



# M<sup>a</sup>zine

Issue 26. February 2019

**J.K. ROWLING  
ON WRITING**

**CURSED CHILD  
SURVEY**

**THE WIZARDING  
WORLD ON MY  
BASEMENT**

~~2020~~  
→ 2021

# BEASTS ARE POSTPONED

**THE PRODUCTION FOR THE THIRD FILM  
HAS BEEN PUSHED BACK TO LATE AUTUMN**



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**February 2019**  
**Issue 26 - Year 3**

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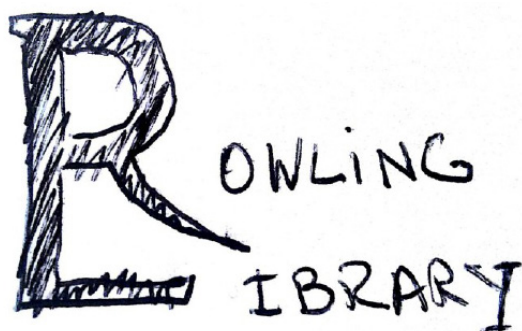
**T**his issue wasn't launched when we wanted, but it's finally here. We are very sorry for the delay, but February has been a busy month for everyone at The Rowling Library - and I personally was without access to a computer due to being on holidays... but hey, after all, here is the issue!

The main article for this month is that Warner Bros. decided to postpone the production of the third film in the Fantastic Beasts series. We try to theorize the reasons behind this decision that will affect the release date of the movie.

We also discuss a new marketing strategy from the Cursed Child producers - to conduct a survey to everyone who attends the stage play on Broadway. Also, Kathleen from Wisconsin, United States, recreated the Wizarding World in her own basement - and she tells us all about it.

I also want to take the opportunity to say goodbye to Ray Delgado, who worked on the magazine for the past months. He was the designer of the issues, he was in charge of the layout and all the graphics decisions! Due to some personal good news in his life, he will no longer have designer duties, but he isn't leaving The Rowling Library completely. We wish him the best and we thank him for everything that he did!

We hope you enjoy the magazine and we'll see you soon (real soon!) in March!



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## THE TEAM

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ON WRITING

# **J.K. Rowling shared some tips for aspiring writers on her website at the start of the year...**

## **Do you have tips for others trying to write?**

I have to say that I can't stand lists of 'must do's', whether in life or in writing. Something rebels in me when I'm told what I have to do before I'm fifty, or have to buy this season, or have to write if I want to be a success.

*Ten Habits All Best-Selling Writers Have In Common. These Five Tips Will Transform Your Writing! Follow J.K. Rowling's Golden Rules For Success!*

I haven't got ten rules that guarantee success, although I promise I'd share them if I did. The truth is that I found success by stumbling off alone in a direction most people thought was a dead end, breaking all the 1990s shibboleths about children's books in the process. Male protagonists are unfashionable. Boarding schools are anathema. No kids book should be longer than 45,000 words.

So forget the 'must do's' and concentrate on the 'you probably won't get far withouts', which are:

### **Reading**

This is especially for younger writers. You can't be a good writer without being a devoted reader. Reading is the best way of analysing what makes a good book. Notice what works and what doesn't, what you enjoyed and why. At first you'll probably imitate your favourite writers, but that's a good way to learn. After a while, you'll find your own distinctive voice.

### **Discipline**

Moments of pure inspiration are glorious, but most of a writer's life is, to adapt the old cliché, about perspiration rather than inspiration. Sometimes you have to write even when the muse isn't cooperating.

### **Resilience and humility**

These go hand-in-hand, because rejection and criticism are part of a writer's life. Informed feedback is useful and necessary, but some of the greatest writers were rejected multiple times. Being able to pick yourself up and keep going is invaluable if you're to survive your work being publicly assessed. The harshest critic is often inside your own head. These days I can usually calm that particular critic down by feeding her a biscuit and giving her a break, although in the early days I sometimes had to take a week off before she'd take a more kindly view of the work in progress. Part of the reason there were seven years between having the idea for *Philosopher's Stone* and getting it published, was that I kept putting the manuscript away for months at a time, convinced it was rubbish.

### **Courage**

Fear of failure is the saddest reason on earth not to do what you were meant to do. I finally found the courage to start submitting my first book to agents and publishers at a time when I felt a conspicuous failure. Only then did I decide that I was going to try this one thing that I always suspected I could do, and, if it didn't work out, well, I'd faced worse and survived.



Ultimately, wouldn't you rather be the person who actually finished the project you're dreaming about, rather than the one who talks about 'always having wanted to'?

### **Independence**

By this, I mean resisting the pressure to think you have to follow all the Top Ten Tips religiously, which these days take the form not just of online lists, but of entire books promising to tell you how to write a bestseller/what you **MUST** do to be published/how to make a million dollars from writing.

