



# IMPRESSIONISM

1874  
|  
2024 150

IMMERSIVE ART EXHIBITION  
OF THE 150TH ANNIVERSARY  
OF IMPRESSIONISM

Van Gogh - Monet - Manet - Degas  
Renoir - Toulouse-Lautrec - Gauguin



ART MEDIA STUDIO

[www.artmediastudio.org](http://www.artmediastudio.org)

# BRIGHT COLOURS, BOLD BRUSHSTROKES AND A REBELLIOUS SPIRIT!



**Impressionism** developed in France in the nineteenth century and is based on the practice of painting out of doors and spontaneously 'on the spot' rather than in a studio from sketches. Main impressionist subjects were landscapes and scenes of everyday life.

**The Exhibition** is composed of multiples activities, combines panels that tell the story of the artists and the period, reproductions of each artist's most famous works, and interconnected immersion galleries that combine projection of artworks and emotive music.

**The exhibition** invites visitors to 'walk through' in the most famous the art works of Impressionism. Monet's lilies, Degas' pointe shoes and Renoir's boat parties appear supersized, alongside quotes by the specific exclusive room of wonders, the Monet's Garden and Van Gogh Sunflower field



**IMPRESSIONISM**  
*Experience*



Monet  
Renoir  
Manet  
Degas  
Cézanne  
Van Gogh

- 1** Intro Room
- 2** Gallery
- 3** Immersive Room
- 4** Monet's Garden
- 5** Life and Leisure
- 6** Starry Night



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## INTRO ROOM



In this room the visitor will find **didactic panels** and **historical photos** on the history of Impressionism. You can also watch a **video** that provides information on Impressionist painting techniques, history and protagonists.



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## GALLERY THE FEELING OF BEING IN A MUSEUM



The **Gallery**, designed to resemble a genuine European museum, hosts the best known works by **Claude Monet**, **Auguste Renoir**, **Édouard Manet**, **Edgar Degas**, **Paul Cézanne** and post-Impressionist artist **Vincent Van Gogh**. Works reproduced in high resolution in original size.



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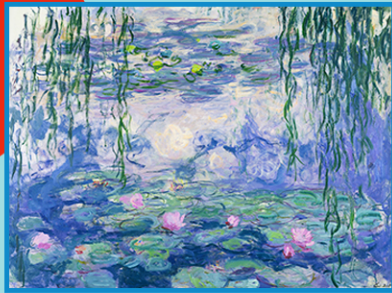
## GALLERY

16 HIGH RESOLUTION  
PRINT ON CANVAS

WORKS REPRODUCED  
IN ORIGINAL SIZE WITH  
HANDCRAFTED FRAME



Claude  
**MONET**



Auguste  
**RENOIR**



Édouard  
**MANET**



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# GALLERY

**DIDACTIC  
TEXT FOR  
EACH WORK**

**Pierre-Auguste Renoir, Ballio al Moulin de la Galette.**  
1876, olio su tela, cm 131 x 175, Parigi, Musée d'Orsay.

**Pierre-Auguste Renoir, Ballio al Moulin de la Galette.**  
1876, olio su tela, cm 131 x 175, Parigi, Musée d'Orsay.

Ballio al Moulin de la Galette  
documenta un momento di vita  
della gioventù parigina riuniti nel  
famoso salotto del Moulin de la  
Galette. Renoir, disegna ogni  
particolare con delicatezza e  
attenzione, dalla folla di persone  
che conversano nella sala, alle  
figure in primo piano, con le sue  
figure femminili, il dipinto  
mostra un'atmosfera di  
cortesia e di vita  
mondo allegro della vita  
parigina. In questo quadro  
Renoir ha dipinto un momento  
della vita parigina, in un  
salotto del Moulin de la Galette,  
una casa di campagna dove  
si ballava la sera. Il dipinto  
mostra un'atmosfera di  
cortesia e di vita  
mondo allegro della vita  
parigina. In questo quadro  
Renoir ha dipinto un momento  
della vita parigina, in un  
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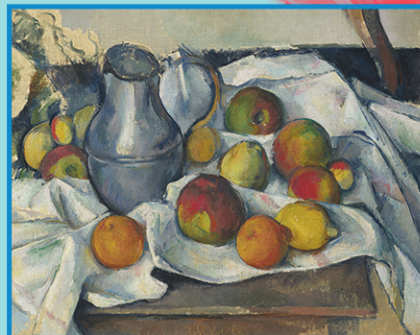

