

Van
Gogh
Museum
Amsterdam



MEET created by the
Van Gogh Museum
VINCENT
VAN GOGH

Experience a journey
through his life

THEA
AWARD
2017

THEA AWARD FOR OUTSTANDING ACHIEVEMENT
★ IMMERSIVE TOURING MUSEUM EXHIBIT ★

Meet Vincent van Gogh

is the interactive touring Van Gogh Experience developed by the world-renowned Van Gogh Museum in Amsterdam. To make the life and art of Van Gogh accessible to as many people as possible, the museum proudly presents the official *Meet Vincent van Gogh* Experience. The Experience offers local presenters an award-winning blockbuster exhibition based on one of the world's most recognised artists and strongest museum brands. Both entertaining and educational, this high-quality, immersive exhibition is designed for families, schools, beginners and experts alike.

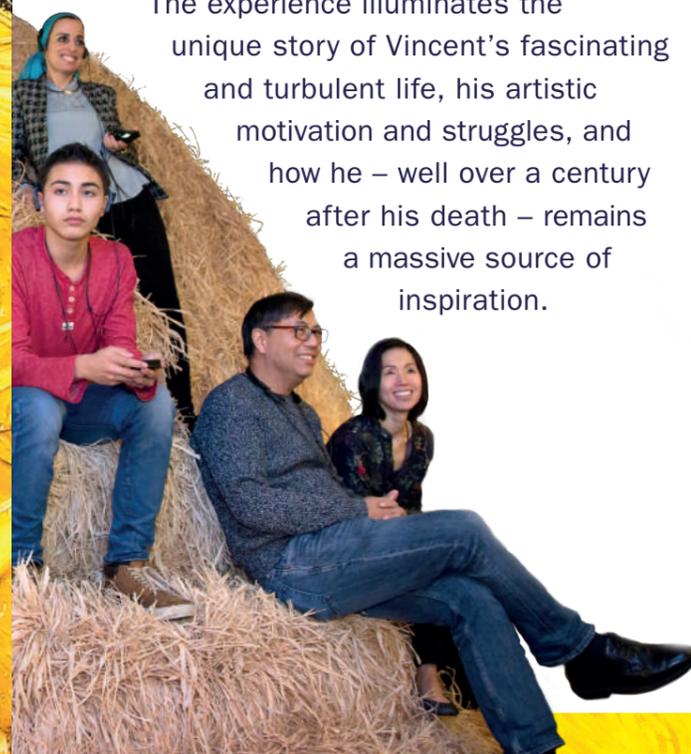
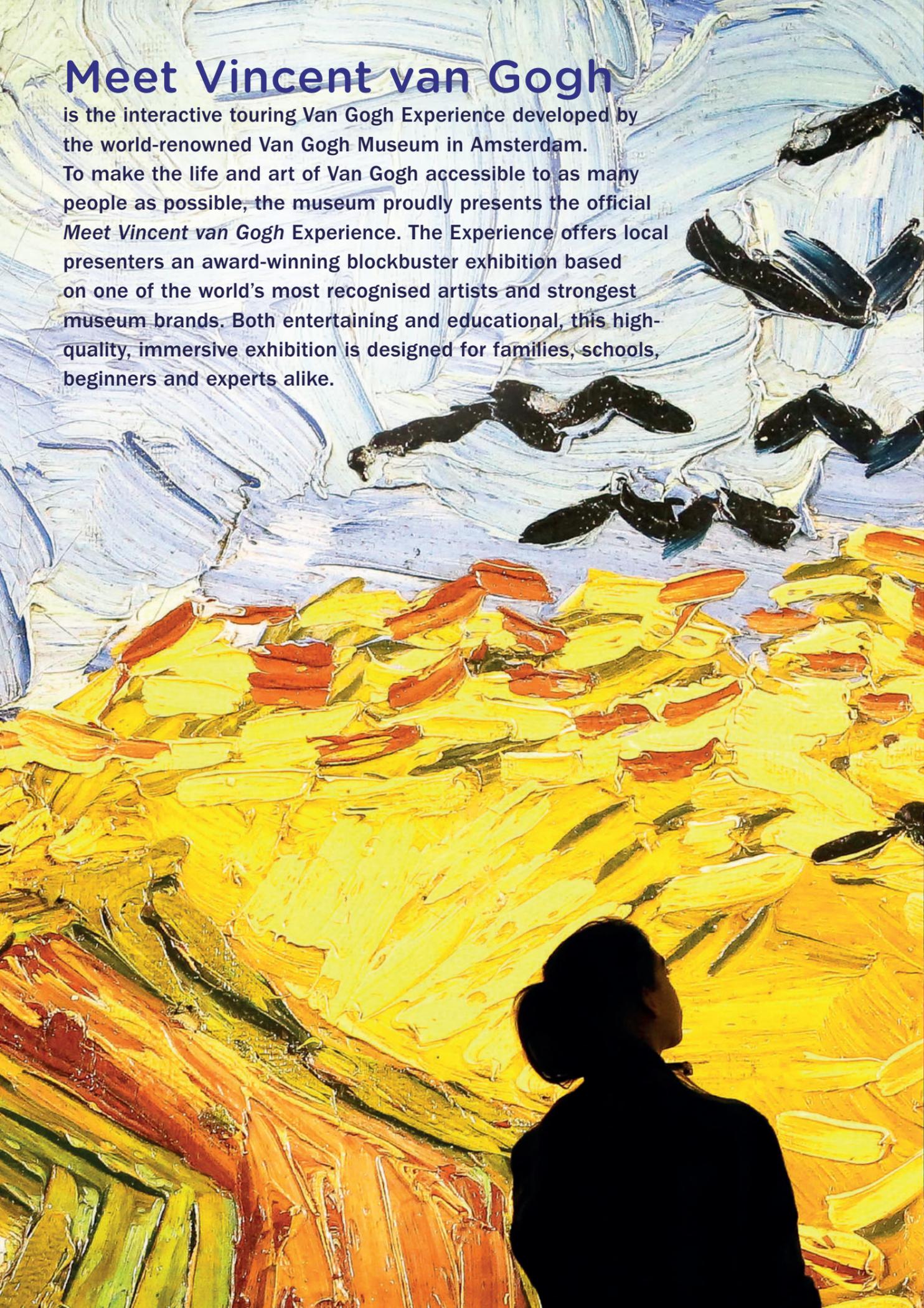


