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V.04022025



# VAN GOGH

THE IMMERSIVE EXPERIENCE

VANGOGHEXPO.COM

2025

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# VAN GOGH

THE IMMERSIVE EXPERIENCE

Presentation

# WHERE THE LIFE AND WORKS OF VAN GOGH COME ALIVE WITH BREATHTAKING TECHNIQUE



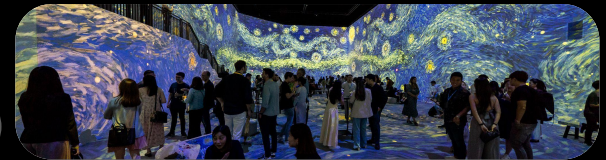
**Van Gogh The Immersive Experience uses advanced video projection, video mapping, and video artistry** to envelope guests in the life and works of one of the world's most famous and enigmatic painters.

Created in collaboration with art historians, subject experts, and media artisans, the experience allows guests to reflect on Van Gogh's singular style through **immersive projections, subsuming audio, detailed re-creations and virtual reality.**

Immersive and educational, this experience appeals to a wide range of demographics using one of the greatest brand names in art as its point of departure in an inspiring environment worthy of his unique approach art.

A WORLD'S EXCLUSIVITY

BREATHTAKING TECHNIQUE





# AND INSPIRING JOURNEY



An adventure in art and an impressionistic journey, Van Gogh: The Immersive Experience draws guests into Van Gogh's life and encourages them to find the artist that lives within us all through a series of engaging galleries, including:

- The Life and Times of Vincent Van Gogh: An Introduction
- Vincent's Humble Abode
- Passion, Obsession and Precision: Van Gogh's Many Vases
- (Central) Immersive Experience
- Yellow House Interactive Drawing Studio
- Technique Theater featuring a documentary on Van Gogh's
- Technique and use of color
- A Day in the Artist's Life in Arles: A Virtual Reality Experience
- Van Gogh Retail Space



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AN INTRODUCTION

# THE LIFE AND TIMES OF VINCENT VAN GOGH



In this opening gallery, guests learn about the tumultuous and meandering path that the Artist took to become one of the world's most recognisable and celebrated artists with a style all his own.

Here, we learn of Van Gogh's family roots and meet his parents, sister and his brother Theo with whom he had a lifelong friendship and to whom he wrote over 700 letters sharing his experiences, thoughts, emotions, and frame of mind. We also learn of his failed attempts at careers as an art dealer, a book dealer, and a minister.

Guests may be surprised to learn that Van Gogh didn't pursue art in earnest until the age of 28, and that his incredible output lasted only nine years. Reproductions of several of his earliest drawings are displayed in this gallery with expert commentary on his early style and technique.

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# VAN GOGH WRIT LARGE

This initial area also provides guests with several exciting, larger-than-life representations of Van Gogh's works. These include two engaging displays measuring 10-feet by 10-feet of a trompe l'oeil painting inspired by the Artist's Vestibule de l'Asile and a dimensional Anamorphose relief of The Courtesan (Geisha).



# VINCENT'S HUMBLE ABODE AND IT'S SIGNIFICANCE

Guests next encounter a detailed and illustrated map that chronicles Van Gogh's life and locations throughout his painting career.

Partly dedicated to depicting Van Gogh's locations for some of his most well known paintings, this large graphic also introduces the key figures in Van Gogh's life on one canvas. Here, we can marvel at the complex relationships Vincent shared with his family, with peasants, with other artists, and with his limited circle of friends.

Van Gogh's correspondence with his brother Theo receives prominent treatment here because of its importance to the artist and its significance in our understanding of him. This tangled web of relationships and locations provides a much more complete picture of Vincent's life.

A central feature of this area is a physical recreation of «The Most Famous Bedroom in the World» The Bedroom at Arles located in the house the lived in The Yellow House. Arles is generally recognized as his most productive period,





# VAN GOGH'S MANY VASES

Van Gogh often painted the same objects again and again and again. This was partly due to his obsessive personality, and partly due to his circumstances. Struggling to sell his works to anyone other than his brother Theo, Vincent did not have the funds to change locales often or make major excursions.

This impoverishment, which took such a toll on Van Gogh personally, also provided him with the unique perspective that made everyday things stand out as **objets d'art**.

**This gallery explores Vincent's dedication to his painting.** If his finances kept him from hiring models, he painted peasants and people from the street. He also employed this practice while in Arles with the Roulin family, who agreed to sit for numerous portraits.

Like Midas finding gold in everything he touched, Van Gogh's eye elevated household items into masterpieces. Most famously perhaps with vases.

**Through the magic of projection, a large vase in this gallery is transformed into the many vases he painted throughout his life,** which hints at their next experience...



