

# VAN GOGH



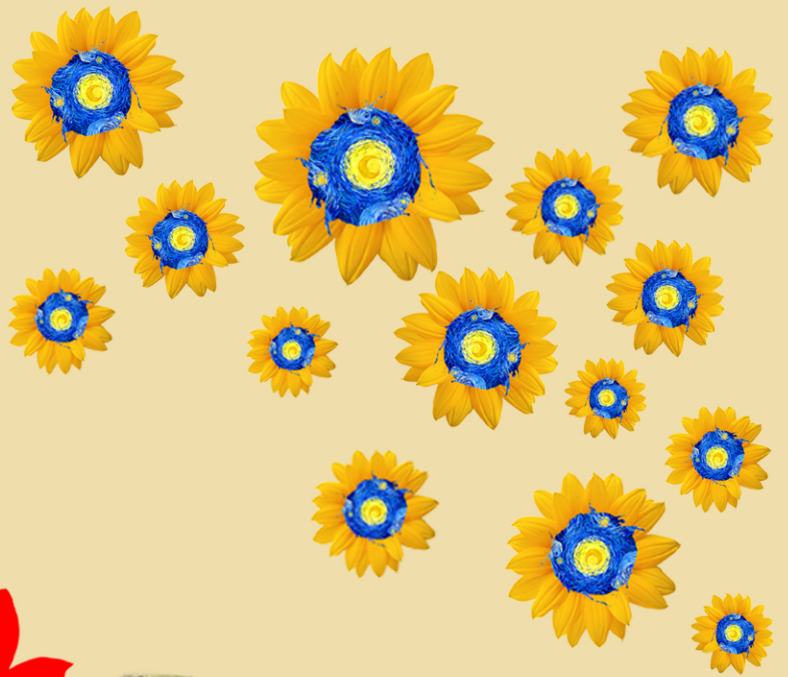
THE IMMERSIVE DREAM



ART MEDIA STUDIO

# VAN GOGH

THE IMMERSIVE DREAM



**WORLDWIDE  
PREMIERE!!!**

## The **EXHIBITION**

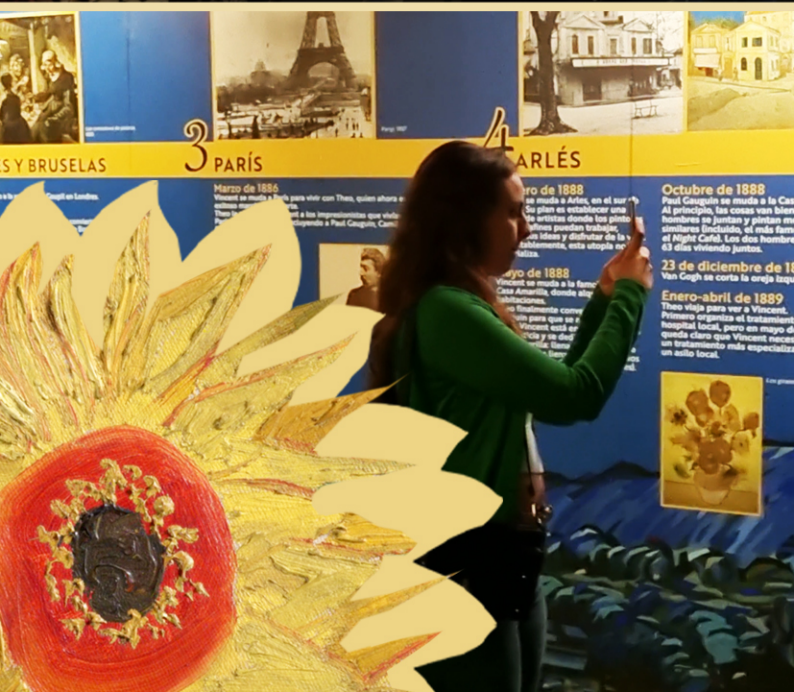
- 1** Intro Room
- 2** Hologram
- 3** Gallery
- 4** Immersive Room
- 5** Sunflowers Room





# 1 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.





## 2 HOLOGRAM ROOM

**Vincent Van Gogh** in person appears in the shape of a hologram, telling the story of his **life** and his **Art**.



## 2 HOLOGRAM ROOM

The artist **speaks directly** to the visitors in a real scene of a wheat field. In about 8 minutes he tells about his art and his life.

