

# Harry Potter THE EXHIBITION



## **TICKETS TO HARRY POTTER™: THE EXHIBITION IN VALENCIA NOW ON SALE!**

***The International Touring Exhibition opens April 13, 2019***

***at the Museu de les Ciències at La Ciutat de Les Arts i Les Ciències in Valencia.***

Tickets are on sale at [www.harrypotterexhibition.es](http://www.harrypotterexhibition.es)

**Valencia, February 19<sup>th</sup>, 2019** – Exciting news for Wizarding World fans! Tickets for *Harry Potter: The Exhibition* in Valencia are now on sale at [www.harrypotterexhibition.es](http://www.harrypotterexhibition.es). Due to popular demand, the exhibition is returning to Spain this spring, offering fans another chance to see some of the iconic sets and props from the Harry Potter films. The exhibition will be hosted in the Museu de Les Ciències at the stunning Ciutat de les Arts i les Ciències complex in Valencia, for a limited time, opening April 13.

In 2017, *Harry Potter: The Exhibition* opened in Madrid, welcoming more than 460,000 guests during its four-month run. After the great success of the exhibition in Madrid, Valencia will be the second Spanish city within the exhibition's European tour and the only stop in the country in 2019.

In partnership with Warner Bros. Consumer Products, GES Events created the 1,500-square-meter experiential exhibition, where visitors can enjoy dramatic displays inspired by the Hogwarts™ film sets and see the amazing craftsmanship behind authentic costumes, props and creatures from the films. Sold Out and Encore are partnering with GES to present the exhibition in Valencia.

Since its highly successful premiere at the Museum of Science and Industry in Chicago in 2009, the exhibition has been presented in a variety of major cultural and entertainment institutions and museums in cities around the world including Boston, Toronto, Seattle, New York, Sydney, Singapore, Tokyo, Edmonton, Sweden, Cologne, Paris, Shanghai, Brussels, Madrid, Amsterdam, Milan and Berlin welcoming more than 5 million visitors.

“We are pleased to continue to be part of the European tour of *Harry Potter: The Exhibition* by bringing it to Valencia. After seeing how happy the fans were in Madrid, we knew we had to bring it back to Spain,” says Pascal Bernardin of Encore.

“We are thrilled to bring the exhibition back to Spain. We are sure of the magnificent reception in Valencia,” added Rafael Giménez of Sold Out.

“We are excited that the twentieth tour stop of *Harry Potter: The Exhibition* will be in the beautiful city of Valencia,” said Robin Stapley, Vice President Design and Creative, GES Events. “The exhibition was a great success in Madrid and we hope fans new and old will have a chance to visit this exhibition and relive their favorite moments from the films.”



From the moment guests enter *Harry Potter: The Exhibition* they are immediately drawn into the world of *Harry Potter*. Guests are greeted by an exhibit host who sorts several lucky fans into one of the Hogwarts™ houses and then leads them into the exhibition where their journey to favorite scenes from the *Harry Potter* films begins. The exhibition features settings from the films' most popular locations—including the Gryffindor™ common room and dormitory; classrooms like Potions and Herbology; and the Forbidden Forest—which are filled with thousands of authentic props, costumes, and creatures used in the filming of the iconic series.

In addition to the beautiful environments and displays, there are several interactive elements. Guests can enter the Quidditch™ area and toss a Quaffle ball, pull their own Mandrake in the Herbology classroom vignette, and even tour a re-creation of Hagrid's hut and sit in his giant-sized armchair.

The exhibition in Valencia will be open from April 13. Timed-entry tickets are required, and the last entry will be one hour and a half before the closing of the exhibition. Tickets to the exhibition are on sale at [www.harrypotterexhibition.es](http://www.harrypotterexhibition.es). Please check the website for opening dates and hours.

An exclusive audio tour is also available, providing behind-the-scenes insight into the making of the *Harry Potter* films, with commentary from the producers, prop designers, costume designers and creature designers.

## **Harry Potter: The Exhibition**

**Location:** CIUTAT DE LES ARTS I LES CIÈNCIES. Av. Professor López Piñero (Historiador de la Medicina), 7. 46013 - Valencia

**Dates:** From April 13

**Tickets** from € 13,90 (excl. service charge) are available through [www.harrypotterexhibition.es](http://www.harrypotterexhibition.es)

Audio guides are available separately.