I often recommend a website called Writer Beware (<https://accrispin.blogspot.com>) to new and aspiring writers. It's a fantastic resource for anyone who's trying to decide what might be useful, what's worth paying for and what should be avoided at all costs. Unfortunately, there are all kinds of scams out there that didn't exist when I started out, especially online.

Ultimately, in writing as in life, your job is to do the best you can, improving your own inherent limitations where possible, learning as much as you can and accepting that perfect works of art are only slightly less rare than perfect human beings. I've often taken comfort from Robert Benchley's words: 'It took me fifteen years to discover I had no talent for writing, but I couldn't give it up, because by that time I was too famous.'

### **What do you love most about the writing life?**

I can't answer this without sounding melodramatic. The truth is that I can't really separate a 'writing life' from 'life.' It's more of a need than a love. I suppose I must spend most of my conscious life in fictional worlds, which some people may find sad, as though there must be something lacking in my external life. There really isn't! I'm a happy person, by and large, with a family I adore and quite a few activities I enjoy. It's just that I have other worlds in my head that I often slip in and out of and I don't really know how it would feel to live any other way.

### **What does it feel like having your work scrutinised?**

Having your work scrutinised is an inevitable concomitant of being a professional writer. I never dreamed that there would be a fandom the size of Harry Potter's picking over the books. It's staggering and wonderful. Given that I'm fairly obsessive myself, these are kindred spirits.

I could have spent literally every hour of every day discussing Potter characters, plot twists and theories with fans over the last ten years, but as I want to work on new things, I don't give in to this temptation that frequently.

I miss the days when readings and events were slightly more low key. I'm not complaining, but when audiences grow big you obviously can't reach everyone who wants to ask you a question. Being able to engage with people on Twitter goes some way to solving this for me. It's astounding that people are still so interested in those books, and I doubt I'll ever stop interacting as long as there are readers who know the world so well.

I'm in a new phase with the fandom right now, because I'm working within the wizarding world again, on *Fantastic Beasts*. Once again, I'm balancing wanting to interact with fans, with not being able to answer certain questions fully, because we're only two films into a five film series. It's a nice problem to have, though.

Dear Reader,

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# WIZARDING WORLD IN MY BASEMENT





Ironically, the idea to recreate parts of the Wizarding World in my own home actually came out of a desire to pare down and simplify the Harry Potter parties I had been hosting annually for friends and family. Since 2013, I had been planning immersive, elaborate parties with decorations that referenced or brought to life different scenes and places from the beloved book series, just for fun. As word got out and invitees brought like-minded friends, I was delighted to find that a growing community of fellow fans and new friends were brought together by my Harry Potter parties. At one party, I took the opportunity to raise money for a local Wisconsin autism charity and more recently, for a charity called 'Immigrant Families Together'.

However, as numbers grew and the events became larger and more public, I found myself under pressure to match or even outdo the previous year's event. The intricate decorations and their staging alone occupied an enormous amount of time, in both preparation and execution. It seemed that I was always preparing for the 'next party' and even taking a week of vacation time to work full time on party preparation never seemed to be enough.

I enjoyed the creative outlet that the parties provided for me but I soon had an idea for something more ambitious, which would make party preparation less time-consuming in the long run. A friend had suggested that I display my Harry Potter collection year-round instead of just at parties. I thought, what if, instead of displaying my collection in dry display cases or curio cabinets, I could turn my hand to something closer to what was once called a 'wunderkammer', or a 'cabinet of curiosities'? Decorating for future parties would be minimal if I had my own Diagon Alley in my basement, creating something between an event space and a permanent exhibit. In other words, my idea was to create a wondrous space in which my collection could become an immersive experience for guests, akin to magically 'visiting' Rowling's enchanting world.

I was no stranger to turning fantastical ideas into real-world DIY projects. Together with an engineer friend, I had once built a 'functioning' pensieve for a party when my family room became Dumbledore's Office. By suspending a computer monitor beneath a translucent bowl of water,



images from my most recent trip to the Wizards World of Harry Potter were projected onto the liquid itself, making memories visible from above. The Diagon Alley Project would of course be taking magical DIY to a whole new level! I knew what I wanted and got advice on how to bring my vision to life from friends and family who are in engineering and construction. Eventually, I hired a contractor to construct the main structure that I would then finish off and decorate.

The project began with the idea of using Diagon Alley's shop windows to stage tableaux of their imagined contents, inspired mostly by the Harry Potter books but also the films and the Wizards World of Harry Potter in Orlando. The 'shops' would display my collection of Harry Potter merchandise and self-made 'props'. The original Diagon Alley project was built along one wall in the basement and included Madam Malkin's Robes for All Occasions, the Magical Menagerie, Flourish & Blotts, Wiseacre's Wizarding Equipment, Weasley's Wizard Wheezes, and Ollivander's. Each shop is only a few feet deep – just enough to display my collections.