**Vincent  
VAN  
GOGH**



**Edgar  
DEGAS**



**Paul  
CÉZANNE**



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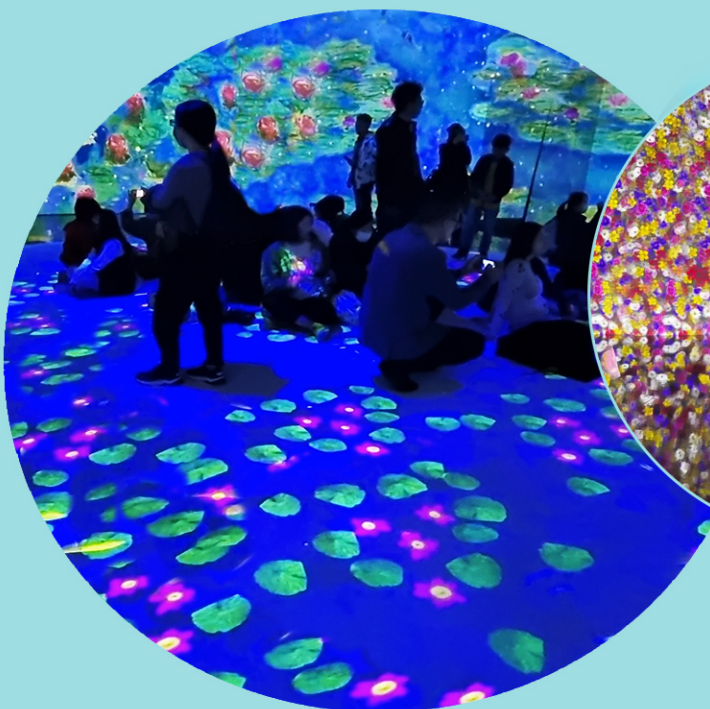
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## The IMMERSIVE ROOM



The masterpieces of the Impressionists literally come alive under your feet and 360 ° around you.

We have digitized more than 100 paintings by the artist and curated a unique exhibition, bringing the visitor inside the works, colors and atmospheres of Impressionism. You'll find adults and children alike, images zoom in and out of fine detail viewing the artworks from new angles and finding ever-changing perspectives.



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# IMMERSIVE ROOM



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## MONET'S GARDEN

**EXCLUSIVE!!!**

**ART INSTALLATION  
AUTHORIZED BY  
THE FONDATION  
CLAUDE MONET**



GIVERNY



### Monet's Dream

In the small town of **Giverny** there lies **Monet's garden**. In this magical place that Monet personally designed and developed, everything has been arranged in such a way that he could paint it, by finding amid that nature the lights and colours representing the essential elements for his canvases

He envisaged it as a place where he could paint in peace, away from the rest of the world. Light and shadows, reflections on the water, movements created by the wind, and the sun's rays cutting through the foliage. Tranquillity, reflection, and emotion – everything merges within a dream-like atmosphere.

*'My garden is my finest masterpiece'*, Monet wrote. Today, in this room, we can relive that dream.



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## MONET'S GARDEN



What you will see in this room are exclusive recordings from the **Giverny garden**. The framing and composition of each scene is inspired by Monet's works, and particularly his large-size Water Lilies series.

The subjects featured are those dear to the artist: flowers, the water-lily pond, the Japanese bridge, and the house. Even the natural sounds that make up the soundtrack are ones from Giverny.

The outcome is a small, immersive **"multi-media Orangerie"** that takes us back to Monet's garden, allowing us to experience his greatest masterpiece first-hand.



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## The LIFE AND LEISURE



The immersive room dedicated to Parisian life and leisure add an authentic level of connection to the artists' lives.