**Facebook:** @harrypotterexpospain @CIUDADDELASARTESYLASCIENCIAS

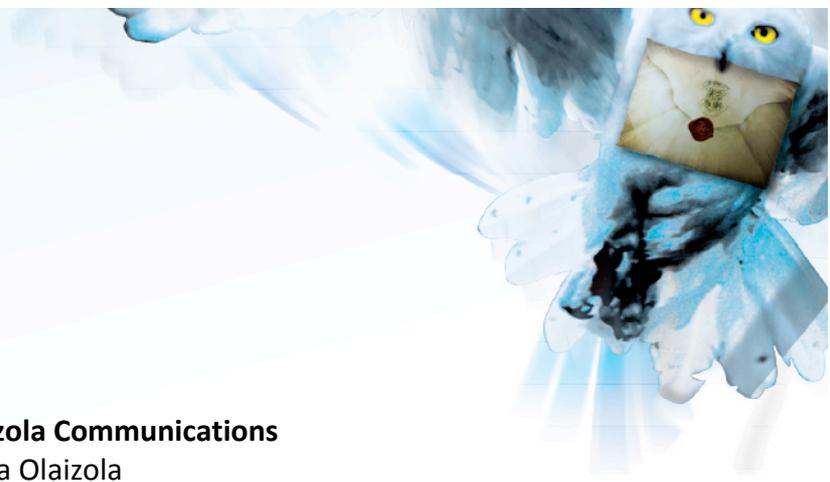
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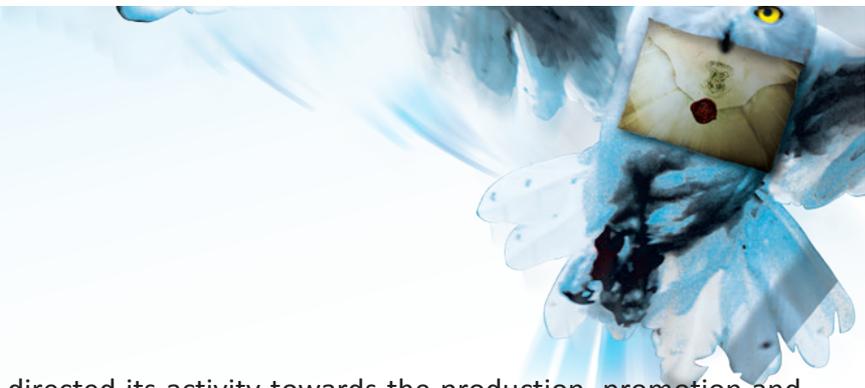
## About Wizarding World:

More than two decades ago, a young Harry Potter was whisked onto Platform 9¾ at King's Cross Station, and readers everywhere were swept along with him into a magical universe, created by J.K. Rowling. In the years since, the seven Harry Potter bestsellers have inspired eight blockbuster movies, an award-winning stage play, and, more recently, the start of the Fantastic Beasts five-film series. People of all ages have been enthralled by these extraordinary adventures, set within an expanding universe, inspired by the vision of J.K. Rowling.

For today's growing worldwide fan community, and for generations to come, the Wizarding World welcomes everyone to explore more of this magical universe — past, present and future. The Wizarding World also provides fans with an instant, trusted kite-mark of quality and authenticity.

## About Encore

Encore was created in 1987 by Pascal Bernardin and has since been a major player of the live entertainment business in France, presenting rock and pop artists (The Rolling Stones, Prince, Supertramp), family and Irish shows (Walking with Dinosaurs, Batman Live, Riverdance, Lord of the Dance) and musicals (Mamma Mia!, Bagdad Café the Musical). Since 2008, Encore has developed the "edutainment" genre in France through different exhibitions: Our Body The Universe Within in 2008 and 2009, Days of the Dinosaur in 2010 and 2011, Tutankhamon / His Tomb and His Treasures in 2012, Titanic The Exhibition in 2013, and Ice Age Exhibition in 2014. In 2015, Encore has presented Violetta Live, the live version of the famous South American telenovela selling over 260,000 tickets in France. In 2016, Encore presented Harry Potter: The Exhibition in Brussels in partnership with Firestarter and in 2017/2018 at IFEMA in Madrid, in partnership with Sold Out. In 2018, Encore presented Harry Potter the Exhibition, in partnership with Sold Out and Di and Gi, at Fabbrica del Vapore in Milano. Today, in partnership with Sold Out, Encore is proud to be part of the new Harry Potter adventure at Ciutat de les Arts in Valencia. [www.encore-expo.fr](http://www.encore-expo.fr)



