

ART IMMERSIVE DREAMS



ART MEDIA STUDIO
www.artmediastudio.org

Art - Immersive Dreams

Art-Immersive Dreams is a thoroughly innovative, one-of-its-kind exhibition offering visitors an original interactive experience of the most iconic artworks in history, where each room has a different theme.

Unrestricted by prearranged itineraries, visitors are free to find their own way around the rooms and build their own experience using the beauty of art and their own emotions as their guide.



STARRY NIGHT

(Van Gogh)

Little by little, the night envelopes us, with its mantle of stars, with its silence transformed into noise, where the darkness is broken by whirling wakes, by fluorescent flowers, brightened by the brilliance of his colours, ranging from celeste, to violet, to intense blue, and by gigantic heavenly bodies that appear to trace their magic movement in the sky above us.







STARRY NIGHT ROOM

VENUE AND SETTING

Surface area: from 60 to 100 square meters;

Room height: 3.50 meters

TECHNICAL FACTSHEET

Layout:

single room with mirrors on the walls, printed fabric on the ceiling. Shiny black mirrored material on the floor.

3 round panels hanging from the ceiling. Videomapping on the three round panels.



Technology:

3 full HD laser projectors, 5000 Ansi Lumen, lens 0.5; 3 Players BrightSign, Lan Switch.

Audio system: Dolby surround sound audio, 4 speakers, mixer and amplifier.

VITRUVIAN MAN ROOM

The *Vitruvian Man Room* revisits Leonardo da Vinci's celebrated drawing of "Vitruvian Man" in a contemporary vein.

A symbol of Renaissance art, Leonardo's man occupies a central position between two geometrical figures, the square (representing the earth) and the circle (representing the cosmos).

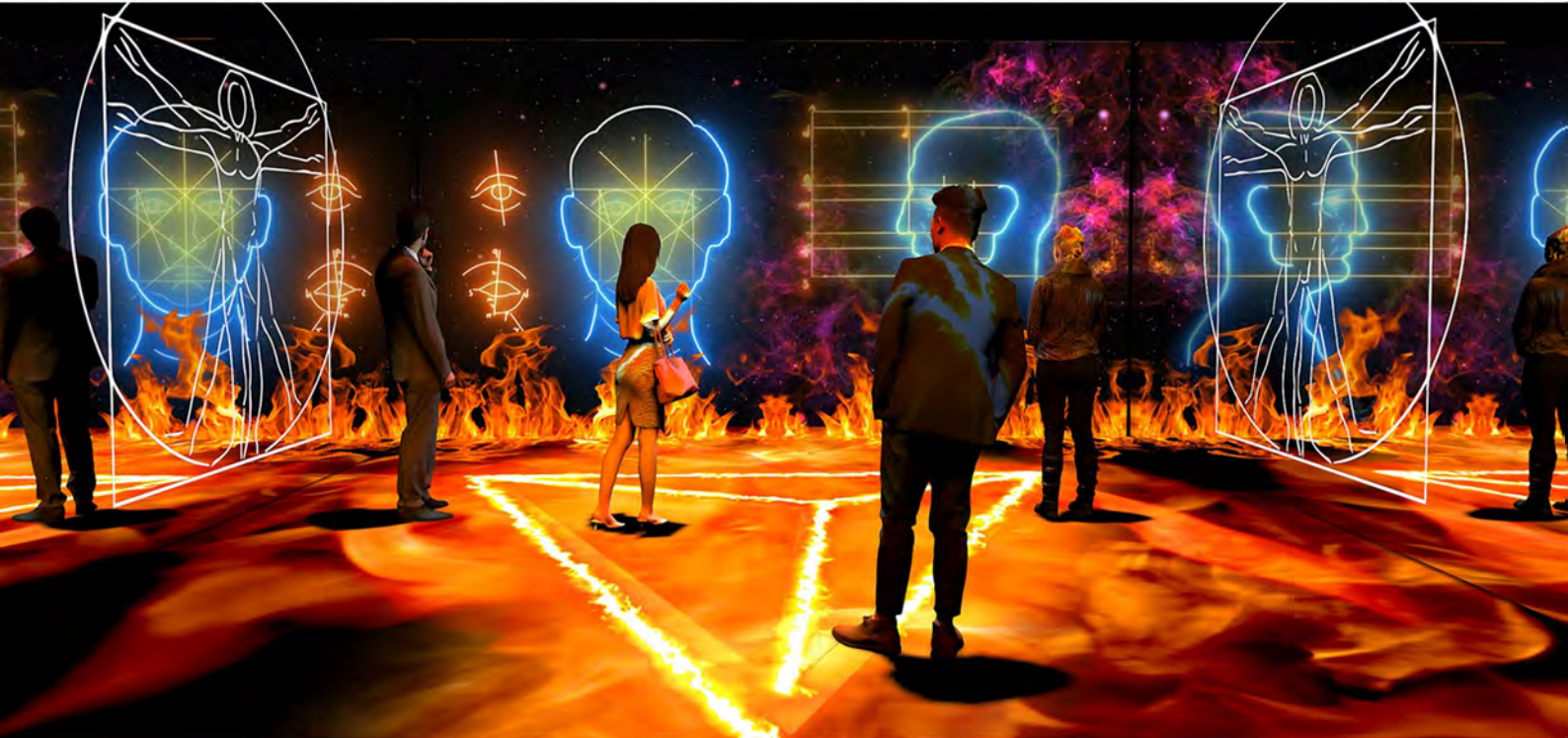
Thus man strikes a perfect balance between the microcosm of the earth and the macrocosm of the universe.