The collections are viewed through shop windows, but the shops aren't meant to be entered by anyone but me, while stocking and arranging things. The walls of the shops were made of 3D brick-look paneling that I painted in colors similar to those used in Diagon Alley as seen in the films and in the Wizards World in Orlando. Some of the windows were once parts of curio cabinets and the other windows and all the doors were salvaged from old homes. The back wall of each shop is covered in wallpaper or tapestry that is meant to give a feeling of more depth.

It was important to me to include Madam Malkin's because it was the first shop that Harry entered in the Philosopher's/Sorcerer's Stone. My Madam Malkin's is home to my robes and other Wizarding wearables like hats, sweaters, ties, scarves, jewelry and watches. I chose the Magical Menagerie instead of Eeylops Owl Emporium because I didn't have space for both and I wanted to display all of my magical creatures. I like to get at least one new creature every time I visit the Wizards World in Orlando. Most recently, I've added some of the Fantastic Beasts creatures – several nifflers, a demiguise and Picket the



bowtruckle. I still haven't found an occamy, but I hope to include one eventually.

Decorating Flourish & Blotts was really fun. There is something so very magical about a magical bookstore. I've gotten a lot of Harry Potter-related books as gifts through the years and they are all displayed in Flourish & Blotts. Levitating against the wall is an old book I re-covered and re-titled Levitation. I made another old book into Traveling With Trolls and the picture of Gilderoy Lockhart on the cover is actually a picture of one of my sons in Lockhart cosplay. I found a clear book-shaped sheet of hard

plastic that was meant to protect the pages of an open cookbook and I call it the Invisible Book of Invisibility. A glowing book-shaped nightlight was dubbed 'Illuminating the Future' and of course I have the Monster Book of Monsters in a cage.



Although I would have liked to have built separate Apothecary, Potages's Cauldrons, and Quality Quidditch Supplies shops, I just didn't have the space. Instead, I have a Wiseacre's Wizarding Equipment shop. It's not mentioned in the books but there is a Wiseacre's shop in Universal's Diagon Alley. That one displays mostly astronomy-related ware but I use mine as a kind of Wizarding department store for everything from potions, to cauldrons to quidditch equipment and herbology supplies. There is also a divination section with crystal balls that were part of my mother's glass paperweight collection and a tea cup that a friend gave me that has grim-shaped sediment in the bottom. As a nod to Philosphere's/Sorcerer's Stone Chapter 5, the apothecary section has some liver on a scale, with a sign saying, 'Dragon liver, 17 sickles an ounce'.



Fred and George are some of my favorite characters and Weasley's Wizard Wheezes is so iconic – I couldn't have Diagon Alley without it. I achieved the look with a rounded curio cabinet, a gaudy sports coat from a thrift store, and a mannequin head. Inside are a rememberall, a time-turner, Fred and George's love potions, pygmy puffs and various Weasley products. My current Ollivander's is only about 18 inches deep because there is a laundry room



## Wizards World on my basement

concealed behind it and I just couldn't spare any more space. I just acquired a dozen new wands, so an expanded Ollivander's is on my list of future upgrades.

About a year after completing the original Diagon Alley project, I found myself dreaming up large-scale additions for the rest of the basement – including the Leaky Cauldron, Gringotts Bank, a hidden Borgin & Burkes, and a cozy Gryffindor Common Room seating area. The



Leaky Cauldron has (faux) wall-mounted Butterbeer, Fire Whiskey and Mead tappers. The barrels were originally planters that I adapted for the purpose. The large black metal witch and cauldron on the side wall was a lucky find that was being sold as a Halloween decoration. The other décor, including the wooden Leaky Cauldron sign and the illuminated liquor bottle shelf were some of my DIY projects. During parties, a friend tends bar and we serve signature Wizards World-inspired drinks.

I really enjoyed the Gringotts Bank project. I didn't include it in the original Diagon Alley project because I wasn't sure how I could give the impression of a multi-story building topped by a fire breathing dragon! I needed something in that corner because I wanted to disguise a laundry chute... Although I had to settle for a 1-story Gringotts, I managed to include a step, the columns, the dome and even a dragon. Although it looks much larger, Gringotts itself is only about a foot deep, with a laundry chute behind it that's accessible through a concealed door. When the front doors are open, they reveal a (poster of) a goblin with a vintage scale and gold coins on his desk. I was thrilled to find a 4-foot 3D goblin during the after-Halloween sales. He stands outside the bank to welcome people to the bank.





