

House of Spells Sponsors a “Witcherature” Event at Hay Festival, Fusing Old Magic and Fandom



London, United Kingdom May 24, 2023 ([Issuewire.com](https://www.issuewire.com)) - The witch within you will manifest itself during the “witch literature” event sponsored by **House of Spells - London** at [Hay Festival](#). The panel comprises brilliant writers Anya Bergman (*The Witches of Vardø*), Juno Dawson (*Her Majesty's Royal Coven*), and Emilia Hart (*Weyward*). With the trio discussing why witches have become so enchantingly popular, one can easily follow the progression from original witch portrayals to recent pop culture depictions as in fandoms.

House of Spells - London, an award-winning merchandise shop specialising in fandom collectables, is proud to announce its sponsorship of the prestigious Hay Festival event “Witching Hour”. You can be one of the three lucky winners of free tickets to the witch literature event - you can participate in the House of Spells [giveaway](#) campaign.

Join the conversation on Wednesday, May 31, 2023, at 7 pm to participate in this unique experience.

Given the literary basis of House of Spells’ merchandise, their partnership with the Hay Festival - a renowned gathering of authors, thinkers, and literati from around the world - comes as no surprise. This collaboration reflects their commitment to promoting the magic of literature and storytelling that has birthed the iconic fandoms the store represents.

House of Spells aims to bridge further the gap between the literary world and fandom culture, underscoring the books’ profound influence on pop culture and imagination.

“House of Spells is a place for everyone, no matter their taste, and we are thrilled to bring our love for literature and fandoms to the Hay Festival,” said Elvijs Plugis, Marketing Manager of House of Spells. “We believe everyone should have the opportunity to experience the magic stories hold, and we cannot wait to share this spellbinding journey at the festival.”

About House of Spells:

Located next to Chinatown on Shaftesbury Avenue, just a hop away from Leicester Square tube station, House of Spells stores licensed collectables from your favourite franchises such as Harry Potter, Stranger Things, Game of Thrones, Lord of The Rings, Fantastic Beasts, The Hobbit, Vikings, and others.

The spellbinding allure of the shop comes not only from the vast range of licensed products across its two floors but also from the passionate staff and an immersive shopping experience that transports customers into their beloved fictional realms.

House of Spells offers a captivating fandom experience in three UK locations: London, Liverpool and Stratford-Upon-Avon. More information is available on [House Of Spells Website](#)

For more information please visit

Address : House of Spells (London)

69-71 Charing Cross Road,

London, WC2H 0NE

Phone: 02072879077

Email : info@houseofspells.co.uk

Website : <https://houseofspells.co.uk/>

Media Contact

House Of Spells

info@houseofspells.co.uk

02072879077

Source : House of Spells

[See on IssueWire](#)