

MEDIA RELEASE

For immediate release

**TRAVERSE THROUGH A WORLD OF ART AND WONDER AT
VAN GOGH: THE IMMERSIVE EXPERIENCE**

28 February 2023 (Singapore) – *Van Gogh: The Immersive Experience*, the internationally renowned 360-degree digital immersive art experience, makes its Southeast Asian debut at Resorts World Sentosa (RWS) on 1 March 2023. Having entranced more than five million visitors worldwide since 2017, the exhibition catapults its guests into the world of Vincent van Gogh, and allows them to encounter the iconic Dutch painter's works through a mix of stunning replicas, cutting-edge digital projections, Virtual Reality (VR), and spectacular atmospheric light and sound.

Organised by H&B and Exhibition Hub, together with Fever and RWS, *Van Gogh: The Immersive Experience* is a must-see not just for art aficionados but for visitors of all walks of life and ages. Presenting the celebrated artist's works in a way that is accessible to the general public, and reshaping the traditional idea of classic art galleries and museums, the exhibition grants visitors a unique closeness and understanding of Van Gogh's works through an exquisite blend of art, storytelling and technology.

"H&B is ecstatic to be able to work together with Exhibition Hub to bring *Van Gogh: The Immersive Experience* to Singapore, after its resounding success in the USA and Europe." said **Michael Lee, CEO of H&B**. "This is a groundbreaking opportunity to further enhance Singapore's position as a rising global destination for art and culture, and with Singapore returning to Dorset Green recently, this would also be a chance for H&B to further boost the tourism industry in the near future."

A journey through the life and works of Vincent van Gogh



The wholly immersive experience begins from the moment visitors set foot into a larger-than-life facade of an amalgamation between two of Van Gogh's most iconic artworks - *Starry Night* and *Sunflowers*, a grand

gateway to the journey that will lead them through more than 300 of Van Gogh's artworks displayed in a multitude of mediums across various thematic zones.



As visitors begin their adventure further into the artistic heart of Van Gogh's universe, they will be greeted by interactive installations, artwork displays, monographics as well as texts about the artist, his life and his masterpieces in the **About the Artist** segment. This space offers an in-depth look into his life's story, such as his siblings, some of his art pieces, and detailed stories about the artist.

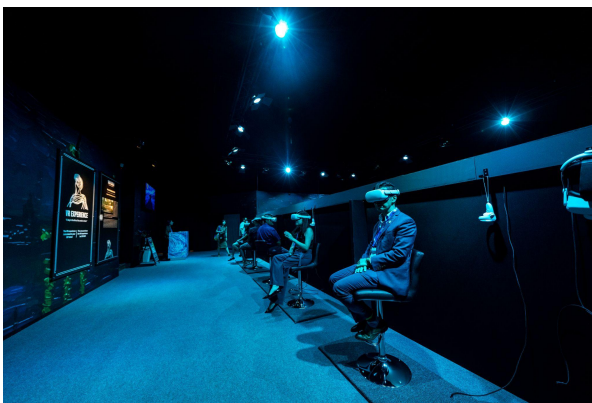


They will then meander into the **Anamorphose** room, where multidimensional interpretations of Van Gogh's works await. One highlight they will encounter is a fascinating replica of Van Gogh's bedroom in Arles, France, the site depicted within his iconic painting "The Bedroom". The interactive space unearths a complex understanding into the artist's psyche, transporting the audience into Van Gogh's experiential and physical reality of the space he spent a substantial amount of time in.

Besides showcasing his artworks, the exhibition will shine a spotlight on the influences and inspirations that played a key role in what would eventually become part of Van Gogh's signature art style - namely the **Japonisme** movement in Europe in the late 1800s. Introduced to the audience for the very first time at its debut in Singapore, the exhibition pays homage to Asian cultural practices within this zone. The room adds two novel introductions to the exhibition's offerings, featuring traditional Japanese art style woodblock printing and printing in an eye-catching digital display, as well as a matcha tea demonstration.



As visitors make their way through new discoveries about Van Gogh, they will be portalled into **The Immersive Room**, a wondrous and truly immersive space depicting a 40-minute digital projection mapping showcase of Van Gogh's most famous artworks. Set to be one of the exhibition's main highlights, visitors are more than welcome to recline and relax in the mesmerising experience while enveloped in the stunning light and audio show accompanying the projections. Going beyond the aesthetics into the educational, the projections will also provide insight into the development and transformation of Van Gogh's art style, such as how his evolving interpretations of sunflowers, which is a subject matter he was known to continuously return to.



