



ART AN AUTOBIOGRAPHY

by FLOW PRODUCTIONS



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Exhibition Introduction

This immersive exhibition is designed to take the visitors on a journey through art history, trans cultures and trans periods.

Acting like a time machine, it goes back and forth in time (with location and dates indicated at the bottom of the screen). The connection is the human rationale behind the artwork, what was it created for, with the common goal to give tangible shape to ideas. It unfolds as man's preoccupations did, from death and afterlife to the dialogue with the gods above, to depicting oneself and illustrating power or beauty to allegories and contemplating nature.

It encompasses the wonders of the world, UNESCO sites, the greatest masterpieces of fine art, in a nutshell most must see works of art, across disciplines, from architecture to painting, sculpture, decorative arts, across the globe from prehistory to modern times.



Exhibition Aims and target audience

The first of its kind, this show is designed as a breathtaking expedition through humanity's art masterpieces, from all cultures and all times.

The features includes:

- A simple and eye-catching visualisation of art's main facts, trends, movements in history and in 5 continents
- A total immersion into masterpieces, changing with a rationale, a direction and leading to the audience
- Discover interesting facts behind the main artwork and their creator
- Reflections and illusion embed the audience into artworks and patterns

This a condensed, classic yet surprising, history of art, carefully curated, giving tools and information to a general audience who wants to discover, learn and have fun.



key attractions and experience

A total
immersion
experience into
history of art

- Over 100 selected iconic artworks form all over the world
- From 15,000 BC to 1900 AC, across over 17,000 years of history
- 45 mins of immersive storytelling
- Animated infographics
- Interactive games and VR experience
- Interesting artwork side stories you may never know



A JOURNEY THROUGH THE EXHIBITION

FLOOR PLAN

The exhibition is divided into 5 zones
Giftshop and art workshop/seminars can be added if request

INFOGRAPHIC ROOM

A simple and eye-catching
visualisation of art's main
facts, trends, movements in
history and in 5 continents

IMMERSIVE ROOM

A total immersion into
masterpieces, changing with
a rationale, a direction and
leading to the audience

MIRROR ROOM

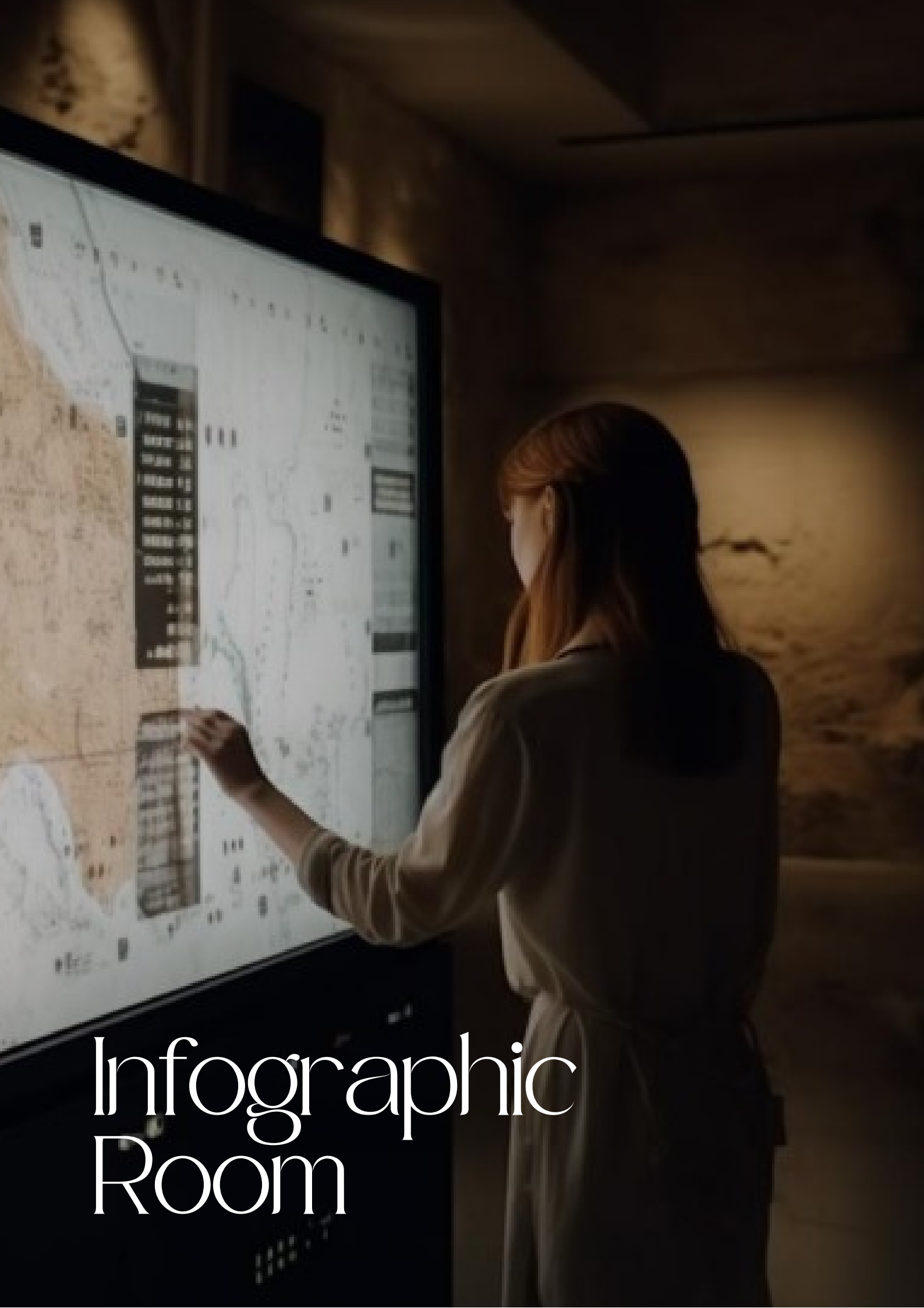
Reflections and illusion
embed the audience into
artworks and patterns