The earth is represented by the four elements of which it is made up: air, water, fire and earth while the cosmos is represented by a galaxy.

But Vitruvian Man also symbolises geometry and symmetry, the perfection of human proportions, expressing that "divine proportion" that is considered the key to harmony in the arts and in science.

The *Vitruvian Man Room* also prompts visitors to ask themselves what we human beings truly are and how we can fit into the great order of the universe.







VITRUVIA MAN ROOM

VENUE AND SETTING

Surface area: from 60 to 100 square meters;

Room height: 3.50 meters

TECHNICAL FACTSHEET

Layout: Mirrors on 3 walls, 1 white wall and white floor (pvc), printed fabric on the ceiling.



Technology:

1 full HD laser projectors, 5/6000 Ansi Lumen, lens 0.8 (wall)

2 full HD laser projectors, 4/5000 Ansi Lumen, lens 0.5 (floor)

Mediaserver with software Watchout, Resolum or similar.

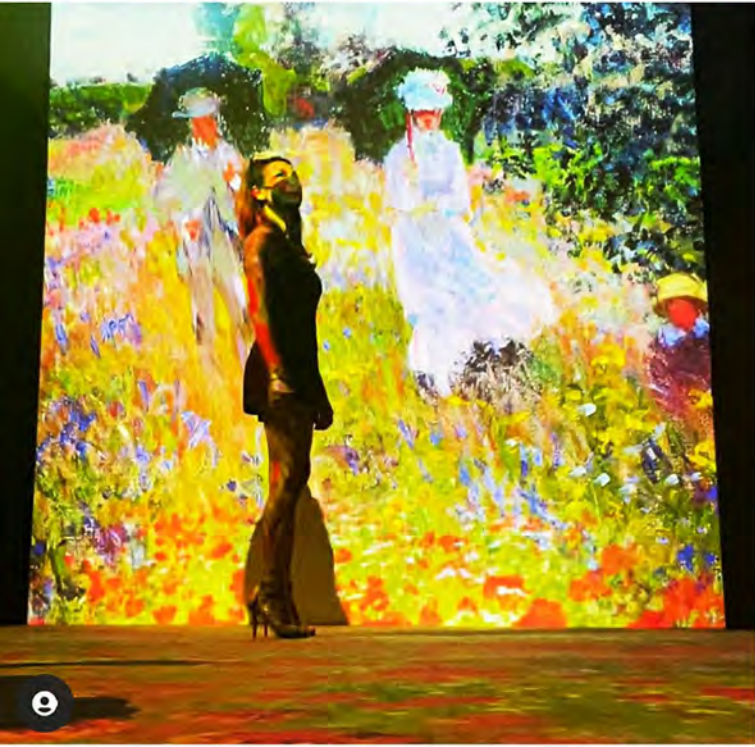
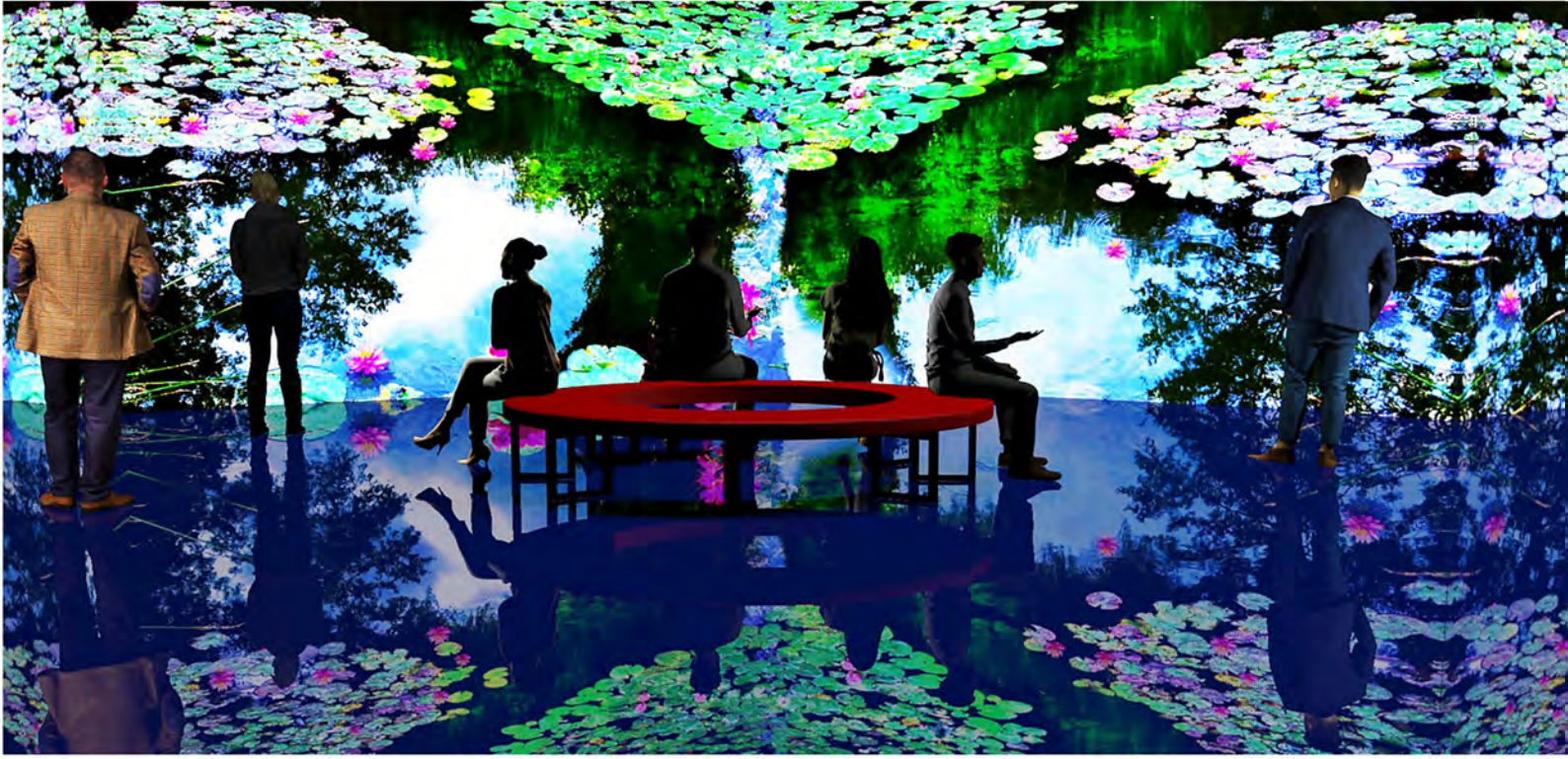
Audio system: Dolby surround sound audio, 4 speakers, mixer and amplifier.