I have a workshop concealed behind Diagon Alley and during parties I transform it into Borgin & Burkes, complete with iconic items like the Hand of Glory and the Cursed Necklace, among an assortment of skulls, and other dark artifacts. The Gryffindor Common Room really came together when, after years of searching, I found the 'Lady and the Unicorn' tapestries, which is the same wall covering used in the Harry Potter films. The look was completed with some comfy old furniture that I reupholstered in dark red, a red carpet and Gryffindor lamps. It's such a cozy room and it makes a great gathering place during parties and or just to hang out. I recently added a very large screen TV, which, although it takes away from the overall look, it's now the perfect place to watch the Harry Potter films!

During parties, I still decorate other parts of the house. My family room is always Dumbledore's office, with the functioning pensieve, a life-sized Dumbledore 'stand-up', and his desk and chair. My dining room becomes the Divination classroom, where a friend reads guest's futures. The kitchen serves as the either the Three Broomsticks, or the Great Hall, where a lot of the food is served. My entryway is Honeyduke's where I put out my homemade chocolate frogs, pepper imps, licorice wands, etc. I recently repainted an old tea cart as a Honeyduke's Sweets Trolley that I put in the basement and cover with more of the Wizarding sweets.

I'm sure that my Wizarding World strikes a lot of people as excessive, but it brings me a lot of joy and it gives me a comfortable and fun place to hang out, entertain friends and family, and even to raise money for charities. I've never regretted the time, effort and expense of creating it.







# POSTPONED BEASTS



## ***Production for the next Fantastic Beasts movie was pushed back to late autumn and rumours arose on why Warner Bros. is delaying the release of the third installment in the franchise.***

**W**ill we ever get to see Dumbledore and Grindelwald's great duel in a fifth movie or will the story shrink to fit fewer films? Right after the release of *Fantastic Beasts: The Crimes of Grindelwald* and the bad reviews that sprang up, some fans started to wonder if there was any chance that the series could be cancelled if it didn't succeed at the box office, or even lose some actors who would prefer to jump ship before it was too late.

**T**he last piece of news looks similar to what some fans believed in the first place. The third *Fantastic Beasts* film was planned to be released in November 2020, following the release-in-November-every-two-years pattern. However, *Deadline* got the exclusive that the production for the third film, which was going to start soon, was postponed to autumn.

**T**he reasons are unknown and took the cast members by surprise because in different interviews they said filming was going to start in June. But now, with production pushed back to late autumn, this could cause some conflict for some of the celebrities, especially Ezra Miller (*Credence / Aurelius*), who is already appointed to reprise his *Flash* role in *Flashpoint*, and also a young Dali in the *Salvador Dali* biopic *Dali Land*.

**A**lthough some fans may be sad for this decision by Warner Brothers, it may not be that bad after all. According to *Deadline*, "Warner Bros. executives now have a new approach of allowing big productions to brew as needed", which could be they are aware of the problems that *The Crimes of Grindelwald* had. Postponing the production phase means to extend the pre-production phase (because they are already working on it), and that is more time for the screenplay to be developed, including

storyboards, identifying locations and more. Considering most of the problems of the second film in the series could have been solved at this point, taking more time to plan the third movie makes much more sense.

**B**ut if we are negative and want to think of bad reasons for pushing back production, we have a few. Let's remember that even though the sequels usually earn less money than first parts, *The Crimes of Grindelwald* gathered 200 millions less than *Where To Find Them*. And even if we think that the *Wizarding World* is important to Warner Bros, they are a massive company whose main concern is money. *The Crimes of Grindelwald* raised half (in the United States) of what *Batman V Superman* did (and this is one of Warner Bros most hated movies). It also earned less than *Aquaman*, which already surpassed *Where to Find Them* with only 3 weeks since its opening. So, considering the pre-production phase needs more time, we could be talking about a plan in which Warner Bros. want to rearrange some of the things that were thought for *Fantastic Beasts 3* and try to allocate less money for it. It might be possible if they think the third film will earn even less money than the second part, which could indicate that they are trying to cut the budget was that originally planned. Does this affect the film in any way? If we analyse it in depth, we could be talking about fewer special effects or even reducing expensive trips to study locations to later on re-building them in Leavesden Studios.

**B**ut if you think that's bad, don't continue reading. The worst cause could be that Warner Bros. think that five films is too many, and may have requested to reduce it to four films. This means Rowling would need to rewrite the entire script for the next movie to fit the plot that was planned for the future films. If

this ends up becoming a reality, Rowling should pack what was planned for three movies into two – a hard task, considering that the *Fantastic Beasts* series seems to be just starting.