A simple and direct language suitable for the whole family.





# 3 GALLERY

WORKS  
REPRODUCED IN  
ORIGINAL SIZE  
WITH HANDCRAFTED  
FRAME

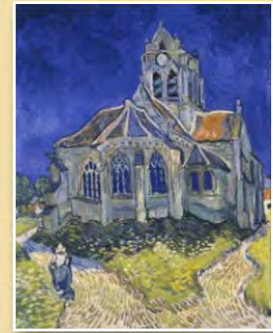
The **Gallery**, designed to resemble a genuine European museum, hosts the best known works by **Vincent Van Gogh**. Works reproduced in high resolution in original size.





# GALLERY

**10 works** printed on canvas.  
**Very high resolution** for  
see the **color details**  
and **brush strokes**



**The Siesta or Noon - Rest from Work**  
1890  
Maison d'Orsay, Paris, France  
While remaining true to Millet's composition, nature of the mid-day rest, the peaceful colors, blue-violet against yellow-orange brings an intensity to the work that is uniquely his style

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**Vincent VAN GOGH**



**DIDACTIC  
TEXT FOR  
EACH WORK**



## 4 IMMERSIVE ROOM

The **Immersive Room** lies at the very heart of the exhibition, launching visitors into a 360° immersive experience of Van Gogh's work.

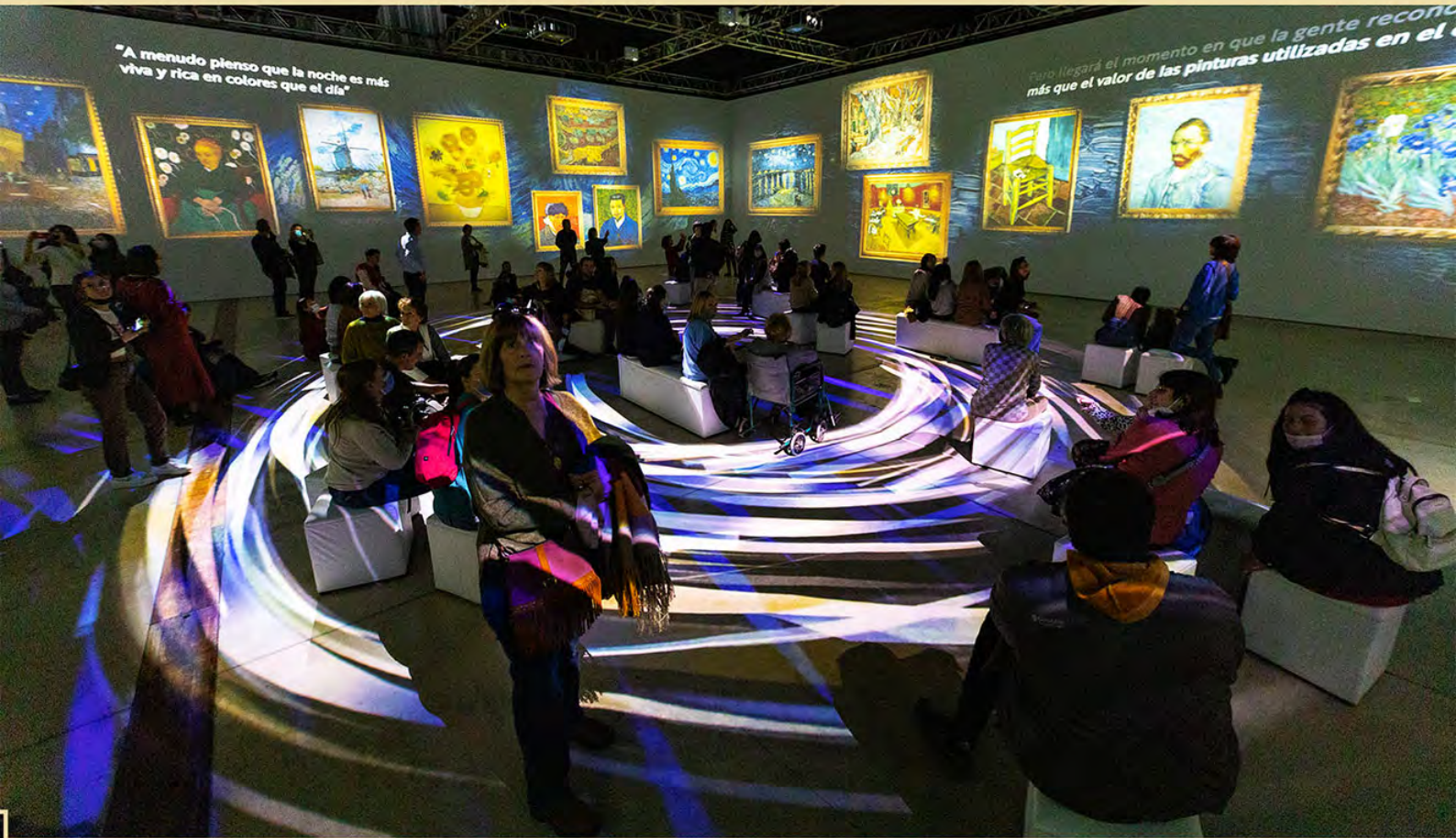
A leading-edge synchronised multiprojection system provides an experience that is at once educational, spectacular and captivating, in which images, music and sounds run along the walls and ceiling, plunging visitors into Van Gogh's extraordinary mind, his works, his colors and his world.