Continuing past, visitors can choose to end off their exhibition experience with **Sketch & Post**, a complimentary fringe activity for guests to put pen to paper for their very own art piece and have it scanned onto a live screen, or experience **"A Day in the Life of the Artist in Arles"**, the experience's trademark virtual

reality (VR) segment. The 10-minute VR experiential journey is a multi-sensory experience complemented by state-of-the-art technology where visitors can witness Van Gogh's artworks come to life all around them, encouraging closer examination and discovery of new aspects of his life, bringing the audience up close and personal to a whole new level. Some artworks that they can get up close to include Vincent's *Bedroom in Arles*, *Starry Night*, *Wheatfield With Crows*, and *Starry Night Over The Rhône*, to name a few.

Diverse complementary experiences for all to enjoy

Alongside the art offerings, *Van Gogh: The Immersive Experience* will feature an exciting line-up of fringe programmes and activities that offer a deeper appreciation of Vincent van Gogh.

At the thematic cafe space – Café Terrace by Janice Wong. Chef Janice, a native Singaporean renowned for her cutting-edge creations and celebrated for her wonderfully unique and colourful creations, will present her delectable range of artisanal pastries, sweets and chocolates. Guests can continue their immersive experience with the exclusive cookie pouch with Sea Salt Double Chocolate Cookies, Bean to Bar chocolate bars featuring 70% dark chocolate and Van Gogh inspired cakes paired with a selection of teas to savour only at the Café Terrace.

The ending only gets sweeter with guests being able to savour ice creams with unique flavours like Sea Salt, Candied Chestnut and Pandan Kaya Pistachio. The café will be also be serving bakery items, sandwiches, cold press juices, kombucha, coffees & teas and homemade pastries all day. Guests are in for a sweet treat with the limited edition Van Gogh themed hand painted 5-piece Chocolate Bon Bon Boxes in 3 different Van Gogh's artworks, which come in 3 specially curated flavours of Yuzu, salted caramel and pecan.

A selection of exclusive exhibition merchandise will also be available for purchase, from exclusive tote bags and prints to special edition skateboards and more!

Making an impact on local grounds

In bringing the internationally acclaimed experience to Singapore, H&B also celebrates and supports local by partnering with local brands and artists such as Janice Wong, Castlery and PRISM+, to further augment the visitor experience. H&B also commissioned Singaporean contemporary artist Jahan Loh to create an expansive Van Gogh-themed mural that features in the cafe facade. Taking inspiration from Vincent van Gogh's love of Japanese aesthetics and his collection of hundreds of Japanese ukiyo-e prints, the mural is executed in strong, hard edge lines representative of contemporary Japanese art style, and in a monochromatic blue on canvas, emulating old Japanese scroll paintings.

As part of H&B's objective of making art available to all, H&B has also launched a pilot series of guided tours in Mandarin to select beneficiary partners such as People's Association, Community Development Council and WeCare Marine Parade. The pilot series seeks to increase accessibility of the experience to Mandarin-speaking visitors in particular, and will be made available to the public at a later date.

Admission to *Van Gogh: The Immersive Experience* is priced from S\$15 for children and S\$24 for adults. Tickets will be released periodically for all to have a chance to catch the exhibition during its run in Singapore. Visit www.vangoghexpo.com/singapore for more information.

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MEDIA ASSETS

To view a video trailer of *Van Gogh: The Immersive Experience* please click [here](#).

High-resolution images and videos are available for download [here](#).

All assets are to be attributed to: *Exhibition Hub, H&B, Fever and Resorts World Sentosa*

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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 centres, 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 synchronised to an original score of music.

ABOUT H&B

H&B is the next generation activation & engagement company that specialises in creating unique stories and curating groundbreaking experiences. They are Brand Custodians, Community Builders & Event Innovators with a passion to bring memorable experiences to life and communities together. The dynamic team has spearheaded firsts such as the Fullerton Concours d'Elegance, a vintage car exhibition, and most recently, against the backdrop of the Covid-19 pandemic, broke barriers and challenged boundaries by organising Dale Chihuly's first major garden exhibition in Asia, Dale Chihuly : Glass in Bloom, at Gardens by the Bay.

ABOUT FEVER

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

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

ABOUT RESORTS WORLD SENTOSA

Resorts World Sentosa (RWS), Asia's premium lifestyle destination resort, is located on Singapore's resort island of Sentosa. Spanning 49 hectares, RWS is home to world-class attractions including Universal Studios Singapore, S.E.A. Aquarium, Dolphin Island and Adventure Cove Waterpark. Complementing the adventure and adrenaline of its theme parks and attractions are six unique luxury hotels, the world-class Resorts World Convention Centre and a casino. RWS offers award-winning dining experiences and exciting cuisines from around the world across its many renowned celebrity chef restaurants, establishing itself as a key player in Singapore's vibrant and diverse dining scene and a leading gourmet destination in Asia for epicureans. The integrated resort also offers world-class entertainment, from concerts to public shows. RWS has been named "Best Integrated Resort" since 2011 for the 10th year in a row at the TTG Travel Awards which recognises the best of Asia-Pacific's travel industry.

RWS is wholly owned by Genting Singapore, a company of the Genting Group. For more information, please visit www.rwsentosa.com.