For now, let's just stay positive and wait for official announcements, but remember that a delay in the production implies a delay in the release date too, so we should expect the third film to be released on the first half of 2021 all around the world. Warner Bros already set aside two dates in 2021 that could be used for *FB3*: July 16th and October 1st. However, the

July date was announced for *Space Jam 2*. The October date is closer to November – the latter being a popular month for *Wizards of the Coast* fans because it's when the last films were launched. So October could definitely work for the next movie. After all, 2021 is not that far because if you take everything into account, the fifth and final part of the franchise should be released around 2028. And that is a long time to see what we are all waiting for: the final duel between Dumbledore and Grindelwald.



# ***GO BACK IN TIME***

Test your knowledge of J.K. Rowling and her works by answering the questions below.  
The solutions are at the bottom of the page.

**WHO SAID IT?**

**“I’ll be her friend as long as I don’t have to borrow that cardigan”**

**WHAT BOOK?**

**With the first flash of lightning came the sound of Madam Hooch’s whistle; Harry could just see the outline of Wood through the thick rain, gesturing him to the ground.**

Solutions: [1] Parvati to Lavender. [2] Harry Potter and the Prisoner of Azkaban





# CURSED CHILD: A SURVEY

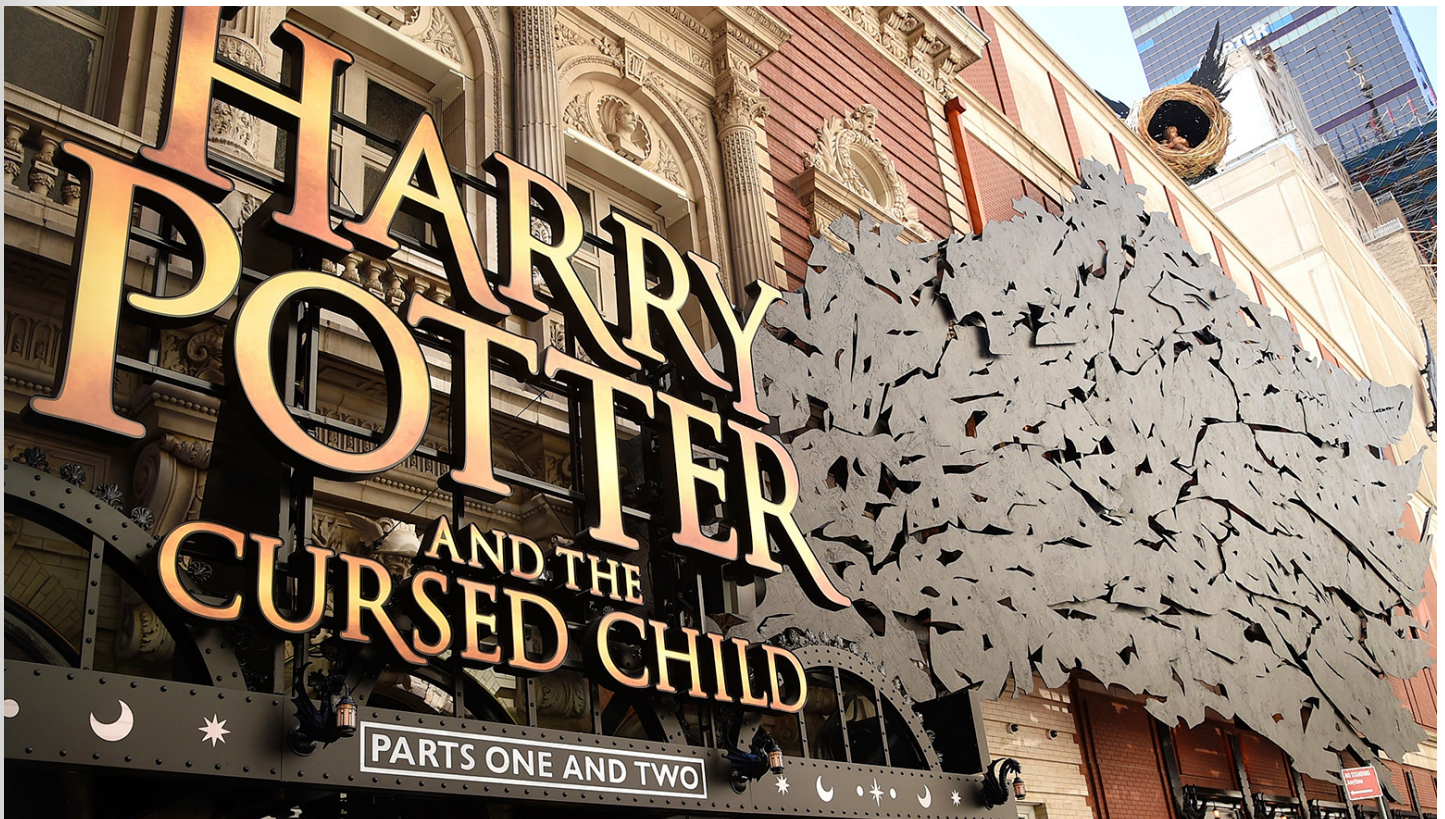


I had the privilege to see *Harry Potter and the Cursed Child* - Part One and Part Two on Broadway last week. I was lucky enough to watch it in London a year ago, but now I visited New York City and I did not want to miss the chance to see the original cast.