# 4 IMMERSIVE ROOM





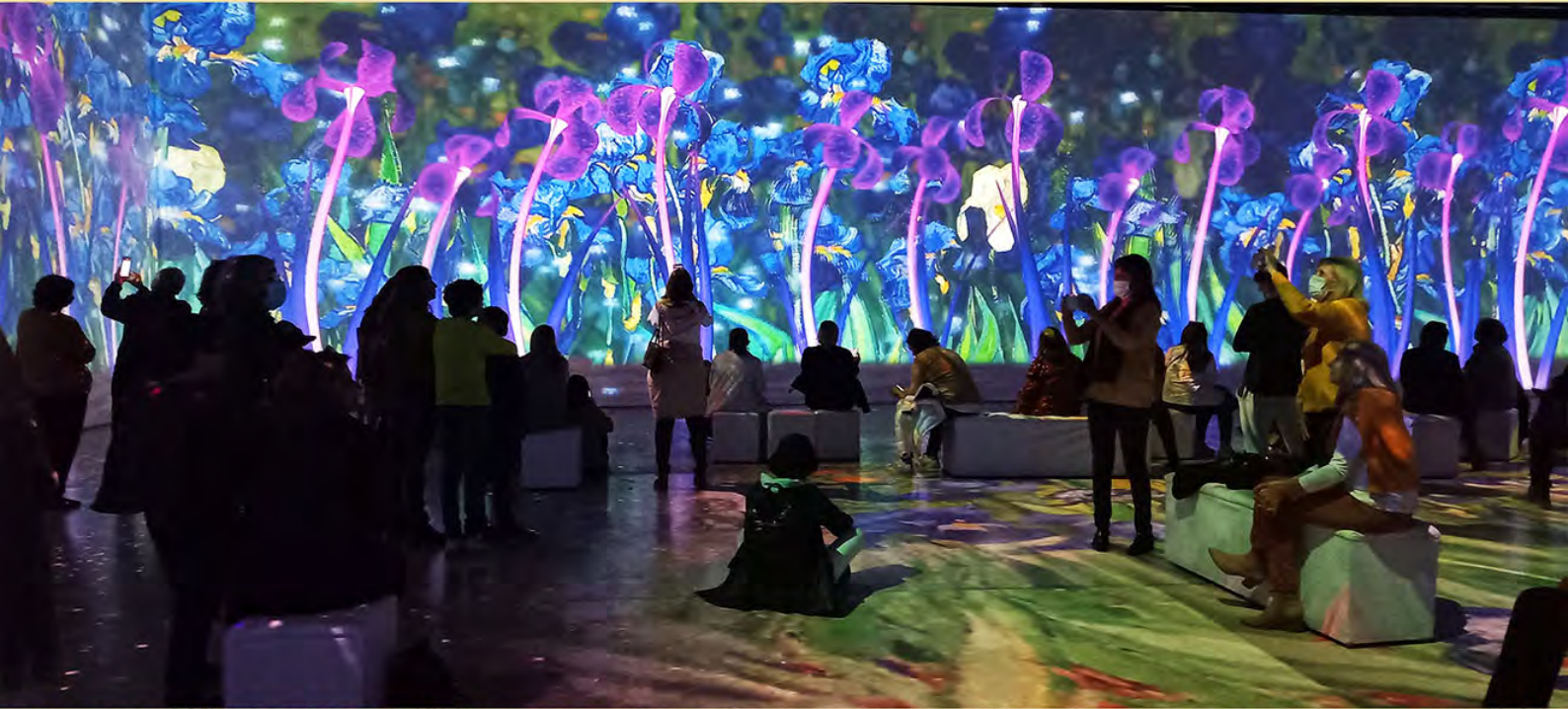
# 4 IMMERSIVE ROOM



