



HARRY POTTER™: A KIÁLLÍTÁS
IS NOW OPEN IN SZENTENDRE

Szentendre, Hungary (February 6, 2026) - Harry Potter™: The Exhibition officially opened at the Green Event Hall in Szentendre - near Budapest, Hungary, on February 6, 2026.

The behind-the-scenes, exhibition delights visitors through powerful storytelling and innovative, interactive technology, as they 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 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.

“We have something special in store for every Hungarian fan, and the initial reactions have been simply fantastic,” said Tom Zaller, President and CEO of Imagine Exhibitions. “We poured our heart and soul into this exhibition, and it is both an honor and a joy for me that we were able to open in this wonderful country and share the magic with the people of Szentendre and Budapest, as well as all visitors coming to experience it.”

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

Tickets: <https://www.cts.eventim.hu/campaign/en/harry-potter-exhibition-szentendre-hpb>

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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* mesmerizes 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 themed lands at six Universal Destinations and Experiences theme parks 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 Harry Potter Shops in King’s Cross, New York, Chicago, Akasaka, and Harajuku. 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.

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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 Exhibition division develops, manages, and tours award-winning traveling experiences with highlights including *Harry Potter: The Exhibition*, *Jurassic World: The Exhibition*, *Titanic: The Exhibition*, *Downton Abbey: The Exhibition*, and *Hunger Games: 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.

The Hungarian organizer of the exhibition is Green Exhibition Kft.

The event will take place at the Green Event Hall. Green Exhibition Kft. is the exhibition organizing company of Green Stage Produkciós Iroda, one of the most influential and trend-setting players in Hungary's concert and live music industry. With decades of professional experience and internationally recognized production expertise, the company guarantees outstanding quality. It has brought the world's biggest stars and iconic productions to Hungary, elevating the live music and cultural event scene to a new level.

The name Green Stage stands for precision, high-level professionalism, and world-class execution. Its productions have provided unforgettable experiences for millions of people and have played a key role in strengthening Hungary's cultural and musical reputation on the international stage. The company has collaborated with legendary stars such as Jennifer Lopez, Rhoda Scott, Ennio Morricone, José Carreras, Nicki Minaj, Luis Fonsi, Hans Zimmer, the Disney 100 ünnepi concert show, and many other world-class productions. Their professional credibility, reliability, and exceptional production capacity guarantee top quality and unforgettable experiences.

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