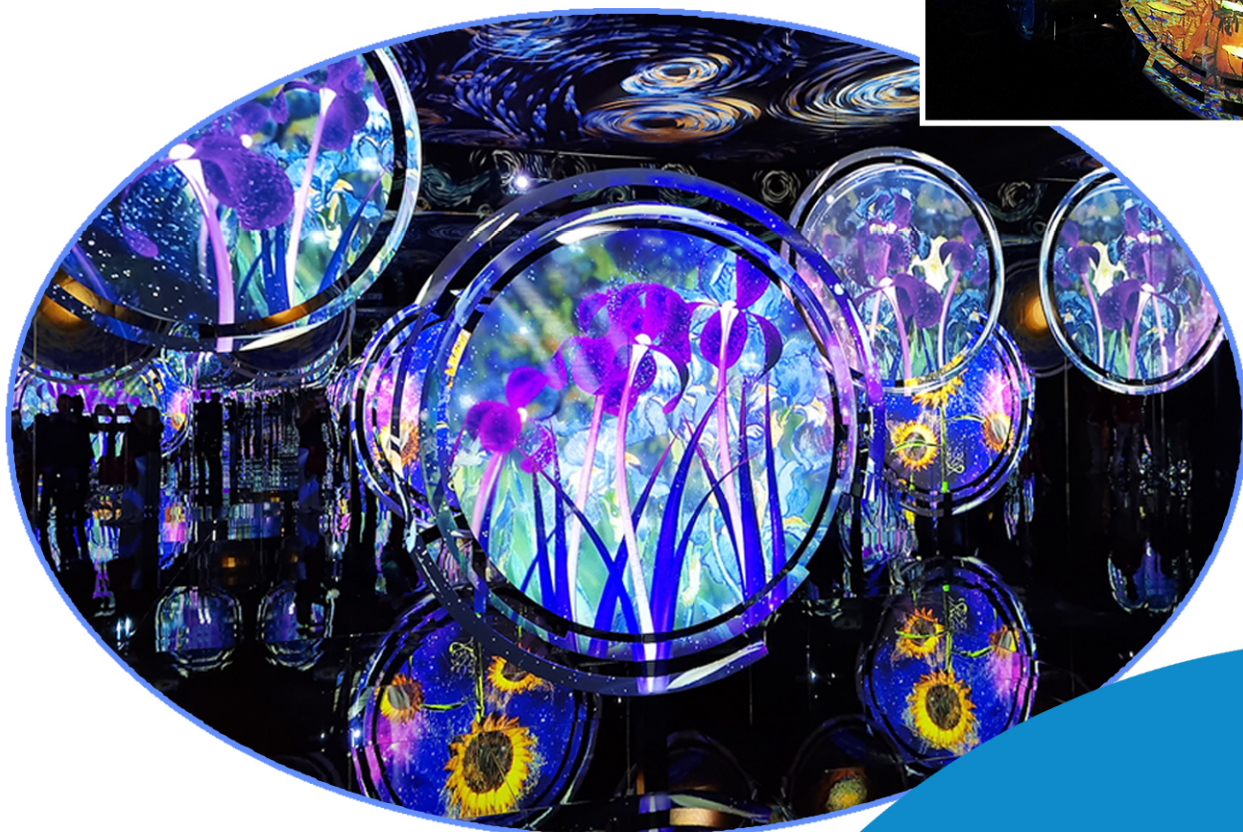
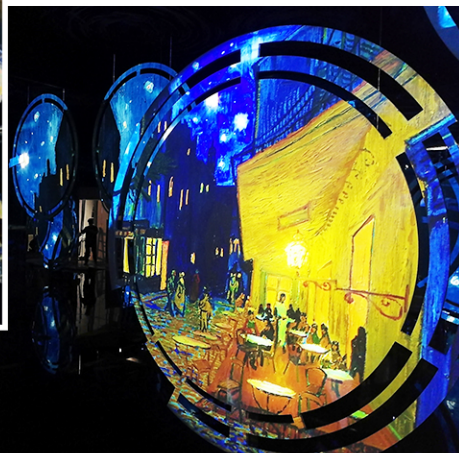
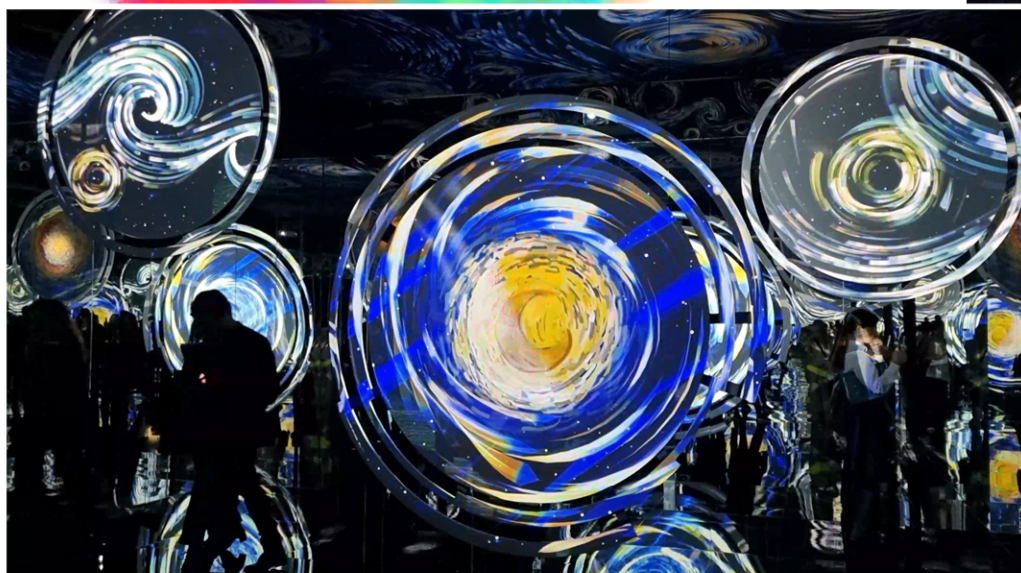
The space inspired by 'The Moulin Rouge' Theater in Paris with a large screen forming a theatrical backdrop, shows through paintings life and free time between the mid and late nineteenth century, a period of great changes that impressionist art testifies to in his canvases.



