

The image shows an immersive art installation of Edvard Munch's 'The Scream'. The scene is a 360-degree projection of the painting onto a curved wall and ceiling. The sky is a vibrant, swirling mix of yellow, orange, and red, while the water below is a deep, turbulent blue. Several figures are visible within the installation, including a large figure on the left holding a camera, and several smaller figures in the center and right, some standing and some sitting on large, dark, rounded blocks. The overall atmosphere is one of intense emotional expression and psychological distress.

Munch

EXPERIENCE





Curation

The curation of the show is done by a professional curator and it include: selection of works, definition of the color code, layout and exhibition itineraries; drafting of all the texts for the explanatory panels and the audio guide.



Introductory section

Biography and poetics of the artist; reproduction of the main artworks of the artist's different artistic periods.



Immersive room

15 minutes mapping: graphic processing of the artist's main artworks and related images, mixed with music and lettering.

The ceiling and floor will be projected with images coordinated with the walls.



A.I. Experience

There are two A.I. sections developed using a customized A.I. software:

- What Munch saw when he painted, from painting to photorealistic image.
- How Munch would paint modern obsessions and fears



V.R. Experience

VR walking experience, one creativity that can be enjoyed in two linear paths of 7/8 meters wearing Oculus viewers.



Edu-entertainment

A set of solutions that teach and entertain visitors (curiosities about thefts of works, the value of auctions, etc.) with also an area for selfies.



Merchandising

A set of objects (bags, pens, diaries, t-shirts, posters, etc.) with Much graphics that can be sold in the bookshop.

Commercial Offer

Next Exhibition Group Ltd developed the "Munch Experience" exhibition itself and owns all commercial exploitation rights and it grants the use of the entire exhibition exclusively with the following costs:

- €50,000 flat fee for adaption of the exhibition to the location (including video mapping, resizing of graphics, VR contents and intellectual property of the format), for the time period of 3 months of effective opening of the exhibition. The price increases to €60k if the exhibition lasts from 4 to 6 months with a discount of 30% for additional locations.
- 15% on the tickets price to the public until the reaching of the break even point; 20% once the break even point has been exceeded.
- €30,000 for the staff production costs (including fee, travel, hotel and food costs for four persons who will manage the setting of the technical contents of the exhibition)

The costs doesn't include: sets, projectors, screens, viewers and all other hardware parts.
Merchandising details to be discussed.

"Munch Immersive - Milan"

<https://youtu.be/K1U22bfOXgQ>



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immersive experience

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