MONET'S GARDEN

"Monet's Garden" is an immersive room that projects us into his garden in Giverny. A place to paint in peace and away from the rest of the world. Shadows and lights, reflections on the water, movements generated by the wind, rays of the sun that cross the branches of the trees. Tranquility, reflection, light, color all come together in a dream-like atmosphere.

'My garden is my most beautiful masterpiece' wrote Monet and today in this room we can experience the reinterpretation of that dream.







MONET'S GARDEN

VENUE AND SETTING

Surface area: from 60 to 100 square meters;

Room height: 3.50 meters

TECHNICAL FACTSHEET

Layout: Mirrors on 2 walls, Print on 1 wall, white wall (screen) and white floor (pvc).



Technology:

1 full HD laser projectors, 5/6000 Ansi Lumen, lens 0.8 (wall)

2 full HD laser projectors, 4/5000 Ansi Lumen, lens 0.5 (floor)

Mediaserver with software Watchout, Resolum or similar.

Audio system: Dolby surround sound audio, 4 speakers, mixer and amplifier.

GOLDEN ROOM (Klimt Experience)

Gold: unalterable, eternal, pure

Dazzled by gold, we contemplate a new aesthetic language that the artist uses as the chromatic weave of his sensual and iconic works. As we move past the cascades of gold enveloped by arabesques, spirals, and geometric shapes, voluptuous nudes with sinuous lines, with golden surfaces, will appear before us.

The music will accompany us as we come face to face with more or less imaginary, monstrous, or mythological creatures, with flying spirits, with entwined bodies and their soft shapes, until we come to the beloved woman emphasized by her golden, luminous tones. Gold and ornament become abundance.

They become the canvas in which realism defines only the faces, the shoulders, the sensual, bewitching shapes that look out upon us, completely enveloped and absorbed by the gold dust of the background that dematerializes space while wrapping us in a sense of unreality.







