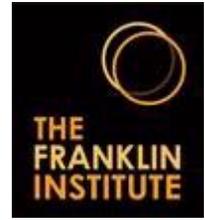




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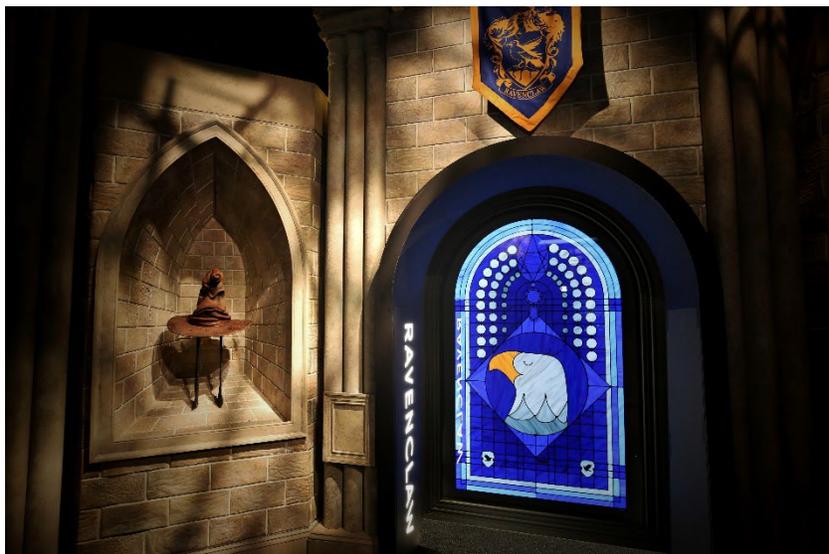
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WORLD PREMIERE
HARRY POTTER™: THE EXHIBITION
TEASES PHOTO OF HOGWARTS HOUSES GALLERY
OPENS FEBRUARY 18 AT THE FRANKLIN INSTITUTE

PHILADELPHIA, PA February 8, 2022 – *Harry Potter: The Exhibition*, the most comprehensive touring exhibition ever presented about *Harry Potter*, *Fantastic Beasts*, and the expanded Wizarding World including *Harry Potter and the Cursed Child*, makes its world premiere at [The Franklin Institute](#) on February 18, 2022. Today, Imagine Exhibitions and EMC presents, in partnership with Warner Bros. Themed Entertainment, teased a photo of the Hogwarts Houses gallery featuring a newly designed Ravenclaw crest, and shared more details of the personalized journey guests will soon experience.

Throughout the twenty thousand square foot sprawling exhibition, guests will see authentic props and original costumes as they engage with innovative, awe-inspiring, and magical environments in ways never before experienced in a touring exhibition. The exhibition features 21 distinct and memorable areas, including The Great Hall, The Forbidden Forest, and the immersive and grand **Hogwarts Houses** gallery, which beautifully represents the four unique crests of Gryffindor, Hufflepuff, Ravenclaw, and Slytherin houses.

“The journey through Hogwarts Houses will be one of the most anticipated of the entire exhibition, and we are very excited to share an early look at this treasured gallery,” said **Tom Zaller, President & CEO of Imagine Exhibitions**.



Harry Potter: The Exhibition teased a photo of the Hogwarts Houses gallery featuring a newly designed Ravenclaw crest in *Harry Potter™: The Exhibition* at The Franklin Institute in Philadelphia, opening on February 18, 2022.

Photo Credit: Imagine Exhibitions

Hogwarts Houses Tease Photo
can be downloaded here:
[PRESS KIT](#)

The **Hogwarts Houses** gallery sets the foundation for the exhibition experience, allowing guests the opportunity to experience more personalized moments with the house they select during their preregistration. While guests may gravitate towards one house this Gallery allows visitors to experience all of the Hogwarts houses in a celebratory hall featuring an iconic Sorting Hat Photo Experience while surrounded by freshly designed house crests on meticulously created stained glass windows. In this nearly 2,000-square-foot gallery, fans will discover house facts, snap interactive portraits with the Sorting Hat, engage with select costumes and props, and connect with beloved characters and story moments through activated prop displays. They will learn about the legendary houses and their distinctive characteristics and continue their own exhibition experience through personalized digital activation moments.

Harry Potter: The Exhibition is an all-new behind-the-scenes exhibition that celebrates the iconic moments, characters, settings, and beasts as seen in the films and stories of *Harry Potter*, *Fantastic Beasts* and the expanded Wizarding World, through beautifully crafted environments using best-in-class immersive design and technology.