A NEVER BEFORE  
SEEN SHOW  
OF IMAGES,  
LIGHTS AND  
COLORS



# IMMERSIVE ROOM



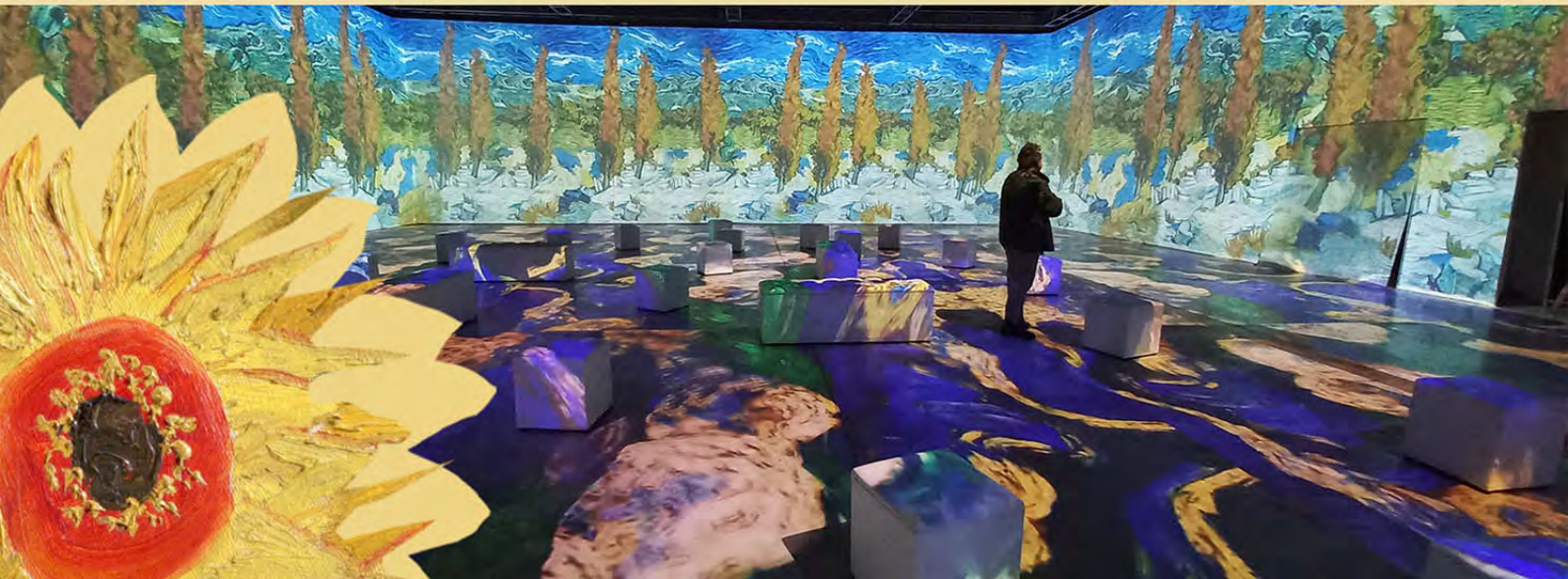
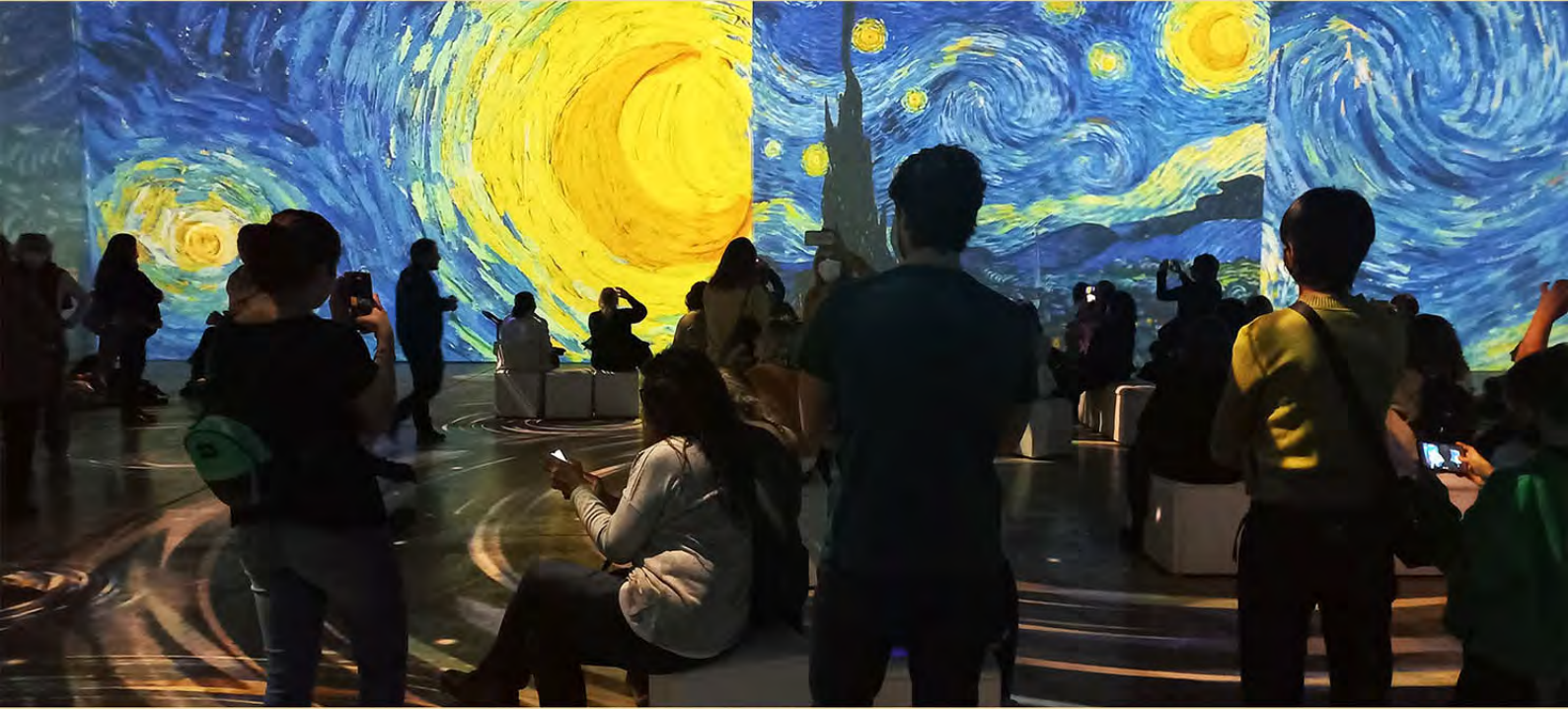