GOLDEN ROOM

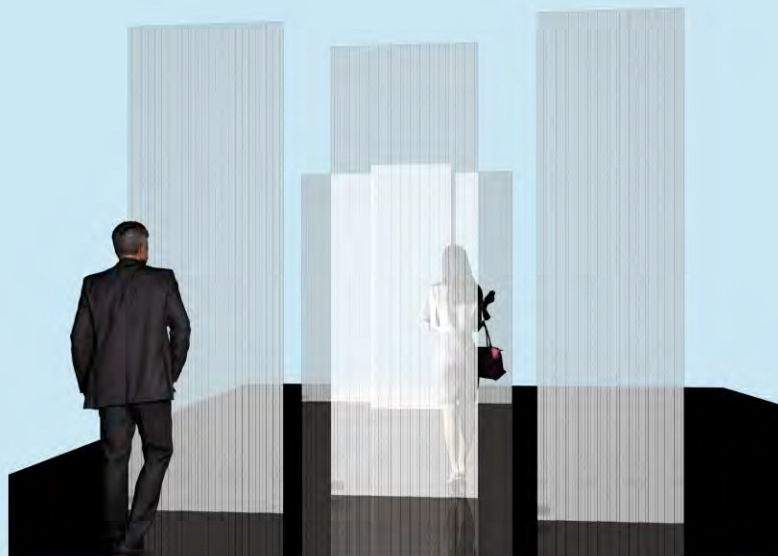
VENUE AND SETTING

Surface area: from 60 to 100 square meters;

Room height: 3.50 meters

TECHNICAL FACTSHEET

Layout: Black walls, shiny and mirrored black floor, string curtains hanging from the ceiling (spaghetti curtain). Black ceiling.



Technology:

3 full HD laser projectors, 4/5000 Ansi Lumen, lens 0.5

3 Players brigtsign, switch Lan

Audio system: Dolby surround sound audio, 4 speakers, mixer and amplifier.

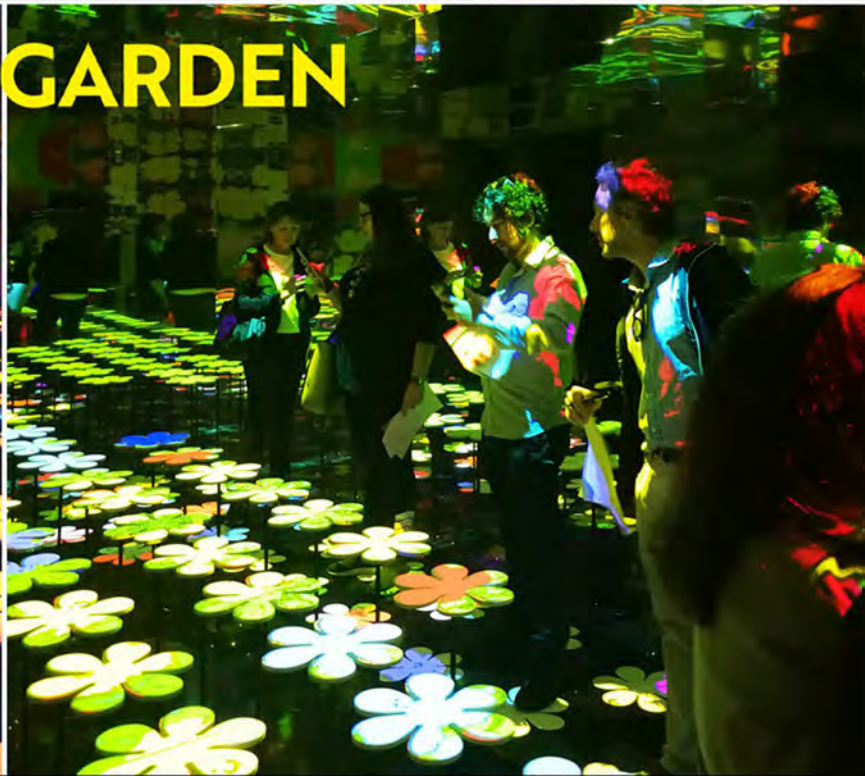
POP GARDEN

Pop Garden is inspired by the colours and the world of Pop Art. This immersive, multi-media, multi-sensoral installation is set up in a room with walls lined with mirrors to depict a garden. Produced with tangible physical elements (flowers), video-mapping projections and music in an interior setting, its reflecting walls multiply the whole effect to infinity. Dazzling lights, rock music and flowers rising out of the ground reflecting pop motifs are replicated by mirrors to serialize the entire experience. Art meets fun and no one can resist a selfie to capture their 15 minutes of fame.

