

☾ 22 September 2022, 12:00 (BST)

VAN GOGH: THE IMMERSIVE EXPERIENCE ANNOUNCES BELFAST LOCATION

Expansive and award-winning 360-degree digital art experience offering visitors total immersion in Van Gogh to be held at Carlisle Memorial Church



September 22nd, 2022 - Belfast, After huge success across multiple European cities and very good reception in the United States, entertainment producer Exhibition Hub together with Fever, the leading entertainment discovery platform, have today announced that Van Gogh: The Immersive Experience will debut at 31 Carlisle Circus, Belfast, this November.

Planning for Van Gogh: The Immersive Experience began in 2016, and it first premiered in a cathedral in Naples, Italy, in November of 2018. Since then, Exhibition Hub has presented the experience in multiple European cities and across the United States. The experience saw over 3.5 million visitors in 2022.

Van Gogh: The Immersive Experience is a 360-degree digital art experience, brought to life by Exhibition Hub and Fever. It invites visitors to step into more than 300 of Van Gogh's sketches, drawings, and paintings by using floor-to-ceiling large-scale digital projections in an expansive, two-story tall (or taller) central projection area.

Named a Must See Attraction by CNN, the exhibition also includes hands-on drawing activities and a one-of-a-kind Virtual Reality (VR) experience in separate galleries within the expansive 10,000 square foot experience. In the drawing studio, guests' work becomes a part of the show, while the multi-sensory VR experience lets visitors explore the unforgettable ten-minute journey "A Day in the Life of the Artist," in which the inspiration behind some of van Gogh's most beloved works are revealed, including Vincent's Bedroom at Arles, and Starry Night Over The Rhone River.

Van Gogh: The Immersive Experience strikes a careful balance between immersion and education, creating a new form of Immersive Edutainment. Thanks to this approach, guests are treated to an experience that is rich with dynamic animation and visuals, and equally rich with meaning.

The exhibit showcases state-of-the-art video mapping technology, available to only a handful of companies in the world, to create a truly immersive experience that provides its audience with a new, intimate understanding of this post-impressionist genius and his work. The stunning animated visuals were created in collaboration with the world-renowned digital media artists Dirty Monitor whose work has been the centerpiece of events such as the Bordeaux Wine Festival, the Beijing International Film Festival, and the new year's celebrations at the Burj Khalifa in Dubai, the world's tallest structure.

The teams at Exhibition Hub and Fever have partnered to curate this digital production, bringing decades of experience in the sector.

Exhibition Hub has produced more than 70 exhibitions and immersive experiences around the world, reaching more than 6 million visitors. The company curate, produce and distribute a large number of exhibitions across the globe, from Europe to America and Asia, delivering experiences to wide audiences and adapting its productions to numerous types of unique venues: from museums to exhibition centers, galleries to shopping malls, and cathedrals, and historical sites.

“Our focus on total immersion starts from the moment you enter and stays with you long after you leave,” said Mario Iacampo, CEO and Creative Director for Exhibition Hub. “This wholly new way to experience art, provides our guests with a deeper appreciation of van Gogh’s genius in a truly transcendent environment.”

Exhibition Hub has teamed up with Fever, the leading global live-entertainment discovery platform, which has been inspiring international audiences through its experiences reaching millions of users around the world every month.

To view a video trailer of Van Gogh: The Immersive Experience please [click here](#) high-resolution images and further video content are available [here](#).

Tickets

From 22nd September, visitors can join the waiting list [here](#) and be amongst the first to receive information on how to purchase tickets, which will be released on 29th September.

General Info

Press Contact

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About Exhibition Hub:

Exhibition Hub is a curator, producer and distributor of large exhibitions across the world, from Brazil to China to Paris to Moscow. They deliver edutainment experiences to wide audiences and adapt their productions to the venue creating each time an original experience from museums, exhibition centers, galleries to shopping malls, old churches, historical buildings and other unique spots.

Nowadays, Exhibition Hub focuses more and more on immersive experiences. They offer a spectacular 360° video, light and music experience and a one of a kind virtual reality experiences each a compliment to the immersive experiences, didactic introduction galleries allowing the visitor to immerse himself/herself into the artist before experiencing the spectacular larger than life projections all synchronized to an original score of music.

ABOUT FEVER

Fever is the leading global live-entertainment discovery platform, helping millions of people every month to discover the best experiences in their cities, with a mission to democratize access to culture and entertainment

in real life. Through its platform, Fever inspires its community to enjoy unique local experiences and events, from immersive art exhibitions, interactive theatrical experiences, festivals, classical music concerts to molecular cocktail pop-ups while empowering creators with data and technology to create and expand experiences across the world.