

# Harry Potter™

## THE EXHIBITION

**HARRY POTTER™: THE EXHIBITION IS COMING TO BRUSSELS**

**Tickets go on sale 7 JULY 2026**



**Brussels (30 June 2026)** - Warner Bros. Discovery Global Experiences, Imagine, and Eventim Live are excited to announce that the world tour of *Harry Potter™: The Exhibition* will make its next stop in Brussels, at Brussels Expo opening on 16 July. Prepare yourself for the most extensive touring exhibition ever created that celebrates the enchanting world of Harry Potter and beyond, which has already captivated over 4.6 million fans worldwide.

Tickets will go on sale on 7 July. Join the [waitlist](#) today to ensure your spellbinding experience with early access to tickets. For those who join the waitlist, a presale will be offered beginning 6 July.

The behind-the-scenes exhibition celebrates the iconic moments, characters, settings, and creatures as seen in the Harry Potter and Fantastic Beasts™ film series, as well as wonders from the extended world of Harry Potter which includes the Tony® award-winning Broadway production *Harry Potter and the Cursed Child*. Guests can explore beautifully crafted environments that honor many of the unforgettable moments from the films that fans and audiences have loved over the past 25 years, getting an up-close look at everything from authentic props to original costumes as they journey through innovative, awe-inspiring, and magical galleries using best-in-class immersive design and interactive technology.

"This exhibition showcases the original props and costumes worn by cast members and placed into iconic settings to celebrate the extended world of Harry Potter like no other touring exhibition has done before," said Tom Zaller, President and CEO of Imagine. "We know from the tremendous success of the 2016 exhibition that Brussels is the perfect place for fans and families of all ages to experience the magic of the wizarding world. We can't wait to share it with visitors from near and far this summer during our limited run."

### **Exhibition Gallery Highlights**

As guests begin their visit, they encounter a first edition of *Harry Potter and the Philosopher's Stone*, encased in a Gringotts-inspired vault. In the theater, **Page to Screen** moments featuring inspirational video and literary quotes reconnect them to the story. The Marauder's Map also comes to life through a dynamic multimedia presentation that allows guests' names to appear on the map, and Hogwarts Castle vignettes highlight iconic elements such as the Whomping Willow and Dementors.

**The Great Hall Gallery** is a space that allows visitors to celebrate magical seasonal moments in its iconic architecture.

The **Hogwarts™ Houses** gallery stands as one of the exhibition's most iconic spaces, with the Sorting Hat at the center of a celebratory hall. Guests are invited to explore each of the four houses, even as they proudly claim a favorite. The distinct house crests are also a highlight, rendered in intricately crafted stained glass; featuring designs created exclusively for this

**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 try their hand at brewing potions in the Potions Classroom, read 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 can spot iconic creatures, such as centaurs and an 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. Fans can choose from a range of products such as apparel, jewelry, and edible treats. 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 @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* 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](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 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](http://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.

### **For Media Inquiries about *Harry Potter: The Exhibition***

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