The tease reveal comes just as the exhibition exceeds presales for every exhibition at The Franklin Institute since 2007 in just 15 weeks. “All indications show that *Harry Potter: The Exhibition* will be one of, if not the most successful exhibition of all time at The Franklin Institute,” shared **Larry Dubinski, President & CEO of The Franklin Institute**.

Fans are encouraged to follow [Harry Potter: The Exhibition](#) on [Facebook](#), [Instagram](#), and [Twitter](#), as well as all social media channels for [The Franklin Institute](#). #HarryPotterExhibition

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Notes to editors:

The Franklin Institute is proud to present and play host to the world premiere of *Harry Potter: The Exhibition* in the Nicholas and Athena Karabots Pavilion and the Mandell Center. PECO, the premier corporate partner of The Franklin Institute, is an associate sponsor of the exhibition.

The exhibition was created and developed by Imagine Exhibitions in partnership with Warner Bros. Themed Entertainment, and EMC Presents and is slated to tour globally over the next few years.

Visit www.HarryPotterExhibition.com for the latest news on tour stops and ticket availability.

About Wizarding World

In the years since Harry Potter was whisked from King’s Cross Station onto Platform nine and three quarters, his incredible adventures have left a unique and lasting mark on popular culture. Eight blockbuster Harry Potter films based on the original stories by J.K. Rowling have brought the magical stories to life and today, the Wizarding World is recognised as one of the world’s best-loved brands.

Representing a vast interconnected universe, it also includes two epic *Fantastic Beasts* films, (the third releasing in 2022), *Harry Potter and the Cursed Child* – the multi-award-winning stage-play, state-of-the-art video and mobile games from Portkey Games, innovative consumer products, thrilling live entertainment (including four theme park lands) and insightful exhibitions.

This expanding portfolio of Warner Bros. owned Wizarding World experiences also includes Harry Potter New York – a brand new flagship store, Warner Bros. Studio Tour London – The Making of Harry Potter, Warner Bros. Studio Tour Tokyo, and the Platform 9 3/4 retail shops.

The Wizarding World continues to evolve to provide Harry Potter fans with fresh and exciting ways to engage. For the worldwide fan community, and for generations to come, it welcomes everyone in to explore and discover the magic for themselves.

About Warner Bros. Themed Entertainment

Warner Bros. Themed Entertainment (WBTE), part of WarnerMedia Global Brands 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 WarnerMedia's iconic characters, stories, and brands. WBTE 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, WBTE allows fans worldwide to physically immerse themselves inside their favorite brands and franchises.

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About Imagine Exhibitions

A world leader in narrative-driven, immersive experiences, Imagine Exhibitions, Inc., creates, markets, and operates sophisticated, high-quality experiences for museums, brands, venues, and integrated resorts across the globe. From ideation to operation, Imagine's team of industry pioneers draws upon decades of success in the fields of immersive design, storytelling, 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 they are presented. [Imagine Exhibitions, Inc.](#), a global pioneer in traveling entertainment responsible for the creations of many internationally recognized exhibitions such as *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 currently presents and operates 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 and create and implement permanent and semi-permanent museum, brand, and entertainment properties. For more information, visit www.ImagineExhibitions.com or find us on Facebook.

About EMC Presents

EMC Presents is a partnership between CTS Eventim, one of the leading international providers of ticketing services and live entertainment, and award-winning tour promoter and producer Michael Cohl, creating one of the strongest global networks of promoters and venues. The partnership provides a comprehensive worldwide live entertainment platform, creating extraordinary shows and experiences, from concept creation to production and promotion. Michael Cohl's career spans over 45 years as a Producer and Promoter for iconic entertainers, having worked with the world's most recognized artists, including Barbra Streisand, Oprah Winfrey, The Rolling Stones, Pink Floyd, U2, Michael Jackson, Frank Sinatra, and many more. Michael's strategies are credited with revolutionizing the touring industry

worldwide. Besides his storied history in the music industry, Cohl has promoted multiple successful exhibitions, including the original King Tut exhibit, "John Lennon: The New York City Years," Bodies: The Exhibition, Jurassic World: The Exhibition, and Pink Floyd: Their Mortal Remains. Cohl, previously the chairman of Live Nation, was inducted into the Canadian Rock n Roll/Music Hall of Fame and has received a star on Canada's Walk of Fame. Among his many other awards, Cohl has also been honored with an Emmy, the Billboard Legend of Live Award, the TJ Martell Foundation Man of the Year Award, a Peabody Award, and a JUNO Award for Special Achievement.

About The Franklin Institute

Located in the heart of Philadelphia, The Franklin Institute is a renowned and innovative leader in science and technology learning and a dynamic center of activity. As Pennsylvania's most visited museum, it is dedicated to creating a passion for learning about science by offering access to hands-on science education. For more information, visit www.fi.edu.

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