### **About Sold Out**

Since its establishment in 1995, Sold Out has directed its activity towards the production, promotion and organization of all types of live entertainment events, both for promoters and companies and for the general public, creating unique experiences throughout all these years. Sold Out has organized in Spain some of the most important entertainment projects that have taken place in our country in the last 20 years, from concerts to theater, through exhibitions, festivals and corporate events. Sold Out works regularly abroad organizing tours and international shows. In 2017, Sold Out presented the exhibitions David Bowie Is, Björk Digital and the international debut Game of Thrones®: The Touring Exhibition in Barcelona, and partnered with Encore Productions to present Harry Potter™: The Exhibition at IFEMA in Madrid achieving more than 460,000 visitors and becoming one of the most visited exhibitions in Spain. From 2018, Sold Out manages the new exhibition venue Espacio 5.1 at IFEMA and has presented the exhibitions Banksy: Genius or Vandal? And Jurassic World: The Exhibition. In 2019 partnering with Encore presents Harry Potter: The Exhibition at Ciutat de les Arts in Valencia. [www.soldout.es](http://www.soldout.es)

### **About CIUTAT DE LES ARTS I LES CIÈNCIES**

The City of Arts and Sciences (in Valencian and officially *Ciutat de les Arts i les Ciències*) is an architectural, cultural and entertainment complex in the city of Valencia (Spain). La Ciutat de les Arts i les Ciències, a large complex that has been promoted by the Generalitat Valenciana, has become an international reference point and a symbol of the faith placed in cultural tourism and the dynamism with which the Region of Valencia introduces itself to the world. It is a cultural and leisure centre that surprises visitors both with its architecture and its amazing capacity for amusing, teaching, and exciting them, together with encouraging their participation.

Along an axis of just under two kilometres that was formerly the bed of the river Turia and with a surface of 350,000 square metres, the City of Arts and Sciences represents a large open space for relaxation based on a concept of cultural and intelligent leisure.

The significant part placed by architecture has been possible thanks to the outstanding work of two Spanish architects of international prestige: Santiago Calatrava with the *Palau de les Arts (Opera House)*, *Hemisfèric (Imax, Digital 3D and Planetarium)*, *Museu de les Ciències (Science Museum)*, *Umbracle (Promenade and Car Park)*, and, under construction, the *Àgora*, and Félix Candela with the striking roofs of the main buildings of the *Oceanogràfic (Aquarium)*.

### **About GES Events**

GES Events is part of GES, a Viad Corp (NYSE: VVI) company, and a global, full-service provider for live events, producing corporate events, exhibitions, conferences, congresses, exhibits and entertainment experiences. GES provides a wide range of services, including cutting-edge creative, audio visual and design, marketing and measurement services, and event registration services – all with an unrivaled global reach. GES partners with leading shows and brands, including Warner Bros. Consumer Products and MAGIC. GES' National Servicercenter® has been recognized with certification under the J.D.Power Certified Contact Center Program<sup>SM</sup> for the past 10 years, and for the ninth year in a row, Ad Age has named GES as one of the Nation's Largest Experiential/Event Marketing Agency Networks. For more information visit [www.ges.com](http://www.ges.com).

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## **About Warner Bros. Consumer Products**

Warner Bros. Consumer Products (WBCP), a Warner Bros. Entertainment Company, extends the Studio's powerful portfolio of entertainment brands and franchises into the lives of fans around the world. WBCP partners with best-in-class licensees globally on an award-winning range of toys, fashion, home décor, and publishing inspired by franchises and properties such as DC, J.K. Rowling's Wizarding World, Looney Tunes and Hanna-Barbera. The division's successful global themed entertainment business includes groundbreaking experiences such as The Wizarding World of Harry Potter and Warner Bros. World Abu Dhabi. With innovative global licensing and merchandising programs, retail initiatives, promotional partnerships and themed experiences, WBCP is one of the leading licensing and retail merchandising organizations in the world.

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