



## **GAME OF THRONES™: THE TOURING EXHIBITION WILL CELEBRATE ITS GERMAN PREMIERE IN OBERHAUSEN ON 27 NOVEMBER 2018**

Tickets available at [www.gameofthronesexhibition.de](http://www.gameofthronesexhibition.de)

**Oberhausen, 18 September 2018** --- Based on the groundbreaking HBO® series, **GAME OF THRONES: The Touring Exhibition** will give fans the experience of a lifetime with an up-close and personal look into the world of Westeros and Essos. In collaboration with HBO Licensing & Retail, global events provider GES Events designed and built the show's largest public display to date. The exhibition beautifully showcases the sumptuous costumes, authentic props, and majestic settings from all seven seasons of the worldwide hit series *GAME OF THRONES* in an interactive, immersive experience which leads visitors through several dynamically themed exhibition areas. AWC AG is partnering with GES Events to present the exhibition in Oberhausen.

Fans of the series will recognize the breathtaking objects and enthralling artifacts from the screen, made real, and experience first-hand the artistry and craftsmanship that goes into the one-of-a-kind pieces showcased in this new 10,000-square-foot interactive experience. Each dynamically themed exhibition area will transport visitors to the world of *GAME OF THRONES* with a unique mix of immersive environments, interactives, and multimedia content set within a carefully curated collection of the most breathtaking items from the show.

"The *GAME OF THRONES* fanbase stretches across all corners of the globe, and we're excited to be able to reach as many of those fans as possible through this experience," said Jeff Peters, VP of licensing & retail at HBO. "The exhibition has been a huge hit in Spain and France, and we're certain our fans in Germany will be lining up for their turn to visit!"

"We are very pleased that in cooperation with GES Events and HBO, we are able to present this impressive exhibition to German fans of the show this winter and know it will draw visitors from all over the region," explains Andreas Waschk, CEO of AWC AG and managing director of Explorado Group GmbH.

"Winter is coming and GES Events is proud to bring **GAME OF THRONES: The Touring Exhibition** to Oberhausen with an unprecedented collection costumes and props, including new items never before displayed in public," said Robin Stapley, VP of design and creative, GES.

Visitors will be able to:

- experience the wintry landscapes of the North and the tree-lined pathway of the Kingsroad;
- view a garrison of Unsullied warriors and the iconic costumes of House Targaryen;
- step into the House of Black and White
- explore Castle Black, the home of the Night's Watch
- and finally reach the Iron Throne, in the shadow of which nobles and common folk alike struggle for survival.

**GAME OF THRONES: The Touring Exhibition** will celebrate its German premiere in a temporary exhibition hall at the Promenade of CentrO Oberhausen, starting 27 November 2018, and tickets are available through [gameofthronesexhibition.de](http://gameofthronesexhibition.de)

For our very eager fans there will be the opportunity on 24 and 25 November 2018 to discover the exhibition before the official public opening as part of a special "sneak preview." The capacity for this preview is limited and tickets are only available in advance through [gameofthronesexhibition.de](http://gameofthronesexhibition.de).

## VISITORS INFORMATION

### **Venue**

Exhibition Hall  
Promenade / CentrO Oberhausen  
46047 Oberhausen  
Info & Ticket-Hotline: 0180 – 6999 000 220

### **Hours of Operation**

Monday to Thursday: Noon - 9 pm  
Friday-Saturday & Holidays in NRW: 11 am - 10 pm  
Sunday & Public Holidays: 10 am – 8 pm

### **Ticket Prices**

#### Adults

Friday – Sunday: 23,95€  
Monday – Thursday & public holidays: 19,95€

Audio Guides are as well available.

Tickets are available now at [www.gameofthronesexhibition.de](http://www.gameofthronesexhibition.de)

### **About HBO Licensing & Retail**

HBO Licensing & Retail, a division of Home Box Office, Inc., partners with best-in-class licensees around the world to give HBO's global audience new and exciting ways to engage with their favorite shows. The division leverages iconic, award-winning HBO programs such as *Game of Thrones*, *VEEP*, *Sex and the City*, *Silicon Valley*, *Insecure*, *The Sopranos*, *Big Little Lies*, *True Blood* and more to create officially licensed consumer products, innovative merchandise programs, retail activations and live immersive experiences. HBO Licensing & Retail works across a broad range of product categories, including collectibles, apparel, publishing, live branded experiences, digital gaming, fashion and beauty collaborations, luxury accessories, and beyond. Officially licensed HBO merchandise can be purchased in retail stores around the world, online in the US at <http://store.hbo.com>, and at the groundbreaking HBO retail hub, the HBO Shop®, located at 42nd and 6th Avenue in New York City.

### **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 official show services, audio visual, cutting-edge creative 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, Spring Fair Birmingham, MAGIC, and CONEXPO-CON/AGG and IFPE. GES' National Servicercenter® has been recognized with certification under the J.D.Power Certified Contact Center Program<sup>SM</sup> for the past nine years, and for the eighth year in a row Ad Age has named GES as one of the "World's 50 Largest Agency Companies." For more information visit [www.ges.com](http://www.ges.com).

### **About AWC AG**

Prior to founding AWC Consulting, a project development company specialized in visitor attractions, in 1989, Managing Director Andreas Waschk worked in the music business as a promoter for international artists such as the Rolling Stones, Michael Jackson and Luciano Pavarotti. Renamed 2006 in AWC AG the company participated in various successful projects, like the development and management of the original Titanic exhibition in Hamburg as well as the development of Germany's largest and most successful children's museum - the Explorado in Duisburg and the Science Center ODYSSEUM in Cologne. Meanwhile AWC AG is the engine of EXPLORADO GROUP, which offers comprehensive services for visitor attractions and family entertainment in the 360 ° model, with focus on international blockbuster exhibitions, such as the presentation of Harry Potter™: The Exhibition (2014 in Germany, 2015 in France and this fall again in Germany), STAR WARS™ Identities (2015 in Germany), but also on the development of own exhibition concepts such as The Strong Four (2016) and, in cooperation with 20th Century Fox, the Exhibition ICE AGE™: A Mammoth Journey (2017). Visit [www.awc-ag.de](http://www.awc-ag.de) and [www.explorado-group.com](http://www.explorado-group.com)

## Contacts

### In US:

Chris Willard  
Director, Corporate Affairs  
HBO  
T +1 212.512.1557  
[chris.willard@hbo.com](mailto:chris.willard@hbo.com)

Lea Antonio  
Director, Marketing  
GES  
T +1 818.638.5949  
[lantonio@ges.com](mailto:lantonio@ges.com)

### In Germany:

Nicole Mai  
Senior Manager PR  
On behalf of AWC AG  
M +49.172.212.98.08  
[n.mai@awc-ag.de](mailto:n.mai@awc-ag.de)