# IMMERSIVE ROOM





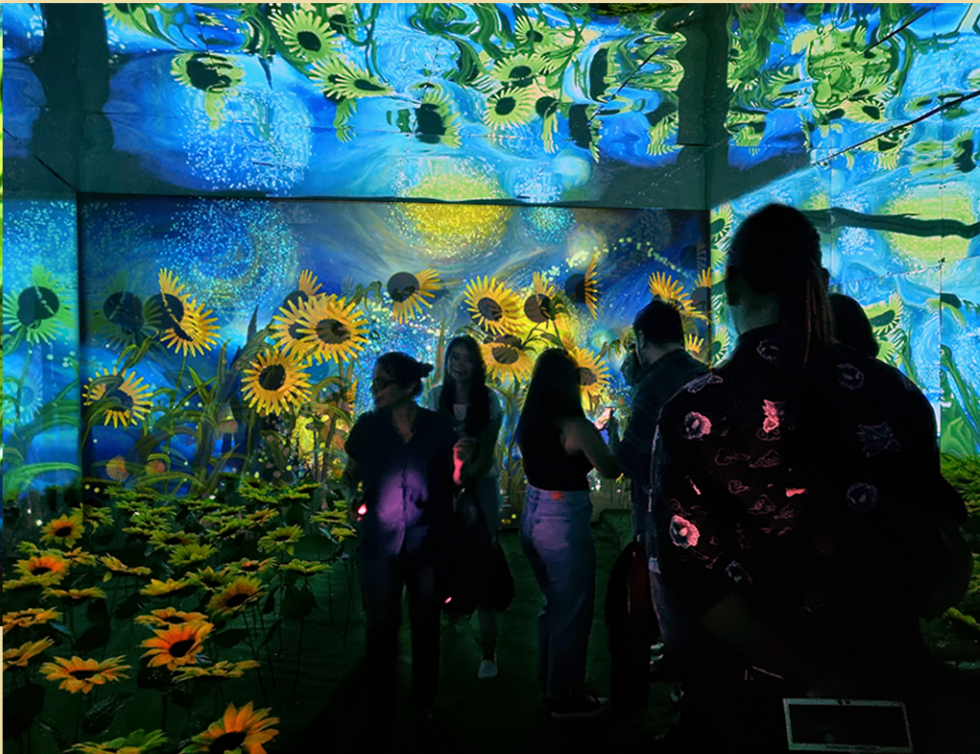
# IMMERSIVE ROOM



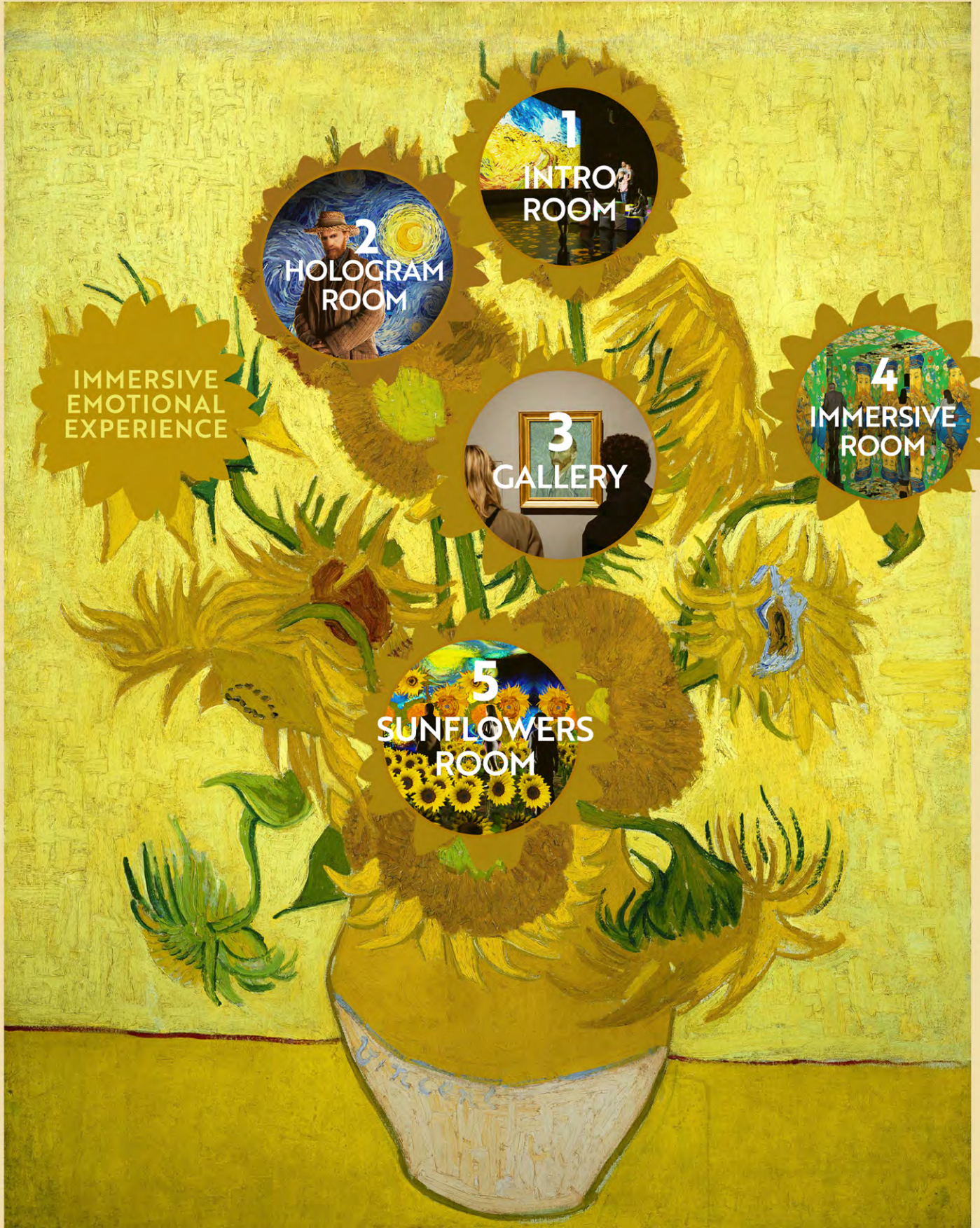


# 5 SUNFLOWERS ROOM

A beautiful physical and emotional experience, walking in the Van Gogh *sunflowers!*  
A field of sunflowers inside a mirror room.  
Projections on a wall and light effects contribute to giving a dreamlike and surreal impression to this experience.



# Vincent Van Gogh



1  
INTRO  
ROOM

2  
HOLOGRAM  
ROOM

3  
GALLERY

4  
IMMERSIVE  
ROOM

5  
SUNFLOWERS  
ROOM

IMMERSIVE  
EMOTIONAL  
EXPERIENCE



## ART MEDIA STUDIO

**Art Media Studio** is 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.

Our scope and objective is to design and create multimedia shows; museum exhibitions, permanent and temporary art exhibitions, art installations and international events.

Our works are powerful communication, information, entertainment and educational tools transforming the museum and artistic experience into a dynamic, participatory, emotional and highly suggestive experience of enjoyment. Many of our works have been included in the permanent collections of various museums and thereby, revolutionizing the traditional approach to art display and exhibition.