"In the future everyone will be world-famous for 15 minutes" (Andy Warhol)



POP GARDEN



POP GARDEN

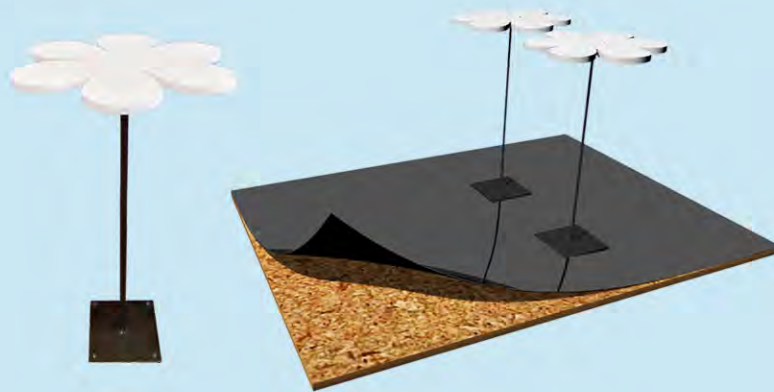
VENUE AND SETTING

Surface area: from 60 to 100 square meters;

Room height: 3.50 meters

TECHNICAL FACTSHEET

Layout: single room with mirrors on the walls and ceiling. Projections and videomapping on flower-shaped elements, made with light material and fixed to the floor.

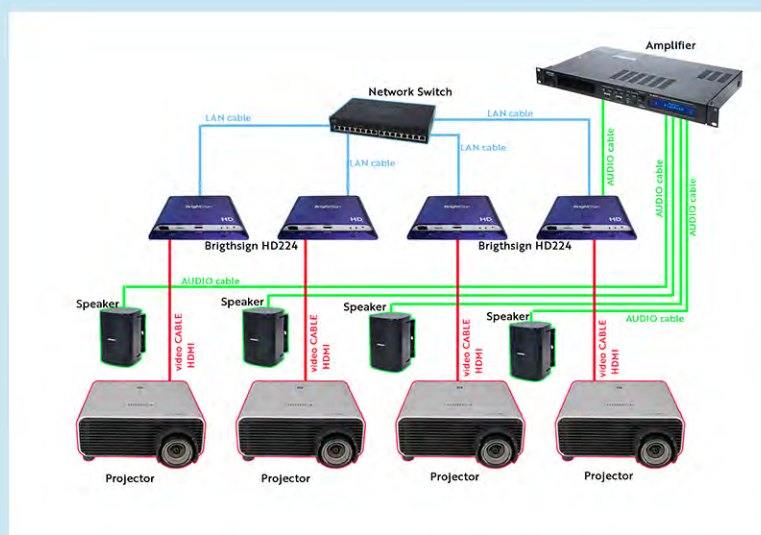


Technology:

4 full HD laser projectors, 5000 Ansi Lumen, lens 0.5.

4 Players BrightSign, Lan Switch or Mediaserver with software Watchout, Resolum or similar.

Audio system: Dolby surround sound audio, 4 speakers, mixer and amplifier.





FLOWERS ROOM

All the flowers of art history in one room. Over the centuries, artists have captured the rich symbolism of flowers, tracing the changing meanings of roses, irises, tulips, carnations, and more. Depending on the context, a single flower can represent reproduction or decay, purity or promiscuity, love or hardship—or nothing more than a pile of petals.

From Botticelli's *Primavera* to Van Gogh's *Sunflowers*.







