

New Harry Potter project spellbinds cyberspace

June 17 2011



A fortune teller sits with Harry Potter fans dressed up as witches during a Harry Potter party in 2007. Harry Potter fans were abuzz with excitement on Thursday after creator JK Rowling launched a mysterious web site counting down to the announcement of a new project.

Harry Potter fans were abuzz with excitement on Thursday after creator JK Rowling launched a mysterious web site counting down to the announcement of a new project.

A spokesman for the multi-million selling writer said the new enterprise was not a new book and was not related to the upcoming release of "Harry Potter And The Deathly Hallows: Part 2", the final film in the epic saga.

Surfers visiting pottermore.com are welcomed by a screen containing

two owls and the scrawled message "Coming Soon".

A click on an owl then redirects the user to a Youtube page with a clock marking down time until June 23, and the message "The owls are gathering - find out why", fuelling fevered speculation about the form of the new venture.

Rowling's spokeswoman, Rebecca Salt, said: "There is a holding page up at the moment. It is a new project and not a new book and it's not directly related to the film.

"We are not saying anything more at the moment."

The "Pottermore" trademark is owned by [Warner Bros](#), the films' distributor.

Fans were led to the site late Wednesday by a "Secret [Street View](#)" hunt.

In the challenge, ten Potter fan sites were each given a coordinate relating to a letter of the web page address.

A [Twitter](#) account set up for the project has already attracted almost 40,000 followers.

Initial predictions for the project included a long-awaited Potter encyclopedia, an online [role-playing game](#) and a "giant theme park".

A member of the fan site "www.the-leaky-cauldron.org" claimed to have seen a preview of the product and said it was "in a word, breathtaking".

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Citation: New Harry Potter project spellbinds cyberspace (2011, June 17) retrieved 2 May 2024

from <https://phys.org/news/2011-06-harry-potter-spellbinds-cyberspace.html>

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