



PRESS RELEASE
FOR IMMEDIATE RELEASE
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Van Gogh Alive – The Experience comes to Alaska Multi-sensory exhibition opens Oct. 9 at the Anchorage Museum

ANCHORAGE, Alaska – The Anchorage Museum is transforming the traditional museum experience when it hosts Grande Exhibitions' "[Van Gogh Alive – The Experience](#)," a multi-sensory exhibition event on view Oct. 9, 2015 through Jan. 10, 2016. In "*Van Gogh Alive – The Experience*," visitors are surrounded by a powerful and vibrant symphony of light, color and sound immersing them in Van Gogh's masterpieces.

State-of-the-art SENSORY4™ multimedia technology combines with a tailored exhibition space on the Anchorage Museum's third floor to allow projection of enormous crystal-clear images giving viewers the sensation of walking right into Van Gogh's paintings. Set to an evocative classical score, a display of more than 3,000 images transforms every surface – walls, columns, and floors. At such a scale, the vibrant colors and vivid details of Van Gogh's work become breathtaking. Visitors see these works in hyper-fine detail, with special attention paid to key features, allowing visitors time to study color and technique. Photographs and video have also been augmented with Van Gogh's works to demonstrate his sources of inspiration.

"We are exploring innovative uses of technology to engage the broadest public with this exhibition," says Museum Director Julie Decker. "We are interested in providing an immersive experience, where multiple senses are activated, rather than a purely static experiences. The exaggerated perspective apparent in some of his key works, like 'Vincent's Bedroom in Arles', his interest in color, and the emotion his works evoke is amplified when a viewer is surrounded by images and sound at a massive scale."

Visitors can explore the life and work of this prolific artist during the period 1880 to 1890 and interpret his thoughts, feelings and state of mind during his time in Arles, Saint Remy and Auver-sur-Oise, France, the locations where he created many of his timeless masterpieces. The exhibition's layout encourages adults and children to freely explore as they wander through the galleries, viewing artworks from new angles and discovering distinct perspectives. Accompanying panels tell his story through commentary on his body of work, his painting technique, and what inspired (or drove) him. But for many, the greatest pleasure may come from simply standing still, indulging the senses as waves of sights and sounds, intense and beautiful, wash over them.



Tickets to "Van Gogh Alive - The Experience" range from \$12 to \$20 and are available at www.anchoragemuseum.org/exhibits/van-gogh-alive-the-experience.

ANCHORAGE MUSEUM

The Anchorage Museum is the largest museum in Alaska and one of the top 10 most visited attractions in the state. The museum's mission is to connect people, expand perspectives and encourage global dialogue about the North and its distinct environment. Learn more at anchagemuseum.org.

SENSORY4™

Developed by Grande Exhibitions, SENSORY4™ is a unique system that combines multi-channel motion graphics, cinema quality surround sound and up to forty high-definition projectors to provide one of the most exciting multi-screen environments in the world. The resulting experience is dynamic, informative and visually spectacular. Incredibly detailed images flow through the mass of projectors and merge with digital surround sound to saturate the space in a breathtaking immersive display.

GRANDE EXHIBITIONS

Grande Exhibitions, the creator and promoter of "Van Gogh Alive - The Experience," specializes in the creation, design, production, promotion and installation of large-scale exhibitions with broad cultural appeal and engaging, entertaining and educational content. From concept to completion, Grande Exhibitions creates visually and technically stunning masterpieces and transports them around the world. Its exhibitions have travelled to over 90 cities across six continents, to audiences in excess of 6.5 million people. Grande Exhibitions is based in Melbourne, Australia, with satellite offices in London, UK and Santiago, Chile. Grande Exhibitions also owns and operates Museo Leonardo Da Vinci, a permanent museum in a prestigious central location in Rome, Italy.

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High resolution photos available in the Anchorage Museum's [online media room](#).

FOR MEDIA ONLY

Media are invited to a media preview of "Van Gogh Alive - The Experience" from 10 a.m. to noon Thursday, Oct. 8. RSVP required. Email Laura Carpenter, lcarpenter@anchagemuseum.org, to register.