MEET THE MAN BEHIND THE ART

The *Meet Vincent van Gogh* Experience reveals the most important moments from the life of the famous artist Vincent van Gogh, beautifully rendered to simulate the world as he saw it. As visitors journey through the cafés, villages and houses that formed the backdrop to Vincent's life, they delve deep into his brilliant mind and troubled psyche to really get to know the man behind the famous paintings. The experience illuminates the unique story of Vincent's fascinating and turbulent life, his artistic motivation and struggles, and how he – well over a century after his death – remains a massive source of inspiration.

Exhibition highlights:

- The only official Experience by the experts of the Van Gogh Museum. Winner of the prestigious Thea Award for Outstanding Achievement - 'Immersive Touring Museum Exhibit' (2017).
- An immersive experience for all ages, for artists and scientists, beginners and experts alike.
- Listen to Vincent's life told in his own words. The Experience features two audio guides, developed especially in an engaging adults and children's version.
- Appealing to a large targetgroup with a focus on family entertainment and schools.
- Turnkey exhibition: a rich, comprehensive exhibition set full of modern technology, including walls and graphics, lighting, technological equipment and set work.
- Fully stocked retail shop with official merchandise of the Van Gogh Museum.
- Complete translations of all audio-visual materials in the designated language is provided with the exhibition.





SIX GALLERIES BASED ON VINCENT'S LIFE

Walk in his shoes, see what he saw and hear his thoughts as his journey as a man and artist unfolds.

1 WHEATFIELD

A gunshot rings out over the wheatfield in northern France where Vincent shot himself. Immersive projection transports visitors through flashbacks from his early life.



