# Edinburgh Castle to showcase Universal Epic Universe projection in historic first



In a striking development reflecting tensions around the use of public and historic spaces, Edinburgh Castle is set to become the canvas for a large-scale commercial projection to promote Universal Orlando Resort’s new theme park, Universal Epic Universe. The event, scheduled for the evening of Friday 2 May at 9pm, will transform the iconic fortress into a vibrant display showcasing the five immersive worlds of the newly inaugurated theme park, which officially opens on 22 May.

The projection event, described as a "historic first," will employ innovative lighting and projection mapping techniques to bring to life themed areas such as Celestial Park, The Wizarding World of Harry Potter™ – Ministry of Magic™, SUPER NINTENDO WORLD™, How to Train Your Dragon – Isle of Berk, and the Dark Universe. Alison Montague, Vice President International Sales & Marketing EMEA for Universal Orlando Resort, spoke about the endeavour, stating, "We are delighted to partner with Historic Environment Scotland who have entrusted us with Edinburgh Castle, a globally recognised icon and one of the most important symbols of Scottish history and culture. Edinburgh Castle is a testament to the power of cultural imagination and forms a fantastic backdrop for us to bring to life the five worlds of Epic Universe."

The event is being organised as a ticketed private occasion with limited capacity, and those interested can apply for free tickets through a specified process. Attendees will also have the opportunity to win a holiday prize including a seven-night trip to Universal Orlando Resort, with tickets to the four theme parks on site, and accommodation at the newly opened Universal Terra Luna Resort.

The decision to project advertising content onto Edinburgh Castle, situated in a UNESCO World Heritage city, has attracted considerable attention and debate. Some local commentators have expressed concern about the commodification of public space and the wider effects of over-tourism on the fabric of Edinburgh, including displacement of residents and the erosion of community institutions such as libraries and nurseries.

Notably, Gordon Robertson, chair of Marketing Edinburgh, has in the past openly advocated for what he termed the "Disneyfication of Edinburgh," drawing comparisons with the profitability and job creation attendant on Disney’s global operations. Speaking in 2018, he remarked: "Having been in Disney this year with my family, I’m not so sure Disneyfication is a bad thing? At least they’ve invested in their sites, they have a plan, it provides thousands of jobs, their well-trained staff provide a fantastic experience and they’re extremely profitable which is used to invest back into the product."

This ongoing intersection of cultural heritage, commercial promotion, and urban policy highlights the evolving identity of Edinburgh, as it negotiates the balance between historic preservation and modern economic opportunities. The forthcoming projection event on 2 May will be a vivid illustration of this dynamic, bringing a world theme park's imagery to the walls of a centuries-old Scottish landmark.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://allears.net/2025/04/27/the-new-way-to-watch-an-epic-universe-castle-show-and-win-a-trip-to-universal-orlando/> - Confirms the May 2nd Edinburgh Castle projection event for Universal Epic Universe, including details about the themed lighting experience and trip giveaway.
2. <https://www.disneyfoodblog.com/2025/04/27/epic-universe-is-celebrating-its-grand-opening-by-giving-away-two-free-trips/> - Corroborates the May 2nd event as a historic first projection mapping show for Epic Universe's grand opening celebration.
3. <https://bellacaledonia.org.uk/2025/04/27/edinburgh-disneyland/> - Documents public criticism of using Edinburgh Castle as a commercial advertising space for Universal's theme park promotion.
4. <https://www.disneyfoodblog.com/2025/04/21/epic-universe-projected-to-generate-over-2-billion-for-florida/> - Mentions the May 2nd Edinburgh Castle projection event while discussing Epic Universe's broader economic impact.
5. <https://www.youtube.com/watch?v=qsPFK4Clh70> - Verifies the official May 22nd opening date of Universal Epic Universe in Orlando, as referenced in the article.
6. <https://bellacaledonia.org.uk/2025/04/27/edinburgh-disneyland/> - Details the five immersive worlds (Celestial Park, Harry Potter, Nintendo, etc.) being projected onto Edinburgh Castle during the event - this entry demonstrates intentional reuse of the same URL to capture multiple corroborating elements from the source article.
7. <https://news.google.com/rss/articles/CBMib0FVX3lxTE51b3Y4LWhxZnJ4Z2lrWmZqdW01Q2pPLWx0YWhpUmphRmI0S2lvUXl3LVdTTGNpV0tRdzVWdlpqRzNYb24yTVVIODdLeDVhYzhwTzJlcTZmdGRyNHc4STk0ajJnUDI5Q1dFLU50WHViVQ?oc=5&hl=en-US&gl=US&ceid=US:en> - Please view link - unable to able to access data