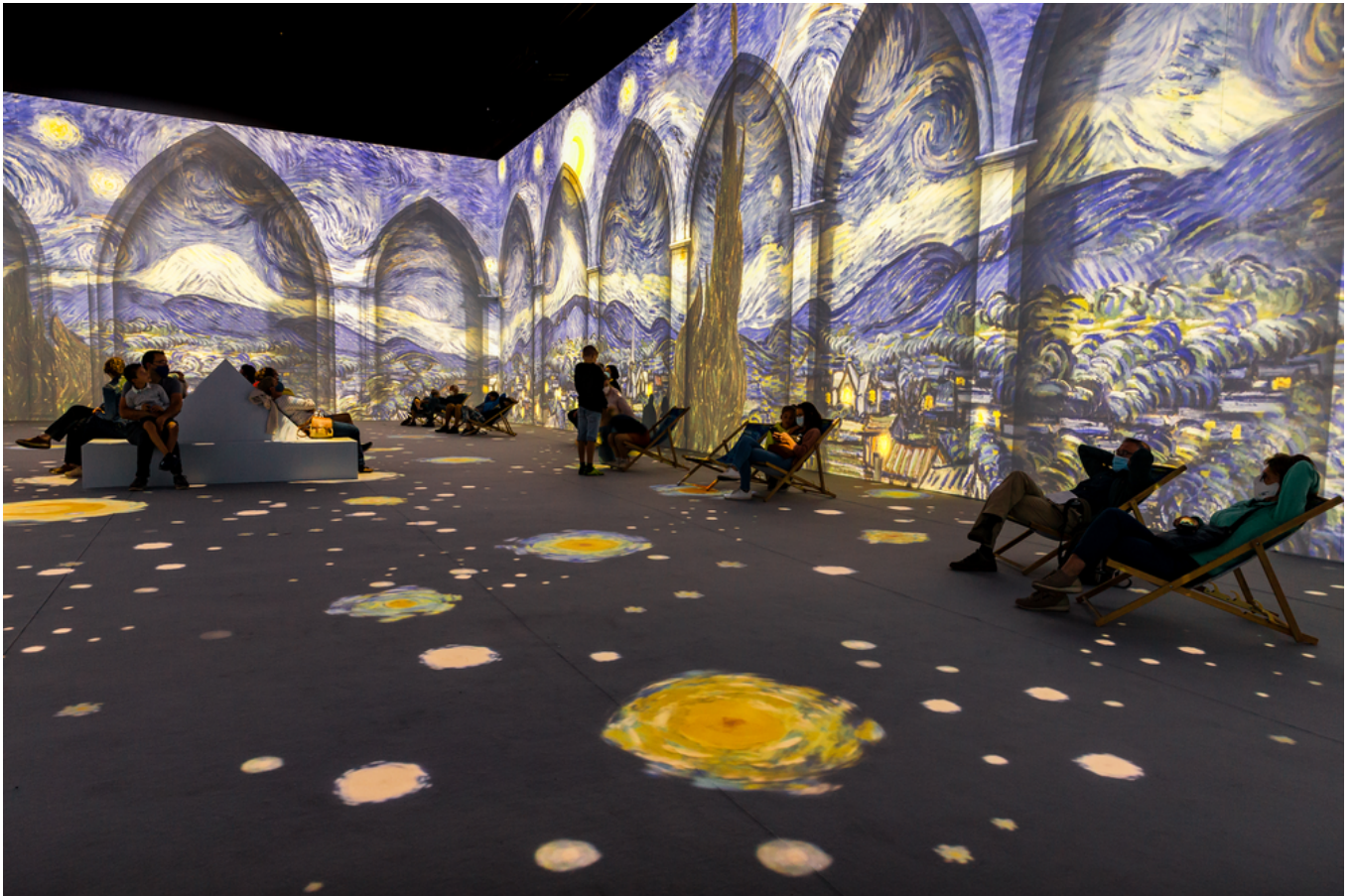


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VAN GOGH: THE IMMERSIVE EXPERIENCE ARRIVES IN BELFAST

Following huge success across multiple European cities and very good reception in the United States, **Van Gogh: The Immersive Experience** has arrived at Carlisle Memorial Church, Belfast. The experience opened to the public on **Friday 25 November**.



Monday 28th November 2022 - The expansive and award-winning 360-degree digital art experience, by entertainment producer Exhibition Hub together with Fever, the leading entertainment discovery platform, offers visitors total immersion in the life and work of Van Gogh.

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

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.

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. Premiering in Belfast, for the first time across all the exhibit locations, will be the latest version of all the video content including the Virtual Reality experience.

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

Mario Iacampo, CEO and Creative Director for Exhibition Hub said: "We are delighted to open Van Gogh: The Immersive Experience in Belfast. Our focus on total immersion starts from the moment you enter and stays with you long after you leave. This wholly new way to experience art, provides our guests with a deeper appreciation of Van Gogh's genius in a truly transcendent environment."

To view the film trailer of Van Gogh: The Immersive Experience please click [here](#).

For further information and future Belfast ticket releases visit

www.vangoghexpo.com/belfast/#info

Imagery available in this media kit.

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Notes to editors:

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 Carlisle Memorial Church

Carlisle Memorial was built between 1872 and 1875 as James Carlisle's memorial to his children who died and a gift to his adopted city. It was designed by W.H. Lynn, one of Belfast's pre-eminent Victorian-era architects, and became known as the 'Methodist Cathedral'. Since 2015, Carlisle Memorial has been a venue for a range of engagement activities and public events involving people from across Belfast. Community and cultural activities use the building, including dancing, public lectures and exhibition space. Belfast Buildings Trust (BBT), a charity that uses and reuses the buildings and stories that make Belfast special, acquired Carlisle Memorial in 2011. It has since raised over £1.7m to prevent the building's collapse and then, in 2015, to complete a first phase regeneration scheme. This enabled the building's use for meanwhile use activity. Carlisle Memorial is the focus of BBT's current work as a long-term regeneration and engagement project that focuses on supporting young people to develop creative skills.

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.
