 unique experiences around the globe, spanning museums, science centers, zoos, botanical gardens, integrated resorts, and non-traditional venues. For more information, visit [www.theimagineteam.com](http://www.theimagineteam.com/) or follow Imagine on [Facebook](https://www.facebook.com/TheImagineTeam).

**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 Alvernia Planet:**

This highly futuristic complex of 13 domes connected by glass walkways is located between Krakow and Katowice, in Nieporaz, just off the A4 highway. The main part of Alvernia Planet consists of buildings with a total area of 17,425 sqm, while the total area of the Alvernia Planet site is 14.21 hectares. Near the buildings there is a convenient parking lot with 180 spaces, expandable to 1,000 spaces. The “Harry Potter™: The Exhibition” event will take full advantage of Alvernia Planet's infrastructure, from state-of-the-art technology, audio-visual solutions, VR/AR technology, holograms, op-art, and light imaging, which will be unforgettable for Visitors.

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