FLOWERS ROOM

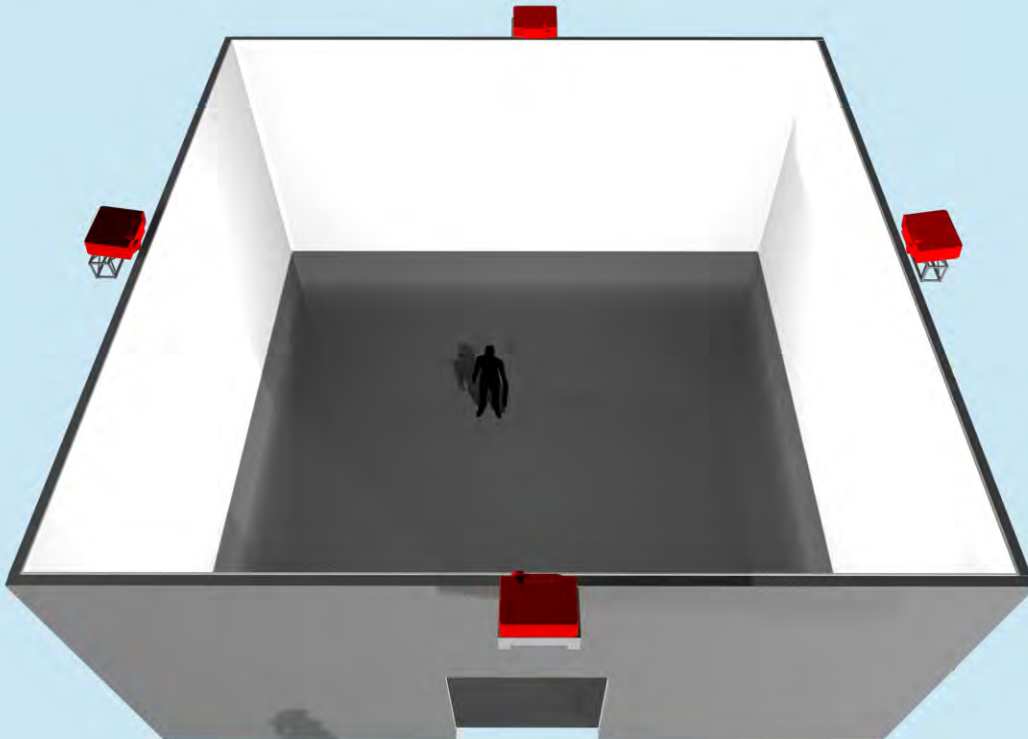
VENUE AND SETTING

Surface area: from 60 to 100 square meters;

Room height: 3.50 meters

TECHNICAL FACTSHEET

Layout: 4 white wall (screen), floor black glossy.



Technology:

4 full HD laser projectors, 5/6000 Ansi Lumen, lens 0.65 or 0.5
4 Players BrightSign, switch Lan

Audio system: Dolby surround sound audio, 4 speakers, mixer and amplifier.

THE GREAT WAVE

This video installation is inspired by the famous *"The Great Wave"* by Hokusai, is a perfect synthesis of ukiyo-e. On the one hand it encloses in an image the sense of transience and temporariness of human life, in the face of the unstoppable force of nature and history.

On the other hand, it expresses the desire not to heroically oppose the facts of life, but to let oneself go guided by an existential philosophy based on pleasure.

In this room you can live the experience of being protagonists of your own existence. Each visitor can choose to let himself be carried away or overwhelmed by the wave. Everyone has their own wave.





THE GREAT WAVE

VENUE AND SETTING

Surface area: from 60 to 100 square meters;

Room height: 3.50 meters

TECHNICAL FACTSHEET

Layout: Mirrors on 2 walls, Print on 1 wall, white wall (screen) and white floor (pvc).



Technology:

1 full HD laser projectors, 5/6000 Ansi Lumen, lens 0.8 (wall)

2 full HD laser projectors, 4/5000 Ansi Lumen, lens 0.5 (floor)

Mediaserver with software Watchout, Resolum or similar.

Audio system: Dolby surround sound audio, 4 speakers, mixer and amplifier.

INSIDE DRIPPING

(Jackson Pollock Experience)

Inside Dripping is an immersive, multimedia exhibition in which visitors find themselves sucked in by sounds, images, video footage and sensoral experiences from the moment they enter the room.

Inside Dripping is an evocative, multisensoral video-installation that transports visitors into the very heart of Jackson Pollock's pictures, offering them a new way of seeing the artist's work by experiencing it in the first person. Shafts of coloured light projected onto the floor, walls and ceiling recreate the dripping technique that is such a typical feature of Pollock's painting, reflecting at once anger and harmony, energy and poetry.

Pollock Experience allows visitors to immerse in an environment lit solely by images of the master's work so clear and real that they elicit their emotional involvement and plunge them body and soul into the works and their context.







INSIDE DRIPPING

VENUE AND SETTING

Surface area: from 60 to 100 square meters;

Room height: 3.50 meters

TECHNICAL FACTSHEET

Layout: Black walls, shelves with paint cans and brushes (as in Pollock's studio). Mirrored ceiling. White floor (pvc). Videomapping on the floor.



Technology:

4 full HD laser projectors, 5000 Ansi Lumen, lens 0.5.