This ongoing story has proven capable of freeing up the multimedia immersive scenography language of the 1990s with extremely creative pioneering video projects: works that have been gainfully adopted by leading museums in Italy and throughout the world, ranging from the **Uffizi Gallery** and the **Galleria dell'Accademia** in Florence to the **Expressions Whirinaki Arts & Entertainment Centre** di Wellington, the **Musei Vaticani** in Rome, the **Landesmuseum** in Hannover and the **OCT Creative Exhibition Center** in Shenzhen along with a host of other major museums.



### AWARDS

#### DURING OUR 20 YEARS OF ACTIVITY WE WON SEVERAL INTERNATIONAL AWARDS.

- *Image Award 2001* – IBTS Milan
- *First Prize of the Festival of Architecture in video*– Naples, 2002
- *Best Screenplay Award* – Brixen Art Festival, 2002
- *Special Award Asolo Art Festival* – Videoinstallation “La Fabbrica degli Uffizi” – 2007
- *Finalists at the Art Documentary Festival*, Video Conversations - Rome, 2017
- *Prize OMA*, Art Professions - Florence, 2017
- *Special Award* ARCHEO, International Festival of Archeological Film – 2018
- *First prize "Creative exhibition installations"* al Festival International Multimedia Patrimony “AVICOM F@IMP 2.0” with the multimedia exhibition “*The Fragility of the Sign*”- 2018
- *Tuscan Wildflowers 2021* - International artists for **Salvatore Ferragamo** with the video work *Window with a view'*







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