QUOTES ROOM

Discover interesting facts
behind the main artwork and
their creator

CONTEMPLATION ROOM

The projected actual artwork
review without any
animations



Infographic Room

Infographic Room

The function of this room is giving tools to the audience for understanding what they are about to see through static and interactive panels and screens.

A few fun based interactive games where the audience can:

- Paint and reinterpret famous artworks
- Become an artwork (become the face of Monalisa, sit in the last supper, etc)
- Sculptor paint a digital artwork

Based on touch and motion where the audience can explore timelines and maps, getting familiar with the history of art, eras, geographical areas, movement, evolution, influences and more.

2 interactive stations for the timelines

2 interactive stations for the maps



Immersive Room

Morphing images
Zoom in
Animations

Audience in this room will travel into history of art masterpieces through time, culture and space.

The voice over will guide the audience into the transcendental world of art, how amazing it is that these works survived from generations. It will explain the ideas and context of these works, as well as their legacy.

The immersive video last about 45 minutes and features over 100 artworks.





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Mirror Room

Reflections and illusion embed the audience into artworks and patterns

A powerful infinity mirror room brings the audience to a parallel animated reality made of details and closeup of famous artworks. Eye level portraits are projected in audience real life size before growing on the mirrors. Artworks are not shown entirely, only details, macros, patterns. The reflection of people blends into the artworks and is multiplied infinitely by mirrors juxtaposed around a led wall.





Anecdotes & Quotes Room

Discover interesting facts behind
the main artwork and their creator

After the initial background and the total immersion into art, this room allows audience to take away and remember specific information, a fact/quote interesting enough to be worthy of a social media post.

An interactive wall showing unknown details, fun facts, anecdotes of the masterpieces shown in the main immersive room.





Contemplation Room

A slideshows of the actual artworks

In this room the audience can sit comfortably or lie down and simply enjoy a slideshow of the artwork they have seen on a big scale and without effects, details and transitions.





Exhibition Narrative

Exhibition Content

The exhibition content is divided in 5 sections based in universal concepts that inspired art, the main topics and trends of creations. Life, Afterlife, Human, God and Nature.

01 Life

This is the section where architecture as abode of the living is extensively explored, from Palace to city: the castle of Versailles, the houses of Pompei, we also go into portraying their owners and visitors (portraits of kings, focus on elements of fashion and jewellery from portraits of aristocrats: Las Meninas, portrait of Louis XIV, etc). We go into cities like Machu Picchu, through architecture and painting with the View of Toledo by El Greco for instance, we visit fortresses like the Krak des Chevaliers, or Petra. We can move to places of entertainment like Colosseum, La Scala, etc..



02 Afterlife

In most human minds, death has been conceived as a journey, from the afterlife in Chinese beliefs to the story of Charon in Greek mythology or Anubis in Ancient Egypt, humans saw themselves travelling beyond a final point to the next stage. Great monuments were built, from the Giza Pyramids to the mausoleum of Qin Shi Huang to the Taj Mahal, portraits of the departed, of death itself, of gods related to this journey, in paintings or sculpture (including death masks) were created to pay homage or to illustrate the possible answers to this question of inexorable finitude. This section can include the above cited monuments, the death mask created by Madame Tussaud of Marie-Antoinette, the portrait of Marat dying in his bath, the treasure of Sutton Hoo, the Island of the dead painting by Arnold Böcklin, Japanese woodblock prints representing ghosts and death...

