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Cityneon picks up multi-year licensing rights for James Cameron's Avatar touring exhibition

Robert Hutchins 2 days ago Entertainment, Highlight, Live 318 Views

Victory Hill Exhibitions, a subsidiary of Cityneon Holdings, has picked up the multi-year licensing rights for a global touring exhibition based on James Cameron's blockbuster film Avatar. Cityneon will work closely with Disney Location-Based Experiences and James Cameron and Jon Landau's Lightstorm Entertainment on the venture.

With Avatar set to release the first of four sequels next year, Cityneon will look to curate an engaging experience for audiences to visit worldwide. The state-of-the-art touring exhibition will feature numerous interactive, multi-sensory segments where guests can explore the wonders of Pandora, the distant moon which is the setting for the films.

Ron Tan, executive chairman and chief executive officer of Cityneon, said: "We are honoured to work with Disney and Lightstorm Entertainment. All of us share the same vision of bringing these experiences alive with artistry and inventiveness. We are thrilled to be part of this collaboration. There's a lot of anticipation for the film's first sequel, and we're excited to be part of the global effort to complement the film's release with a truly immersive experience for fans in various markets."

Lightstorm Entertainment's president of franchise development, Kathy Franklin, added: "Our powerful new relationship with Cityneon for this global touring exhibition will play a key role in our continuing expansion of the reach and impact of the Avatar franchise around the world."

Released in 2009, James Cameron's Avatar was the highest-grossing film in motion picture history with a box office gross of nearly \$2.8 billion, a record held for ten years. Captivating audiences across the globe with its otherworldly visuals and groundbreaking special effects, the film quickly became a worldwide phenomenon. Avatar is set to be followed by four sequels, with the first sequel scheduled for release in December 2021.

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About Robert Hutchins



Robert Hutchins is the editor of Licensing.biz and ToyNews. Hutchins has worked his way up from Staff Writer to the position of Editor across the two titles, having spent some six years with both ToyNews and Licensing.biz, and what now seems like a lifetime surrounded by toys. You can contact him by emailing robert.hutchins@bizmedia.co.uk or calling him on 0203 143 8780 You can even follow him on Twitter @RobHutchins3 if ranting is your thing...

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