The London cast that I saw was really good, but the original cast (who will be replaced in March and it seems it isn't going to keep working on any *Harry Potter* production for the time being) was absolutely marvellous. Jamie Parker as the adult version of Harry is just incredible - as is Paul Thorne with his funny Ron and Noma Dumezweni with Hermione. They are not only great actors on stage, but also kind people with the fans. If you have time and you wait for them at the stage door once the play is over, they will take their time to sign your Showbill and take a photo with you. How amazing is that?

The differences between both plays were none for me, except for the scene when Albus and Scorpius escape from the Hogwarts Express. I am not 100% sure, but if I recall correctly, in the London play, the train was formed with the suitcases that they use almost for everything (like the tombstones in the last scene). However, on Broadway, the train has its own prop to give the idea both teenagers are walking on the roof of the Hogwarts Express. It's a minimal difference, but I liked the New York version more.

But what surprised me the most was that when we arrived at the Lyric Theater the second night, there was a survey on my seat to complete! It was done by the company ERM Research, and this survey is a set of question aimed to get more information about the people who went to watch the play, and their reaction. Questions like "How big of a *Harry Potter* fan are you?" or "Which of the following *Harry Potter*-related activities have you participated in?" seem to be there to know how many hardcore fans went to see the play, how many casual theaters fans, etc. It also asks some questions about yourself, like your age, gender and country of residence.





# Cursed Child: A Survey

After that, a new section starts with questions about your thoughts on the play. Which part you liked, which part you liked the most, and even more. Check the scan of the survey to see all the questions.

What is interesting is why they are doing this. Of course, they want to know everything about the audience, but why? Why do they care so much about what the audience thinks about the play, if 1) The play won a lot of awards, 2) It was praised by the critics, 3) And almost every show is sold out. Even with all the feedback in the world, they can't change aspects of the play people say they don't like now. They can change one line here or there, but the overall plot, effects and core elements have to remain the same.

From what I saw, not many people answered the whole survey. The problem was that people started to do it before Part 2 began, but the final section of the survey needed to be done after the second part finished. Completing a form after the play is over is a nuisance: you either want to discuss and fully enjoy what you have just seen, or you just want to leave the theatre, which is why most of people from the audience left the piece of paper in their seats.

It is curious that the production decided to ask questions of the audience, if it is just research or if there is an underlying motive, but for now the reason is still unknown (and may probably stay the same). Hopefully, the answers the production gets from this survey help improve the play, in a positive way.

**PLEASE TAKE A MOMENT BEFORE THE SHOW TO COMPLETE THE QUESTIONS BELOW.**

**What is your age?**     
1-2

**If you live in the U.S., what is the zip code of your primary residence?**

**Are you a parent of a child/children under the age of 18, currently living in your home? (Please mark all that apply)**  
☐ Yes, child(ren) under 6 ☐ Yes, child(ren) 6-12 ☐ Yes, child(ren) 13-17 ☐ No

**Which of the following shows have you seen on Broadway (in New York)? (Please mark all that apply)**  
☐ Hamilton ☐ Wicked  
☐ The Book of Mormon ☐ Frozen  
☐ Aladdin ☐ Come From Away  
☐ The Band's Visit ☐ Dear Evan Hansen  
☐ To Kill a Mockingbird ☐ The Ferryman

**With whom did you come to see the show today? (Please mark all that apply)**  
☐ My spouse/partner ☐ Sibling(s) ☐ Parent(s)/grandparent(s)  
☐ Child(ren) ☐ Friend(s) ☐ Other family member(s)

**Whose idea was it to see *Cursed Child* today? (Please mark ONE)**  
☐ It was my idea ☐ It was both /all of our idea  
☐ It was someone else's idea

**When did your first decide you wanted to see the show? (Please mark ONE)**  
☐ Within the last 2 weeks ☐ 1-2 months ago  
☐ Within the last month ☐ More than 2 months ago

**Where was your ticket purchased? (Please mark ONE)**  
☐ Box Office ☐ TodayTix ☐ The official website  
☐ Telecharge ☐ Stubhub ☐ Vivid Seats

**How much did you pay per ticket FOR EACH PART? (Please mark ONE)**  
☐ Under \$100 ☐ \$100-\$149 ☐ \$150-\$199 ☐ \$200-\$249 ☐ More

