



Press release

HIGHLINE WARSAW: A NEW PERSPECTIVE ON THE CITY ABOVE THE CLOUDS

This summer, Magnicity will unveil a brand new way to experience Poland's capital, inviting all to visit Highline Warsaw.

Warsaw, 30 May 2025 – In the heart of Warsaw, atop the tallest building in the European Union, a new space is emerging that redefines how we engage with the city. Highline Warsaw is more than just a viewing platform – it is a space where history, innovation, and nature come together in a one-of-a-kind experience. This harmonious fusion is the inspiration behind the name of the attraction, which elevates the Polish capital – literally and metaphorically – to new heights. The site will be open to tourists and locals alike from this summer.

Perched at the summit of the 310-metre Varso Tower, Highline Warsaw offers not only a physical lift above the city but also an entirely new – and so far the highest – vantage point. The name "Highline" reflects the emotion and uniqueness of this place, which is not just a viewing deck, but an experience suspended between the sky and the city.

At Highline Warsaw, visitors will quite literally walk among the clouds – especially on the 53rd-floor terrace, which gives a distinct sensation of floating above the city. The name evokes height and elegance; "highline" is a synonym for verticality and modernity. It calls to mind a sleek trail drawn across the sky, where the horizon feels boundless and the city lies sprawling below. It's a word with international resonance – simple yet powerful, much like the experience it defines.

The viewing terrace on the 53rd floor will provide guests with a panoramic observation point, offering an entirely fresh take on Warsaw's skyline. The heart of the project, however, lies on the 49th floor – a garden terrace paired with a rooftop bar. Highline Warsaw is also a place to relax, surrounded by cutting-edge architecture and natural elements, where visitors can take in the rhythm of the city in a calm and inspiring setting.

"In choosing the name Highline Warsaw, our aim was to emphasise that this is not merely a place to view the skyline and horizon from the highest accessible level in the city," explains **Bartłomiej Kaproń, Marketing Manager at Highline Warsaw**. "It also reflects our ambition – this is more than just another viewing point, rooftop bar, or tourist spot. It's a place designed to deliver unforgettable moments and help people truly feel that sense of elevation – both physical and emotional."

The project aligns with the philosophy of Magnicity, a global leader that has spent five decades creating unforgettable urban experiences at altitude. Highline Warsaw marks Magnicity's fifth European, and sixth global, location. The concept is built around connecting people at new heights, setting a new horizon, and creating a space for extraordinary moments in Warsaw.

Spanning 1,800 m², Highline Warsaw will feature immersive multimedia exhibitions using augmented and virtual reality, a concept store with a photography zone, a rooftop bar, and a 400 m² green terrace. The grand opening is scheduled for this summer season.



More information: highlinewarsaw.com

About Magnicity

Magnicity is a global leader in high-altitude urban entertainment and one of the few companies worldwide specialising in the management of panoramic observation points. Its portfolio includes the Paris Montparnasse Observation Deck, the Berliner Fernsehturm in Berlin, 360 Chicago in the former John Hancock Center, and both Euromast and Zalmhaven I in Rotterdam.

In summer 2025, the company will launch its sixth site – atop Varso Tower, the tallest skyscraper in the European Union. The Highline Warsaw project is part of Magnicity's CSR strategy, centred on responsible urban tourism that respects both the environment and local communities.

Magnicity is not just about spectacular views – it's a journey through multidimensional experiences that allow both locals and visitors to discover the full richness of a city – its history, culture, and lifestyle. Each Magnicity site blends education, cutting-edge technology, thrilling attractions, exhibitions, and special events to create unforgettable moments. In 2024, with a team of 350 employees, Magnicity welcomed over 3 million visitors.

More information: www.magnicity.com

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