# COMPLETE ARTISTIC IMMERSION



In a large central space visitors suddenly find themselves immersed in the world of Vincent Van Gogh in a way that they never thought possible.

Covering several thousand square feet, floor to ceiling projection mapped directly onto the venue's unique architecture takes guests through the progression of Van Gogh's works beginning with his first charcoal sketches and his discovery of painting which causes the walls and floor to burst into vibrant colors as a narrator cites a passage from Vincent's letter to Theo in which he describes «a rising... of color, which I have never known before.»

THE ENTIRE 35 MINUTES IMMERSIVE PROJECTION IS CHOREOGRAPHED TO AN ORIGINAL SCORE AND PUNCTUATED WITH POIGNANT LINES FROM VAN GOGH'S LETTERS TO THEO.



# WHERE MASTERPIECES COME TO LIFE

Through masterful projection techniques, Van Gogh's works move as if the artist was still here painting them. Rivers flow from the frame, splashing onto the floor. Portraits change within each other, reminding us of Van Gogh's practice of painting and repainting subjects and scenes. Paintings even begin to interact with one another as birds fly from one scene to another and characters begin reaching out from their frames.





WHERE MASTERPIECES COME TO LIFE

VAN GOGH : THE IMMERSIVE EXPERIENCE



WHERE MASTERPIECES COME TO LIFE

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# FROM WOODBLOCKS TO VAN GOGH

Vincent Van Gogh discovered Japanese prints during a stay in Antwerp in the winter of 1885-1886. He was immediately captivated by this radically different artistic genre and researched

Japanese illustrative art. In February, he met Siegfried Bing, a famous Parisian art dealer, and came away from the with over 600 Japanese prints.

Van Gogh was inspired by the 'Ukiyo-e' style of prints and paintings by by Hokusai, Hiroshige, Utamaro and Sharaku. This fascination is is an influence that can be clearly seen in his paintings 'Bride under the rain' and 'Portrait of Père Tanguy'.

Although he never visited Japan, Vincent Van Gogh forged an intimate bond with its artistic culture. It is these links that we are presenting to the visitor.

THIS ADDITIONAL SHOW, PRESENTED IN A SEPARATE IMMERSIVE ROOM AND DEDICATED TO ONE OF THE MAJOR INFLUENCES IN VAN GOGH'S CAREER, LASTS AROUND TEN MINUTES AND INTRODUCES US TO THE ARTIST THROUGH THE MEDIUM OF A MAJOR ARTISTIC MOVEMENT THAT INCLUDED MANY OF THE GREATEST PAINTERS OF THE 19TH CENTURY.





# A DAY IN THE LIFE OF THE ARTIST IN ARLES THROUGH VIRTUAL REALITY

In a follow-on gallery, guests experience a day in Van Gogh's life from his time in Arles, France, through virtual reality. This 360-degree immersive voyage revolves around a succession of 7 works of Van Gogh that he executed while he was living in the «Yellow House» in Arles. Using VR goggles, guests walk through Arles from sunrise to sunset and discover scenes that inspired Van Gogh's paintings, and witness the painting magically come to life before them.

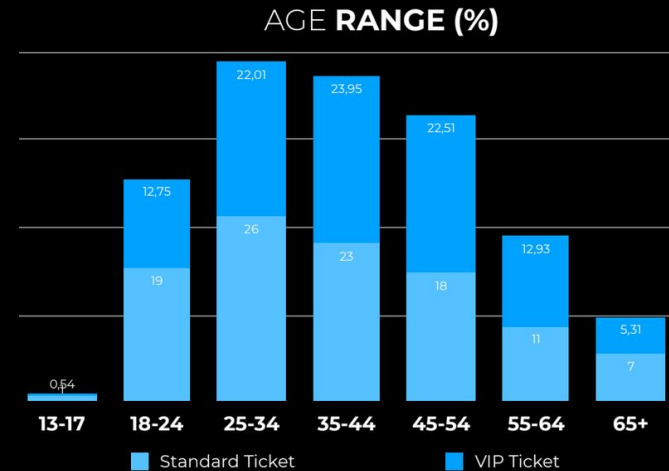
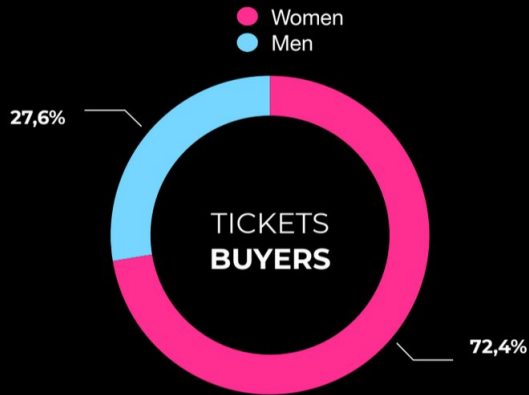


# YELLOW HOUSE INTERACTIVE DRAWING STUDIO

Inspired by Van Gogh's works, guests now have the opportunity to draw and paint, and find the artist within themselves. They can try their hand at their own creation, or work within the outlines of one of Van Gogh's works as they receive tips on techniques that helped Van Gogh create his signature style. Guests can choose to take their work home with them or display it in the studio.