**How big of a Harry Potter fan are you? (Please mark ONE)**  
☐ I love it ☐ I'm neutral towards it  
☐ I like it ☐ I generally dislike it

**How big of a theater fan are you? (Please mark ONE)**  
☐ I love it  
☐ I like it

**Which of the following Harry Potter-related activities have you participated in? (Please mark all that apply)**  
☐ I've read the book(s)  
☐ I have an account on Pottermore  
☐ I own HP costumes/merchandise  
☐ I've seen *Cursed Child* in London  
☐ I listen to HP-themed podcasts

**Please select all the ways in which you've heard about *Cursed Child*? (Please mark all that apply)**  
☐ TV entertainment news show  
☐ TV commercial  
☐ Posting on Facebook or Instagram  
☐ Broadway.com  
☐ Critic's review

**Please mark the reasons why you came to see *Cursed Child*. (Please mark all that apply)**  
☐ I try to see as many Broadway shows as I can  
☐ I'm a fan of the Harry Potter book series  
☐ I'm a fan of the Harry Potter film series  
☐ The show won multiple Tony awards  
☐ I wanted to see how they adapted HP for the stage  
☐ I heard there were great magic and illusions on stage  
☐ Other:

**Not including *Cursed Child*, how many Broadway shows have you seen in New City and/or on tour in the past 12 months?** \_\_\_\_\_

**If you do not live in the U.S., in what country do you live?** \_\_\_\_\_

**When were your tickets purchased?**  
☐ Within the last 2 weeks  
☐ Within the last month

**What, if anything, have you heard about *Cursed Child*? (Please mark ONE)**  
☐ Mostly good things  
☐ Mixed things

**How big of a theater fan are you? (Please mark ONE)**  
☐ I love it  
☐ I like it

**How big of a Harry Potter fan are you? (Please mark ONE)**  
☐ I love it  
☐ I'm neutral towards it  
☐ I like it  
☐ I generally dislike it

**Which of the following Harry Potter-related activities have you participated in? (Please mark all that apply)**  
☐ I've read the book(s)  
☐ I have an account on Pottermore  
☐ I own HP costumes/merchandise  
☐ I've seen *Cursed Child* in London  
☐ I listen to HP-themed podcasts

**Please select all the ways in which you've heard about *Cursed Child*? (Please mark all that apply)**  
☐ Email from theater  
☐ I follow all things Harry Potter  
☐ Saw something on Twitter  
☐ Saw a billboard/sign outside  
☐ Online ad

**Please mark the reasons why you came to see *Cursed Child*. (Please mark all that apply)**  
☐ I thought it would be a hit  
☐ It seemed like a high quality production  
☐ I've read the books  
☐ It was recommended by a friend  
☐ I was intrigued by the premise  
☐ I heard it was a good story

**PLEASE CONTINUE ON OTHER SIDE →**



**THANK YOU!**

York  
ths? 4-5

11

12

No, I'm not a parent

13-15

of the Opera

any of these

16

nd 9 I came alone  
group 0 Other

18

ed? (Please mark ONE)  
3 0 1-2 months ago  
4 0 More than 2 months ago

20

ard from friends about

3 0 Mostly bad things  
4 0 I've heard nothing

21

9 0 Ticketmaster  
0 Other:

22

than \$250 6 0 I'm not sure

24

you? (Please mark ONE)  
3 0 I'm neutral towards it  
4 0 I generally dislike it

25-27

(all that apply)  
read the script for *Cursed Child*  
been to the Wizarding World of HP  
already seen *Cursed Child* on B'way  
seen the *Fantastic Beasts* movie(s)  
ve done none of these

28-30

friend or relative talking about it  
ollow JK Rowling online  
aw the show listed on TodayTix  
alked by the theater

31-32

Other:

31-32

Good for the whole family  
h quality production  
hed version of the script  
ed by friends or family members  
the critics' reviews  
eat experience watching the show

Please begin the survey on the other side. Thank you!

Before seeing Part I, which of the themes below were most influential in your decision to see the show? (Please mark all that apply)

- |   |   |  |
|---|---|--|
| 1 <input type="radio"/> It is a continuation of the story | 1 <input type="radio"/> I like the idea of a 2-part show              | 1 <input type="radio"/> The importance of family |
| 2 <input type="radio"/> The coming-of-age element         | 2 <input type="radio"/> The father-son elements                       | 2 <input type="radio"/> The magical elements     |
| 3 <input type="radio"/> The adventure elements            | 3 <input type="radio"/> The mystery elements                          | 3 <input type="radio"/> None of these            |
| 4 <input type="radio"/> My own nostalgia for Harry Potter | 4 <input type="radio"/> The next generation of wizards                | 4 <input type="radio"/> Other: _____             |
| 5 <input type="radio"/> It features familiar characters   | 5 <input type="radio"/> It returns to familiar events from the series |  |

33-35

How do you rate **PART ONE** of the show? (Please mark only ONE)

- |                                   |                              |
|-----------------------------------|------------------------------|
| 1 <input type="radio"/> Excellent | 4 <input type="radio"/> Fair |
| 2 <input type="radio"/> Very good | 5 <input type="radio"/> Poor |
| 3 <input type="radio"/> Good      |                              |

36

What are your specific thoughts on **PART ONE** of the show?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

PLEASE COMPLETE THE FOLLOWING QUESTIONS AFTER PART 2.

