

MAGNICTY

Press release

MAGNICTY UNVEILS HIGHLINE WARSAW: EUROPE'S HIGHEST URBAN LEISURE DESTINATION

A landmark destination from the global leader in elevated urban leisure – now coming to the heart of Poland's capital.



Warsaw, April 10th, 2025 - Warsaw's skyline is about to change. Magnicity, the international brand behind some of the world's most iconic panoramic experiences, is set to officially unveil Highline Warsaw – a one-of-a-kind leisure destination soon to open at the very top of the 310-metre Varso Tower. This landmark attraction will make Highline Warsaw the highest-located leisure destination in the European Union.

Opening in the summer of 2025, [*Highline Warsaw*](#) will become Magnicity's fifth European location – following Paris, Rotterdam, and Berlin – and the sixth in its global portfolio, along with Chicago. For Warsaw, joining the global network of standout cities seen from above is more than just a new attraction. It is an invitation to embark on an innovative journey through the city's history and lifestyle, blending innovative technology with authentic experiences.

Visitors will discover Warsaw's past and present through immersive storytelling and interactive installations. From augmented reality displays to multimedia experiences, with 1800 sqm space, including a 400 sqm rooftop, Highline Warsaw is designed to surprise and engage, offering both locals and tourists a unique perspective on the city from unparalleled heights.

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At the heart of the experience is *HighGarden* – a panoramic rooftop bar where visitors can unwind amidst a tree-lined terrace, surrounded by sweeping views of the Warsaw skyline. It is not just a place to gaze out over the city, but to immerse yourself in it – whether by capturing unforgettable photos from the 53rd-floor vantage point or exploring Warsaw's secrets through interactive hubs.

Beyond the views, the site will include a concept store and a photo experience, allowing visitors to take home curated products and personal mementoes that capture the essence of their visit. Whether a local resident or a curious traveller, everyone will find something remarkable at Highline Warsaw.

“Highline Warsaw is more than an observation point – it is a celebration of the city’s spirit and a moment of pride for Poland,” said **Przemysław Koniecznyński, General Manager of Highline Warsaw**. *“We are creating a space where both locals and visitors can experience Warsaw from a new perspective — both literally and emotionally. It is a moment for Warsaw to take its place on the global stage.”*

Magnicity’s vision is rooted in a simple idea: cities are more than skylines; they are stories. With over 3 million annual visitors, the brand is recognised worldwide for transforming urban panoramas into immersive cultural destinations. Each site is developed in close collaboration with designers and local historians to ensure authenticity and a deep connection to the place. [Highline Warsaw](#) will be operated by a team of around 50 experts that Magnicity plans to hire to ensure the most elevated experience in the history of the Polish capital.

“We do not replicate cities — we reveal what makes them unique. That is the essence of Magnicity,” added **Koniecznyński**. *“With Highline Warsaw and HighGarden, we are not just offering a view — we are creating a place that reflects the energy, creativity and ambition of this city.”*

Founded in Paris in 1974, Magnicity brings five decades of experience in crafting memorable city experiences. Since 2020, all international attractions have been united under one global brand, setting new standards in elevated urban leisure. As a member of the World Federation of Great Towers, the company seamlessly blends international quality with local engagement – from cultural collaborations to inclusive access initiatives.

Highline Warsaw will fully embrace this philosophy, offering not only breathtaking perspectives but also a new urban experience shaped by Warsaw’s unique identity. By bringing people together at new heights, Magnicity is setting a new standard for skyline experiences – in every sense.

For more information, visit: highlinewarsaw.com

www.magnicity.com

Media contacts:

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Bartłomiej Kaproń

Marketing Manager of Highline Warsaw

bartlomiej.kapron@magnicity.com