EXHIBIT AT A GLANCE

TITLE	"Van Gogh Alive - The Experience"
DATES	Oct. 9, 2015 through Jan. 10, 2016
BRIEF OVERVIEW	Vincent Van Gogh's works have been displayed and enjoyed around the world for more than a century - but never like this. Created by Grande Exhibitions, "Van Gogh Alive - The Experience" gives visitors the opportunity to not only view Van Gogh's paintings, but to truly venture into his world. From the moment you enter, a powerful and vibrant symphony of light, color and sound compels you to leave your world behind and immerse yourself in his paintings - an experience that is simultaneously enchanting, entertaining and educational. Adults and children alike will forge their own paths and find their own meaning as they wander through the galleries, exploring hidden nooks, viewing artworks from new angles and discovering unique perspectives.
SOURCE	Created by Grande Exhibitions
ADMISSION	<p>\$20 adult, \$17 Alaska resident adult \$15 student/senior/military, \$12 child Free ages 2 and younger</p> <p>Tickets include general museum admission Purchase at anchoragemuseum.org</p> <p>Please note that during free and reduced general admission events, fees still apply for this premium exhibition.</p>
ADDRESS	<p>Anchorage Museum 625 C St Anchorage AK 99501 On the corner of Sixth Avenue and C Street</p>
PUBLIC CONTACT	<p>www.anchoragemuseum.org (907) 929-9200</p>

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RELATED EVENTS

Opening Reception

An Evening with Van Gogh

6 to 9 p.m. Friday, Oct. 9

Anchorage Museum, 625 C St.

Join us for the opening of the "Van Gogh Alive – The Experience." Be prepared for a vibrant symphony of light, color and sound, combined and amplified to create an unforgettable multi-sensory experience. Food and drink will be provided. Included with admission to "Van Gogh Alive." \$12-\$20

Astronomy Alive: Van Gogh Show

6:30 p.m. and 7:30 p.m. Friday, Nov. 6 and Dec. 4

Thomas Planetarium, Anchorage Museum, 625 C St.

Curious about what's in the night sky? Take a guided tour through space and time in this live show, customized to highlight current astronomical occurrences. Galaxies, nebulae, binary stars ... all features of the universe are explored. Except black holes. No one can see black holes. This special presentation, held in conjunction with "Van Gogh Alive – The Experience," focuses on light and color in astronomy and in the night sky. Presented with grant support from the Atwood Foundation. \$6

Workshop

Night Painting: Susanna Coffey

6 to 9 p.m. Wednesday and Thursday, Nov. 11-12

Create your own night painting with New York Artist [Susanna Coffey](#) on in and around the museum. View the Northern Lights in the Thomas Planetarium and create a painting in the dark using only a headlamp as a light source. Learn about Van Gogh's influences such as Millet. Recipient of National Endowment for the Arts and Guggenheim Fellowship awards, Coffey has exhibited her paintings around the country and is known for her night paintings and portraits. Workshop is held in conjunction with "Van Gogh Alive – The Experience" with grant support from the Atwood Foundation. Bring your own paints, headlamp, and warm clothes for potential outside painting. Register online. \$50

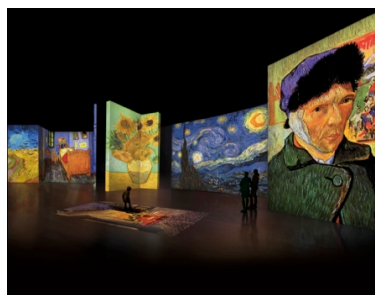
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IMAGE GALLERY

Download high resolution photos in the Anchorage Museum's [online media room](#).
Video available upon request.



Visitors experience Vincent van Gogh's masterpieces in larger-than-life proportions.

Image credit: Grande Exhibitions



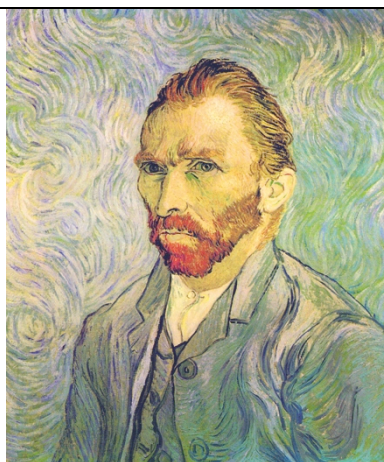
Visitors experience Vincent van Gogh's masterpieces in larger-than-life proportions.

Image credit: Grande Exhibitions



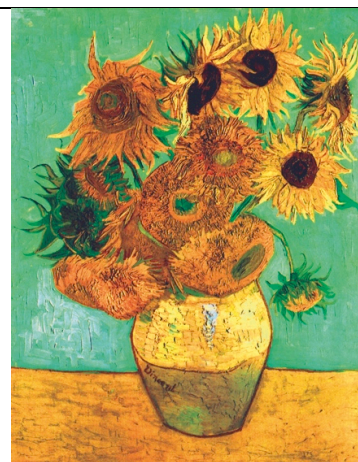
Vincent Van Gogh, *Starry Night*,
oil on canvas, 1889

Image credit: Courtesy of
Grande Exhibitions



Vincent Van Gogh, *Self Portrait*,
oil on canvas, 1889

Image credit: Courtesy of
Grande Exhibitions



Vincent Van Gogh, *Still Life:
Vase with 12 Sunflowers*, oil on
canvas, 1888

Image credit: Courtesy of
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