****

**HARRY POTTER: THE EXHIBITION**

**Now open in Munich!**

*The behind-the-scenes and interactive exhibition opens today,*

*Thursday, May 9th, 2024, at Kleine Olympiahalle München*

**Munich, May 9, 2024 –** Get ready to celebrate the magical world of Harry Potter and experience the wonder and excitement of the wizarding world first hand! Harry Potter: The Exhibition opens today Thursday, May 9, 2024, at Kleine Olympiahalle in Munich! This interactive traveling exhibition is the most comprehensive ever presented about the extended world of Harry Potter.

The all-new behind-the-scenes exhibition celebrates iconic moments, characters, settings, and beasts from the films and stories of *Harry Potter* and *Fantastic Beasts,* as well as the expanded world of Harry Potter, including the costumes, props and imagery from the Tony® award-winning Broadway production *Harry Potter and the Cursed Child* as seen in Hamburg at the MEHR! Theater. Guests can experience 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. Tickets are available at all known advance booking offices [harrypotterexhibition.com](https://harrypotterexhibition.com/locations/munich/), [eventim.de](https://www.eventim.de/artist/harry-potter-die-ausstellung/harry-potter-die-ausstellung-zeitfensterticket-3547505/) and [muenchenticket.de](https://www.muenchenticket.de/tickets/event/p2wv0r9sh9ce/Harry-Potter-Die-Ausstellung).

**Tom Zaller**, President and CEO Imagine Exhibitions: “*We have something very special here in Munich and I am absolutely thrilled that people in Germany have the chance to experience this exhibition for the first time! Visitors will be able to see original props and costumes, enjoy some of their favorite scenes from the films, have their picture taken, and earn points for their Hogwarts house by participating in interactive activities in the different rooms. I highly recommend that everyone buy their tickets in advance for this incredible experience, as they are selling out fast!*”

**Dieter Semmelmann**, CEO Semmel Concerts GmbH: “*We are absolutely thrilled to have the opportunity to present this one-of-a-kind exhibition here in Munich - it's the German premiere! We couldn't be happier to have partnered with Imagine Exhibitions and Warner Bros. Discovery Global Themed Entertainment, who have been wonderful and trustworthy*.”

Upon entry, everyone is given an exhibition wristband for a personalized experience using best-in-class immersive design and technology. 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 Portrait Hallway and the famed scenes of the Great Hall with floating candles, to exploring Hogwarts classrooms and tossing a Quaffle at the Quidditch pitch. Hagrid’s Hut featuring an oversized chair is perfect for photo opps, as is the “Cupboard Under the Stairs” from Harry’s childhood home on Privet Drive. In addition, vignettes from *Fantastic Beasts*and costumes from the Tony® award-winning Broadway productionof *Harry Potter and The Cursed Child*are included in the exhibition, making *Harry Potter: The Exhibition* the most in-depth touring exhibition looking at the entire world and extended universe of *Harry Potter*, perfect for both longtime fans and those new to experiencing the magic.

The record-breaking exhibition created and developed by Warner Bros. Discovery Global Themed Entertainment in partnership with Imagine Exhibitions and Eventim Live is conveniently located at Kleine Olympiahalle in Munich. Following its premiere in Philadelphia in 2022, more than 2 million visitors around the world have enjoyed this captivating exhibition. It is currently showing in New York City, Macao, and will open in *São Paulo* this August.

**Exhibition Gallery Highlights**

**From Page to Screen Gallery** showcases a first edition of *Harry Potter and the Sorcerer’s Stone* protected 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** **Galleries** 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. 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](https://harrypotterexhibition.com/locations/munich/) on [Facebook](https://www.facebook.com/HarryPotterExhibition), [Instagram](https://www.instagram.com/harrypotter_exhibition/), and [X](https://twitter.com/HP_Exhibition).

#HarryPotterExhibition

**Ticket information**

Harry Potter: The Exhibition will be open daily\* in Munich from May 09, 2024 through September 5, 2024. Prices start at €24,90, and this interactive experience is a unique attraction for visitors of all ages. Tickets can be purchased at [harrypotterexhibition.com](https://harrypotterexhibition.com/locations/munich/) and [eventim.de](https://www.eventim.de/).

VIP tickets make great gifts. The VIP ticket allows access at any time on the selected day, a collectible lanyard, the exhibition audio guide and a €10 merchandising discount on any product in the store.

For more information on tickets, opening hours and frequently asked questions, visit [harrypotterexhibition.com](https://harrypotterexhibition.com/locations/munich/).

###

**About Harry Potter**

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](http://www.wizardingworld.com).

*All characters and elements © & ™ Warner Bros. Entertainment Inc. Publishing Rights © JKR. (s24)*

**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 favourite 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/](https://www.imagineexhibitions.com/)or find us on [Facebook](https://www.facebook.com/ImagineExhibitions/).

**About Semmel Concerts**

Semmel Exhibitions is a leading promoter in Europe and has consistently ranked among the top 10 promoters worldwide in the official POLLSTAR ranking for many years. The company structure includes Semmel Concerts, Semmel Exhibitions, and Semmel Artists & Events.

Semmel Exhibitions produces experiences that travel to venues worldwide and presents exhibitions at its own venues in Germany, Austria, and German-speaking Switzerland. Semmel Exhibitions' portfolio currently includes four productions: 'Tutankhamun: His Tomb and His Treasures', 'MARVEL: Universe of Super Heroes', 'Spider-Man: Beyond Amazing - The Exhibition', and 'Disney100: The Exhibition'. These exhibitions have inspired over nine million people worldwide and have formed a strong international network of museums, science centres, cultural venues, and creative industries.

**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 in Munich**

Semmel Concerts Entertainment GmbH

Karolina Jarecki

Head of Media Relations

Office: +49 621 33935712

Mobile: +49 178 2099138

jarecki.karolina@semmel.de

**IMAGINE EXHIBITIONS**

press@harrypotterexhibition.com

**WARNER BROS. DISCOVERY**

Lindsay Kiesel | Warner Bros. Discovery Global Themed Entertainment

lindsay.Kiesel@wbd.com

**For business-related inquiries, including hosting the exhibition:****sales@imagineexhibitions.com**