

WB
WARNER BROS.
STUDIO TOUR
TOKYO

THE
MAKING OF
Harry Potter

Warner Bros. Studio Tour Tokyo unveils Magical Diagon Alley Set



Ahead of public opening on 16th June, the wizarding shopping street of Diagon Alley was revealed today at Warner Bros. Studio Tour Tokyo – The Making of Harry Potter.

Diagon Alley, the bustling shopping street, is an essential stop for young witches and wizards preparing to return to Hogwarts. From collecting their Galleons at Gringotts Wizarding Bank to choosing their beloved animal companion at Magical Menagerie, the street houses everything a Hogwarts student needs. Stepping on to Diagon Alley, fans will discover up close the details of this magical set for themselves.

Diagon Alley was initially created for *Harry Potter and the Philosopher's Stone*, then repeatedly adapted for subsequent films. Walls shifted, shop fronts were moved, and entire buildings had been carefully tweaked, angled ever-so-slightly to the left of right. During the filming of *Harry Potter and the Prisoner of Azkaban*, many of the Diagon Alley set pieces were also re-dressed for use in the snowy village of Hogsmeade.

In the three-storey explosion of orange and purple at the end of Diagon Alley, the Weasley twins sold everything from Extendable Ears to Love Potion in their store, Weasleys' Wizard Wheezes. Designed to look like an 18th century storefront, the shop took over three months to build during filming – and most of this time was spent constructing the 20-foot, moving mannequin above the main entrance. Fred and George's mischievous sense of humour is reflected in 120 individually designed products, created by graphic design team, MinaLima.

Head Prop Maker, Pierre Bohanna, remembers the set as one of his favourites to create: “Diagon Alley was really a showcase of prop-making, it was a joy to work on and see it come to life”. The set required thousands of props to be created and items to be sourced to fill the shops, everything from cauldrons, quills and robes to the Nimbus 2000 broomstick on display in the window of Quality Quidditch Supplies.

Diagon Alley Facts and Stats

- Set Decorator Stephenie McMillan and her team would go to antique shops, markets and auctions to find unique and one-of-a-kind items to fill the shop windows on Diagon Alley.
- During filming, Ollivanders wand shop was filled with over 17,000 wands boxes.
- Production Designer Stuart Craig wanted Diagon Alley to be a wonderful and whimsical place, so each building was pushed, pulled and wrenched into place while being installed on the soundstage to make the entire street look just a bit crooked.

Warner Bros. Studio Tour Tokyo will open to the public on 16th June. Tickets are now available for visits up to 30st September and must be purchased in advance from www.wbstudiotour.jp.

About Warner Bros. Studio Tour Tokyo

Warner Bros. Studio Tour Tokyo will officially open its doors on Friday 16th June 2023. Opening for the first time in Tokyo, this brand-new Studio Tour will invite fans to step onto breathtaking sets including the iconic Great Hall at Hogwarts, Diagon Alley and the Forbidden Forest where they will see exquisite costumes and come face to face with magical creatures while learning filmmaking secrets. Fans will also enjoy lots of fun activities including riding a broomstick, drinking a refreshing Butterbeer, appearing in a moving portrait in the halls of Hogwarts, stepping into the crowd of a Quidditch game and shopping from a huge range of products, many of which are only available at Warner Bros. Studio Tour Tokyo.

The Studio Tour will also be home to the largest Harry Potter shop in the world, featuring 14 themed sections that are decorated with over 7,000 bespoke and specially sourced props. The areas are beautifully designed and take inspiration from elements of the shops on Diagon Alley including Honeydukes, Ollivanders and Flourish and Blotts. A huge range of products will be available to buy, many of which have been exclusively developed for Warner Bros. Studio Tour Tokyo. In addition, visitors can enjoy a choice of restaurants and cafés which will serve a celebration of traditional British fare such as fish and chips, roast beef, English breakfast and Afternoon Tea.

This will be the largest indoor Harry Potter attraction in the world and visitors can expect to spend around four hours exploring the only Warner Bros. Studio Tour to open in Asia. Building on the phenomenal success of Warner Bros. Studio Tour London - the Making of Harry Potter which opened in 2012 and has maintained exceptional visitor reviews, Warner Bros. Studio Tour Tokyo will feature exclusive sets only available in this location, providing visitors with an experience like no other.

Notes to Editors

Tickets to the Studio Tour are available on the [official website](#). Tickets pricing is as follows:

Adult - ¥6,300

Junior - ¥5,200

Child - ¥3,800

All tickets must be pre-booked and will not be available to buy at Studio Tour.

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 recognized as one of the world's best-loved brands. Representing a vast interconnected universe, it also includes three epic Fantastic Beasts films, 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), insightful exhibitions, as well as a forthcoming Harry Potter TV series. This expanding portfolio of Warner Bros. Discovery owned Wizarding World tours and retail also includes the flagship Harry Potter New York, 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.

WIZARDING WORLD and all related trademarks, characters, names, and indicia are © & ™ Warner Bros. Entertainment Inc. Publishing Rights © JKR. (s22)

About: Warner Bros. Discovery

Warner Bros. Discovery (Nasdaq: WBD) is a leading global media and entertainment company that creates and distributes the world's most differentiated and complete portfolio of content and brands across television, film and streaming. Available in more than 220 countries and territories and 50 languages, Warner Bros. Discovery inspires, informs and entertains audiences worldwide through its iconic brands and products including: Discovery Channel, discovery+, CNN, DC, Eurosport, HBO, HBO Max, HGTV, Food Network, OWN, Investigation Discovery, TLC, Magnolia Network, TNT, TBS, truTV, Travel Channel, MotorTrend, Animal Planet, Science Channel, Warner Bros. Pictures, Warner Bros. Television, Warner Bros. Games, New Line Cinema, Cartoon Network, Adult Swim, Turner Classic Movies, Discovery en Español, Hogar de HGTV, and others. For more information, please visit www.wbd.com.

WIZARDING WORLD characters, names, and related indicia are © & ™ Warner Bros. Entertainment Inc. Publishing Rights © JKR. (s22)