03 Human

This section is about the actual life of humans, not their beliefs, nor their relation to death. It shows what they invested their lives into in terms of earthly pursuits, from modest people to aristocrats. This is the section where we can explore the most famous portraits and tell stories around them, from the Mona Lisa to the Arnolfini, from the rulers to the commoners. Indeed this way we also depict activities, professional, intellectual or mundane, including hunting depicted in the Lascaux caves, the Night Watch by Rembrandt and Vermeer's geographer.

04 God

From praying to Nature to the first pantheons to monotheism, humans have turned to the sky to make sense of their existence and sustain the miracle of it. As beings capable of abstraction, they first invented deities meant to help them nurture their livelihood, and already understanding how light helps the growth of plants, they looked at the Sun and stars.

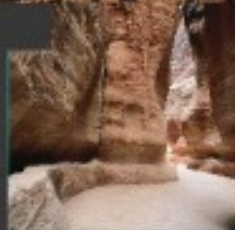
This section will include all the greatest monuments and sculptures, a number of mythological stories, and allegories will also be included.

05 Nature

Here we explore how the beauty of Nature has been depicted in the man made beauty of art: with the Monet Nymphs, the Hokusai Great Wave, the Cézanne Mount St Victoire, Bruegel's Hunters in the Snow, Constable Hay Wain. It will also include the relation of Nature and industry, with Turner's Rain Steam and Speed for instance, as changing landscape as well as illustrate the role of Nature as evocative background, in paintings like Ophelia by Millais. This section will have paintings but also include architecture and design with Romanesque or Gothic churches decoration (capitals with leaves), Art Nouveau from Guimard to the Secession, William Morris patterns, etc

STORY OF ART - IMMERSIVE ROOM - PETRA

BOARD - NARRATIVE



Voice Over

How fascinating to me that since the inception of humanity, mankind strives to make sense of the tremendous chance of being alive. Wondering how to nurture what their livelihood depended on, and already understanding how light helps the growth of plants, they looked at the Sun and stars. I was baffled at their ingenuity when they brought giant blue stones from afar and built up a circle with them. I then witnessed their calculations and how they erected these stones in a circle so that the sun solstice would shine through, in Winter and Summer, allowing them to know when to cultivate and harvest.



Exhibition Specification

What's include in the exhibition

- digital contents for
- 45 minutes immersive video
 - touchscreens (infographics)
 - mirror room
 - quotes and facts room
 - slideshow for Contemplation room
 - VR

Assist in installation

- venue design
- technical design
- setup supervision

What equipment the venue should provide or optional hire from us

the following list is just a guideline that based on an ideal venue with an immersive room size of 30mx14mx5m, it has to be adapted to specific contexts for each individual venues. The final rider for a specific venue can be determined only working on the venue's layout (CAD, DWG). We provide each venue with a specific technical layout and design.

item/ quantity

- PROJECTORS / 29
- MEDIA SERVER , / 6
3x Media server
WATCHPAX 62
1x WATCHOUT media server
2x Media Player BrightSign
- TOUCHSCREENS / 2
50 inches (or above)
touchscreen system
- COMPUTER , minimum requirements : processor i9 - gpu rtx3060 or similar /2
- SENSORS, azure kinect/ 5

To hire the exhibition, the venue should covering

- Exhibition hire fee
- Venue public liability insurance
- Exhibition equipment (optional)
- One way shipping and insurance cost if hire the equipment from us
- installation cost
- marketing and media coverage before and during the exhibition
- site manager and electrician engineer

To host the exhibition The venue requests:

1. Minimum exhibition display area: > 600 m2
2. Blackout rooms or the venue must be free of natural light, if there are any windows in the venue, they must be covered as per gates, ceilings
3. Minimum ceiling height 4m
4. The entire exhibition area must have a dark grey or black colored floor. If this is not the case, carpet needs to be laid.
5. The venue must be provided with all the legal authorizations to represent public shows, safety and fire prevention requirements, Wi-Fi and internet connection, entrance and services for disabled visitors.

The background of the entire page is a vibrant, abstract collage of various colors including red, blue, yellow, green, and purple, arranged in a pixelated or mosaic-like pattern. A large, irregular white shape, resembling torn paper, cuts across the middle of the image, creating a central white space where the text is located.

CONTACT

IF YOU ARE A VENUE
INTERESTED IN HIRING
AND DISPLAYING THIS
EXHIBITION AT YOUR SITE,
PLEASE GET IN TOUCH

FOR MORE INFO CONTACT US:
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