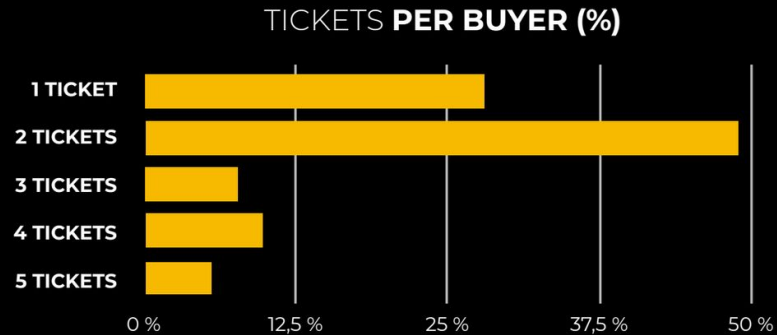


# VISITORS SNAPSHOT



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MILLIONS  
REGULAR  
TICKETS SOLD

**1**  
MILLION  
VIP TICKETS  
SOLD

# MEDIA COVERAGE EXAMPLES



## Van Gogh: The Immersive Experience

Art, Digital and interactive



© Culturespaces / S. Lloyd

[Buy ticket](#)

### Time Out says

Let your jaw fall to the ground at this maximalist immersive experience built from enormous Van Gogh projections



## A Brand New Van Gogh Exhibit Has Officially Arrived In Los Angeles

A brand new **Van Gogh Experience** has opened in Los Angeles this summer, highlighting the impressionist's oeuvre unlike ever before.

MARIE-ANGÈLE ZOUNGRANA - COMMERCIAL EDITOR - JUNE 12, 2023



Van Gogh: The Immersive Experience

**Van Gogh: The Immersive Experience** has made its way to L.A., presenting the artist's work in unexpected ways through 360-degree projections, lights and VR. After acclaimed runs in cities like NYC, D.C., Seattle and even across the pond in London and Brussels, the **multisensory experience is now open in L.A!** Every detail of the artist's pieces is magnified, taking you on a journey through Van Gogh's mind and dreams.

Uncover Van Gogh's sunflower-y universe: [Get tickets here!](#)

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# MEDIA COVERAGE EXAMPLES

The screenshot shows a USA Today article. The top navigation bar includes 'Home', 'Readers' Choice', 'Interests', 'Food & Drink', 'Arts & Culture', and 'Travel Guides'. The main image is a photograph of an immersive Van Gogh exhibition. The walls and floor are covered in projections of Van Gogh's paintings, including 'The Starry Night' and 'Sunflowers'. People are seen sitting on the floor, looking at the projections. Below the image is a caption: 'Photo courtesy of Photo courtesy of Exhibition Hub art/ Fever'. The article title is 'No. 2: Van Gogh Exhibition: The Immersive Experience - Multiple Cities'. The text below the title reads: 'If you've ever wondered how it would feel to step into a painting, Van Gogh: The Immersive Experience gives you that opportunity. Available in several cities throughout the United States, meet Vincent van Gogh like never before, with a 360-degree light and sound spectacular. The Experience also includes galleries that chronicle his life and influence on the world of art through informative panels and engaging interactives. Take a journey in "A day in the life of the Artist" while you discover the inspiration behind his most iconic works.'

USA TODAY  
10Best

Home Readers' Choice Interests Food & Drink Arts & Culture Travel Guides

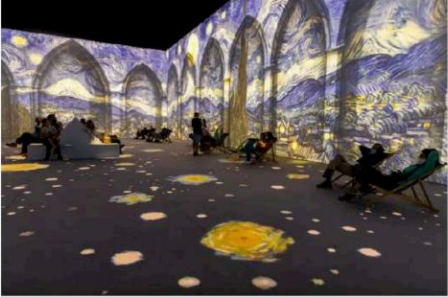


Photo courtesy of Photo courtesy of Exhibition Hub art/ Fever

## No. 2: Van Gogh Exhibition: The Immersive Experience - Multiple Cities

If you've ever wondered how it would feel to step into a painting, Van Gogh: The Immersive Experience gives you that opportunity. Available in several cities throughout the United States, meet Vincent van Gogh like never before, with a 360-degree light and sound spectacular. The Experience also includes galleries that chronicle his life and influence on the world of art through informative panels and engaging interactives. Take a journey in "A day in the life of the Artist" while you discover the inspiration behind his most iconic works.









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