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News

Cityneon to take new Warner Bros. IP concepts worldwide

Brand experiences will be based on studio's popular **film franchises**



WARNER BROS.
THEMED ENTERTAINMENT



Words: [Adam Whittaker](#)
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Cityneon Holdings, a [global experience entertainment company](#), has announced its latest partnership with a leading US film production studio.

Two brand new experiences will be created in a new collaboration with Warner Bros. Themed Entertainment. Described as “unique global touring themed art experiences”, the IP-based attractions are scheduled to open in two years, in as yet undisclosed locations.

Visitors will be able to discover their favourite DC Comics Superheroes or magical characters from The Wizarding World franchise in a whole new light. The travelling exhibitions will deliver immersive themed art environments for fans of the hit series.

Cityneon says the new experiences will combine cutting-edge technology with the latest advancements in media, and sound to construct a “truly sensorial” guest experience.

Creating unique experiences

Both Cityneon and Warner Bros. see great potential in the upcoming projects, which will deliver the brands to audiences from 2023.

Warner Bros. Themed Entertainment SVP **Peter van Roden** comments on the partnership:



“We are thrilled to be partnering with Cityneon on these two new cutting-edge immersive themed art experiences.

“Each of the new experiences will help us further continue to reach our DC and Wizarding World fans with fresh, innovative and immersive experiences where guests can interact with the franchises like never before.”

Cityneon Executive Chairman & Group CEO **Ron Tan** adds:

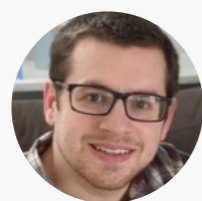
“We are excited to announce our partnership with Warner Bros. Themed Entertainment to deliver two unique experiences based on two of their most successful and globally acclaimed franchises, the DC Universe and the Wizarding World. This strategic relationship is a testament to our determination to scale greater heights in the arena of IP experiences.

“With Cityneon’s strong track record of delivering large-scale and innovative experiences globally, I am confident that the DC and Wizarding World experiences will be truly unique and immersive experiences that fans of all ages will enjoy.”

Earlier this month Cityneon Holdings announced it has signed an agreement with Qatar Free Zones to [create a new facility](#) featuring an R&D innovation lab and production workshop.

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