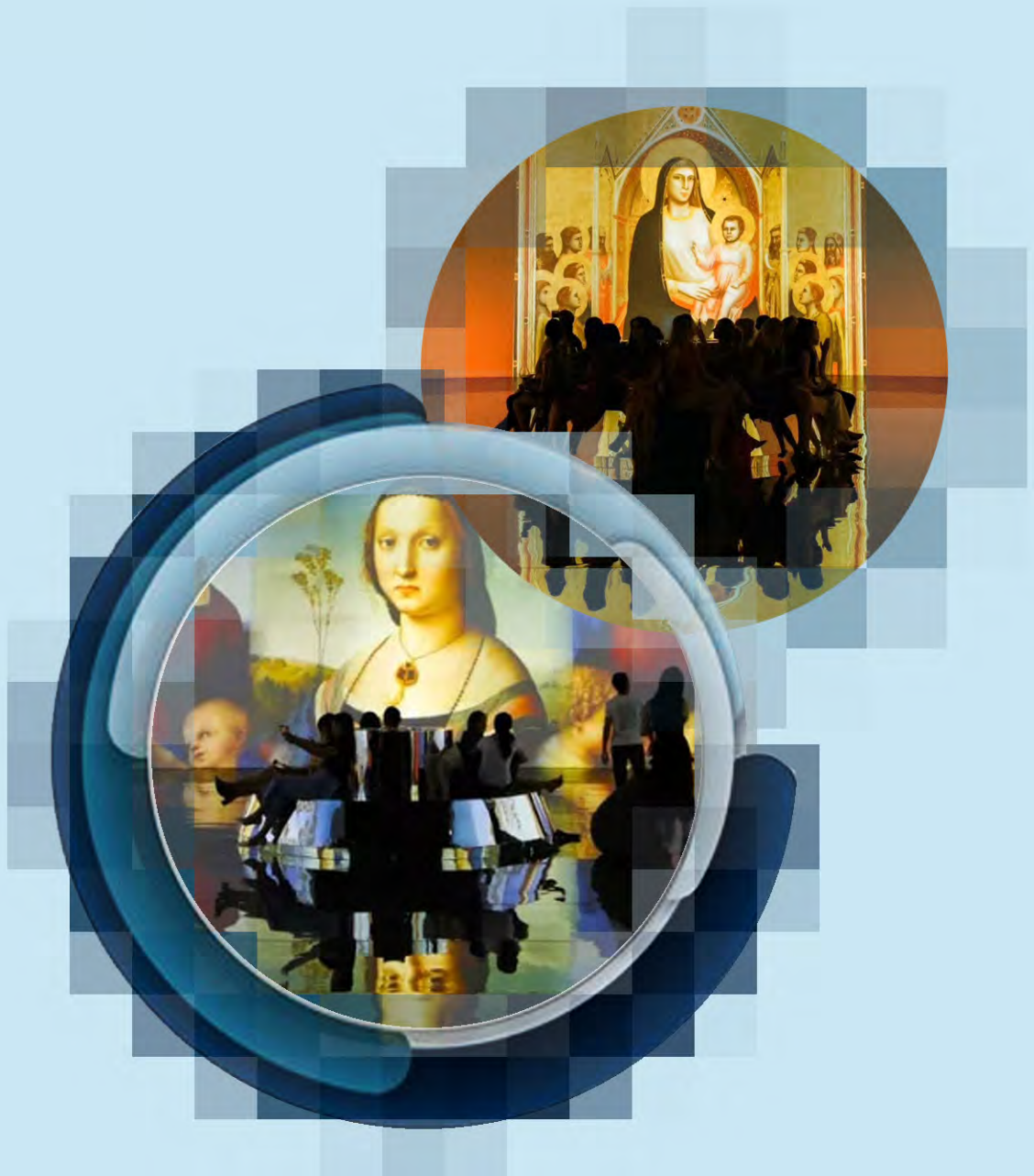
Mediaserver with software Watchout, Resolum or similar.

Audio system: Dolby surround sound audio, 4 speakers, mixer and amplifier.



RENAISSANCE ROOM

This installation is an immersive experience in the famous **Italian Renaissance**, an emotional journey that leads the visitor to discover one of the most important historical periods of Western art. In this room, visitors will be able to admire the iconic masterpieces of the greatest artists of the Renaissance; **Leonardo da Vinci, Michelangelo, Raffaello, Piero della Francesca, Botticelli, Paolo Uccello**, and many others!!!



