



HARRY POTTER™: THE EXHIBITION

IS NOW OPEN AT ALVERNIA PLANET

Alwernia, 11 kwietnia 2025 – *Harry Potter™: The Exhibition* is now officially open at Alvernia Planet. Wizards, witches, and Muggles alike can finally step into the enchanting exhibition that has captivated millions of people around the globe. *Harry Potter: The Exhibition* is now open to visitors of all ages and tickets are available [here](#).

The behind-the-scenes, exhibition delights visitors through powerful storytelling and innovative, interactive technology, and allows guests to explore beloved moments from the *Harry Potter* and *Fantastic Beast* films, as well as the Tony® award-winning Broadway production *Harry Potter and the Cursed Child*.

Warner Bros. Discovery Global Experiences, Imagine Exhibitions and Eventim Live are proud to present this exhibition where guests can celebrate 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.

“We have something in store for every fan here in Poland, and the initial reactions have been amazing,” said Tom Zaller, president and CEO of Imagine. “We have poured our heart and soul into this exhibition, and I am honored and proud to share the magic with the millions of visitors the exhibition has welcomed around the world.”

The exhibition will be located in Alvernia Planet – a futuristic complex consisting of interconnected domes, located between Krakow and Katowice. Alvernia Planet is conveniently located near one of the main Polish roads - the A4 motorway.

Harry Potter: The Exhibition takes visitors of all ages on a one-of-a-kind journey through the extended world of *Harry Potter*, celebrating some of the most iconic moments from the beloved *Harry Potter* and *Fantastic Beasts* films. Upon entry, everyone is given an exhibition wristband for a personalized experience. 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 *Harry Potter and The Cursed Child* are included in the exhibition, making Harry Potter: The Exhibition the most comprehensive touring exhibition ever presented about the extended world of Harry Potter, perfect for both longtime fans and those just starting to experience the magic.

An exclusive collection of *Harry Potter: The Exhibition* merchandise will be available in the onsite retail shop for guests to celebrate their fandom. 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 Harry Potter experience.

Fans are encouraged to follow [Harry Potter: The Exhibition](#) on [Facebook](#), and [Instagram](#).
#HarryPotterExhibition

Ticket information

Adult tickets start at \$33 plus tax and fees.

Child tickets start at \$28 plus tax and fees.

Tickets are available for purchase [here](#).

###

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 www.HarryPotter.com.

All characters and elements © & ™ Warner Bros. Entertainment Inc. Publishing Rights © JKR. (s25)

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 or follow Imagine on [Facebook](#), [Instagram](#), and [LinkedIn](#).

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

The Harry Potter™: The Exhibition has been located at Alvernia Planet (1 Ferdinand the Magnificent Street, 32-566 Nieporaz), located between Krakow and Katowice. It is a futuristic film studio complex, also perfect for exhibitions and events. Alvernia Planet is located near the A4 highway, directly at the exit towards Alvernia and Krzeszowice (Rudno interchange).

For Local Media Inquiries:

Wiktor Sumliński

wiktor.sumlinski@secnewgate.com; 500 123 504

Alvernia Planet

Michał Zalewski

media@gremi.pl; 602 377 594

For General Media Inquiries:

Joanna Wilbee-Amis | Imagine

jwilbee-amis@theimagineteam.com

Lindsay Kiesel | Warner Bros. Discovery Global Themed Entertainment

Lindsay.Kiesel@wbd.com

For business-related inquiries, including hosting the exhibition:

sales@imagineexhibitions.com