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# STARRY NIGHT ROOM

## INSIDE VAN GOGH'S STARRY NIGHT

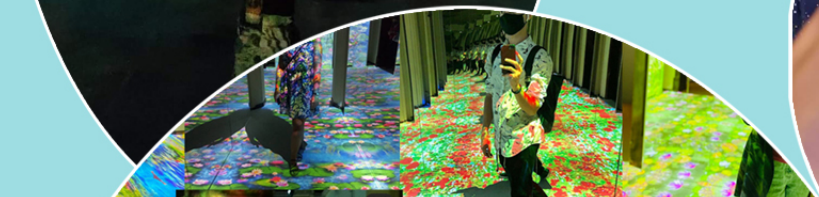


**THOUSANDS OF POSTS  
AND SHARES ON ALL SOCIAL MEDIA!**

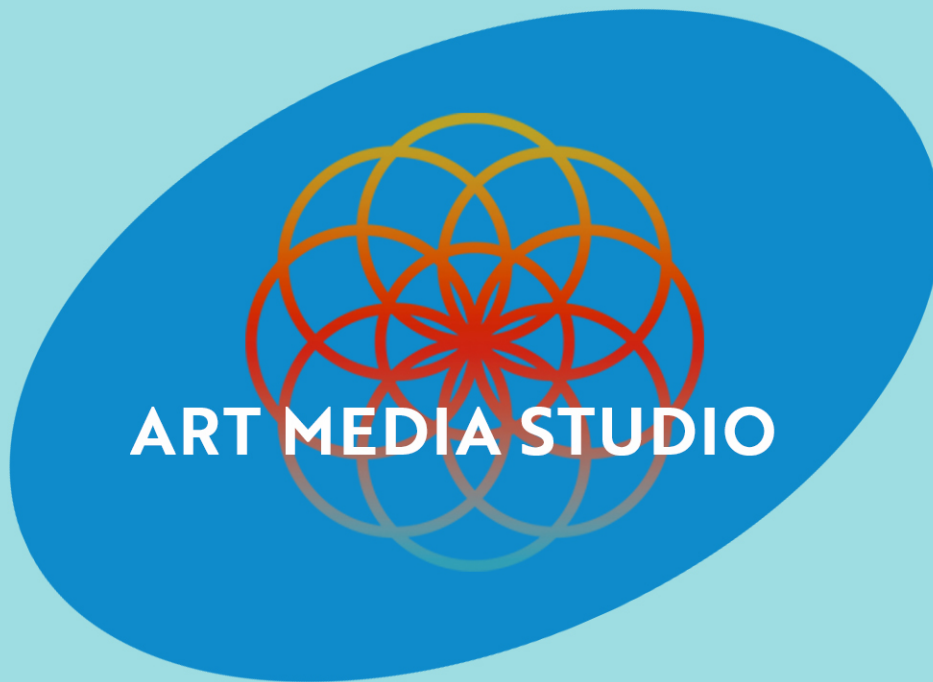


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We are an established team of architects, designers, video/film directors and software developers who seamlessly integrate the technical aspects of multidisciplinary subjects of exhibition design, theatre design, communication and storytelling to create a multimedia sensorial experience.

Museums, the façades of historical palazzi, urban or industrial areas, shops and retail premises: all these are the places that **Art Media Studio**, map out and redesign in their drive to develop immersive video installations that involve their audiences in a three-dimensional experience, a synaesthesia designed to bring into play the full spectrum of those audiences' cognitive, sensorial and emotional faculties.

Art Media Studio's artistic and creative dimension shines through in the original works it has produced for a considerable number of exhibitions in several of world's leading museums.

**Art Media Studio's work** has helped to revolutionise the world of cultural layout and display from museum art and edutainment to fashion and retail thanks a decidedly "pop" creative process that balances leading-edge technology with a deep knowledge of art history.

**Art Media Studio** won the **first prize** at the **Immagine Video Istituzionale** fair in Milan and the prize for best screenplay at the **International Art Documentary Retrospective** section of the **Brixen Art Film Festival** in Bressanone, ranking among the leading entrants in prestigious competitions, being one of the finalists in the **Art Doc Festival** in Rome's Festival of Cinema and winning **first prize at the Festival of Audiovisual International Multimedia Patrimony** in the **"Creative Exhibition Installations"** category.





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