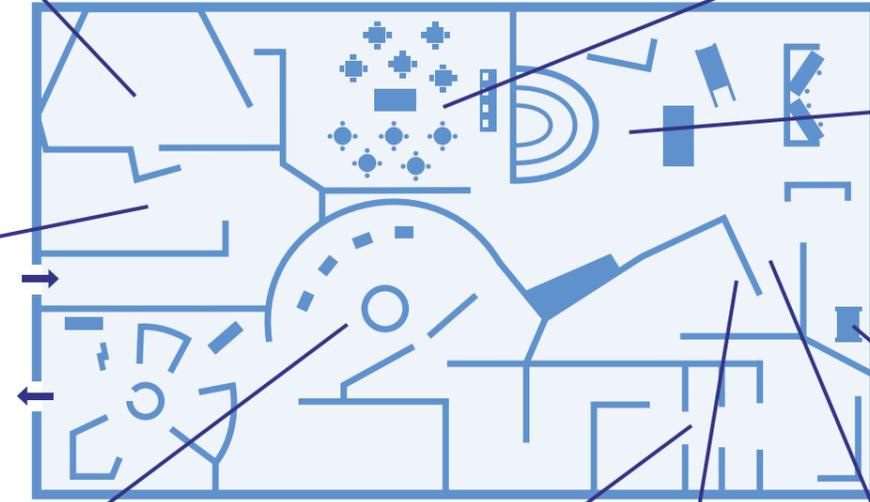
INTRODUCTION

Through video and visuals, visitors get a short introduction into Vincent, his family and the Van Gogh Museum.



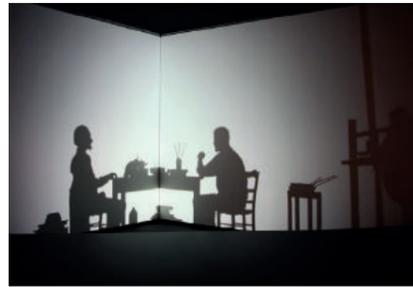
6 SUCCESS

The journey ends with Vincent's life after death as an incredible inspiration and pop culture phenomenon ending with the hammer falling on his latest blockbuster sale.



5 ILLNESS AND CREATIVITY

Visitors step into Vincent's drawings of the asylum as they explore his struggle for recovery. Projection and sound transports them through St. Remy back to the wheatfields as Vincent's story comes full circle.



4 SHADOW PLAY

A compelling shadow play in Vincent's Yellow House takes visitors from hope through bitter disappointment of arguments with Gauguin to his eventual breakdown.



2

EMERGING ARTIST

From the rural Netherlands to the streets of Paris - visitors pull up a seat at 'The Potato Eaters' table, or Café Tambourin in Montmartre, experiencing Vincent's early artistic life and struggles.



3

ARLES

Colors, sounds and smells of the Provençal landscape surround visitors in a multisensory interactive experience as they follow Vincent to Arles.



4

BEDROOM

Visitors step into a life size recreation of Vincent's famous bedroom and can take pictures while sitting on his bed.



YELLOW HOUSE

The façade of the Yellow House - Vincent's studio - looms over visitors. Inside is a dramatic shadow play and sculptural installation.



Rental details:

Ideal area required:
1200 - 1500 m²
13,000 - 16,000 sq. ft.

Minimum height venue:
4.5 - 7.5 m
15 - 25 ft

Minimum rental period:
3 to 5 Months

Rental includes:

- Turnkey exhibition
- Retail program
- Catalogue: adult and children's version
- Photo opportunity
- Interactive activities
- Educational support
- Brand guidelines
- Marketing templates

Included audio guide:
The experience features two audio guides, developed especially in an engaging adults and children's version.

PLEASE, DO TOUCH!

Meet Vincent van Gogh is a multisensory experience for all ages. Encouraged to touch, climb, participate and discover everything there is to know about Vincent van Gogh, visitors feel the craggy surface of his canvas, see the streets of Paris as he saw them, and hear the wind rustling through the wheatfield where he spent some of his last moments.



FAMILY ENTERTAINMENT

Guided by a special audio tour and a thrilling quest, children set off to explore the experience on their own. They follow in Van Gogh's footsteps by trying their hand at portrait drawing and learning how to use a perspective frame, while budding scientists investigate the details of Vincent's paintings through a microscope.



INTERACTIVES

Visitors are invited to jump into the science behind the art and discover what we're still learning about the artist and the man. Guided by quotations from personal letters, interactive installations, lifelike reproductions and audiovisual scenes from his artworks, life and environment, visitors get closer to Vincent than ever before.



**MEET
VINCENT
VAN GOGH**

For additional information and the opportunity to host,
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Meet Vincent van Gogh is created by the Van Gogh Museum | vangoghmuseum.com/experience