EXPERIENCE THE ART OF DREAMS





RENAISSANCE ROOM

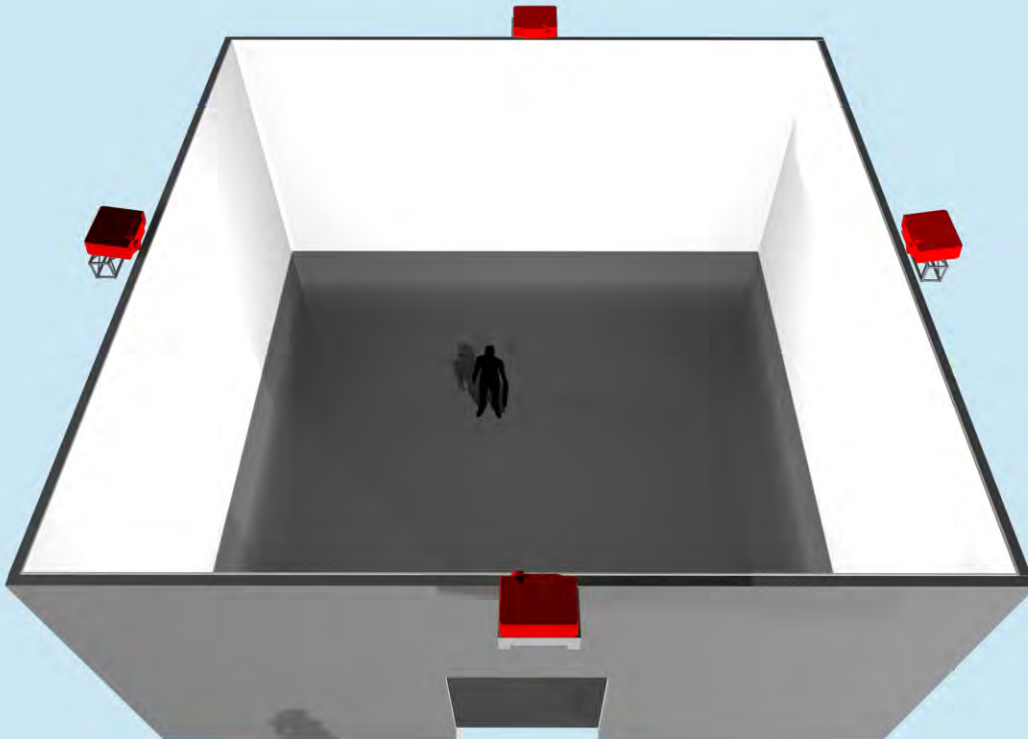
VENUE AND SETTING

Surface area: from 60 to 100 square meters;

Room height: 3.50 meters

TECHNICAL FACTSHEET

Layout: 4 white wall (screen), floor black glossy.



Technology:

4 full HD laser projectors, 5/6000 Ansi Lumen, lens 0.65 or 0.5
4 Players BrightSign, switch Lan

Audio system: Dolby surround sound audio, 4 speakers, mixer and amplifier.

MOON ROOM

A large three-dimensional Moon is the center of a mirror room. Since ancient times, the Moon has been an incredible fascination to man, inspiring him with an irresistible desire for conquest. Moon room offers an original, fun, educational voyage of discovery that's suitable for all the family, including the very young, the visitors will see the Earth's natural satellite with fresh eyes.







MOON ROOM

VENUE AND SETTING

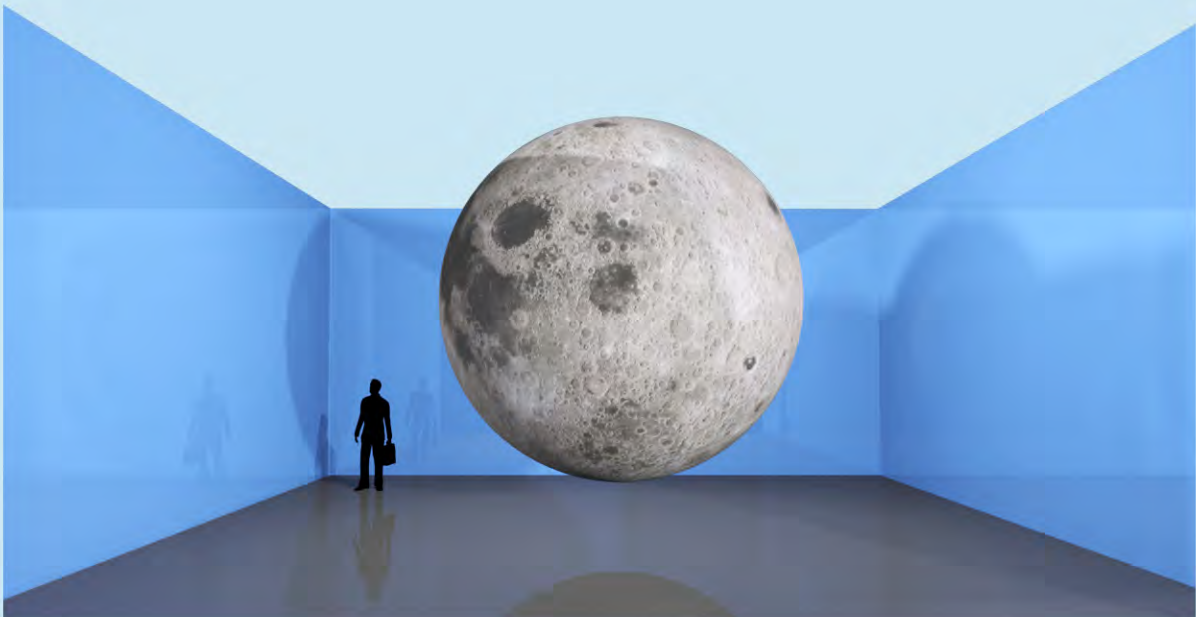
Surface area: from 60 to 100 square meters;

Room height: 4.50 meters

TECHNICAL FACTSHEET

Layout: 4 Mirrored wall, floor black glossy.

Inflatable moon (diameter 3 meters) hanging from the ceiling.



Technology:

Audio system: Dolby surround sound audio, 4 speakers, mixer and amplifier.



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