

THE LUME

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NEWFIELDS
A PLACE FOR NATURE & THE ARTS



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On 27th July 2021, The Indianapolis Museum of Art at Newfields in partnership with Grande Experiences opened the world's largest multi-sensory digital art gallery inside a fine art museum, THE LUME Indianapolis. THE LUME Indianapolis is the largest continuous exhibition space in Newfields' 138-year history and is part of the museum's commitment to reach new audiences through innovation.

THE LUME Indianapolis is a new art experience that transforms the museum's entire 4th floor with nearly 30,000 square feet of immersive digital art.

The content of THE LUME Indianapolis will rotate annually, but the technology and infrastructure for the digital galleries are permanent. In partnership with Grande Experiences, Newfields will curate exhibition content to include the works of other master artists, as well as emerging artists and artists from communities that have been underrepresented.



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The first year's content will feature the legendary artworks of Vincent van Gogh, with images such as The Starry Night (1889) and Sunflowers (1888) displayed from floor to ceiling by the 118 high-definition projectors.

The innovation extends beyond the digital projection on the floors and walls and includes digital interactive touchscreens where visitors can take a photo of themselves in the likeness of Vincent van Gogh. They can “VAN GOGH YOURSELF” and share their creation to the display wall. Further digital displays have motion tracking cameras that control the focus on the digital image and highlight the detail and brushstrokes in the image based on the visitor's gestures toward the image. There is also the immersive room where visitors can have selfies in the set of the Van Gogh bedroom.

There have been lines around the block with visitors eager to attend the experience and the initial ticket sales of over 70,000 in the first 6 weeks indicate Newfields will exceed 350,000 visitors in its first year.



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EXPERIENCES















I CAN DO NOTHING ABOUT
IT IF MY PAINTINGS DON'T
SELL. THE DAY WILL COME,
THOUGH, WHEN PEOPLE
WILL SEE THAT THERE IS
MORE HERE THAN THE
COAT OF THE SAINT.











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