How do you rate **PART TWO** of the show? (Please mark only ONE)

- |                                   |                              |
|-----------------------------------|------------------------------|
| 1 <input type="radio"/> Excellent | 4 <input type="radio"/> Fair |
| 2 <input type="radio"/> Very good | 5 <input type="radio"/> Poor |
| 3 <input type="radio"/> Good      |                              |

37

What are your specific thoughts on **PART TWO** of the show?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

How do you rate *Cursed Child* overall? (Please mark only ONE)

- |                                   |                              |
|-----------------------------------|------------------------------|
| 1 <input type="radio"/> Excellent | 4 <input type="radio"/> Fair |
| 2 <input type="radio"/> Very good | 5 <input type="radio"/> Poor |
| 3 <input type="radio"/> Good      |                              |

38

Will you recommend *Cursed Child* to others? (Please mark only ONE)

- |  |
|--|
| 1 <input type="radio"/> Yes, definitely    |
| 2 <input type="radio"/> Yes, probably      |
| 3 <input type="radio"/> No, probably not   |
| 4 <input type="radio"/> No, definitely not |

39

How did *Cursed Child* compare to your expectations? (Please mark only ONE)

- |  |
|--|
| 1 <input type="radio"/> It exceeded my expectations      |
| 2 <input type="radio"/> It met my expectations           |
| 3 <input type="radio"/> It fell short of my expectations |

40

What did you like **MOST** about the show?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What did you like **LEAST** about the show?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What surprised you the most about the show?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Which of the following storylines/characters did you find most compelling? (Please mark all that apply)

- |                                  |   |  |
|----------------------------------|---|--|
| 1 <input type="radio"/> Albus    | 1 <input type="radio"/> Ginny                                   | 1 <input type="radio"/> The political aspects      |
| 2 <input type="radio"/> Harry    | 2 <input type="radio"/> Delphi                                  | 2 <input type="radio"/> The action                 |
| 3 <input type="radio"/> Scorpius | 3 <input type="radio"/> The trio of Harry, Hermione, and Ron    | 3 <input type="radio"/> The mystery                |
| 4 <input type="radio"/> Hermione | 4 <input type="radio"/> The relationship b/w Albus and Scorpius | 4 <input type="radio"/> The coming-of-age story    |
| 5 <input type="radio"/> Ron      | 5 <input type="radio"/> The relationship b/w Albus and Harry    | 5 <input type="radio"/> I didn't like any of these |

41-43

How did the following components of both parts compare to your expectations coming in?

Please mark one answer for each:

- |                   | Exceeded | Met | Fell short |                  | Exceeded | Met | Fell short |
|-------------------|----------|-----|------------|------------------|----------|-----|------------|
| The story overall | 1        | 2   | 3          | The choreography | 1        | 2   | 3          |
| The magic         | 1        | 2   | 3          | The sets         | 1        | 2   | 3          |
| The costumes      | 1        | 2   | 3          | The stagecraft   | 1        | 2   | 3          |

44-49

Which of the following words or phrases best describe *Cursed Child*? (Please mark all that apply)

- |  |   |   |  |
|--|---|---|--|
| 1 <input type="radio"/> Original in a good way | 5 <input type="radio"/> A touching/emotional story    | 1 <input type="radio"/> Magical           | 5 <input type="radio"/> Good for Harry Potter fans |
| 2 <input type="radio"/> Entertaining           | 6 <input type="radio"/> One of Broadway's best        | 2 <input type="radio"/> Spectacular       | 6 <input type="radio"/> A grand-scale show         |
| 3 <input type="radio"/> Nostalgic              | 7 <input type="radio"/> Too different from the series | 3 <input type="radio"/> Full of twists    | 7 <input type="radio"/> Good for families          |
| 4 <input type="radio"/> Good for adults        | 8 <input type="radio"/> Good for Broadway fans        | 4 <input type="radio"/> Too slow in parts | 8 <input type="radio"/> None of these              |

50-51

**THANK YOU! AS YOU EXIT, PLEASE RETURN YOUR COMPLETED SURVEY TO THE RESEARCH STAFF.**

Research, LLC, 2019









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