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VAN GOGH: THE IMMERSIVE EXPERIENCE **COMING TO ARMORY STUDIOS IN** **DOWNTOWN SCHENECTADY**

April 13, 2022- Schenectady, N.Y. -- Entertainment producer Exhibition Hub together with Fever, the leading entertainment discovery platform, today announced that they have selected Schenectady's Armory Studios to host [*Van Gogh: The Immersive Experience*](#). The exhibition will run from May 26 and continue for the next several months. Armory Studios is located at [125 Washington Avenue, Schenectady, NY, 12305](#).

At the exhibition, visitors are invited to step into more than 300 of Van Gogh's sketches, drawings, and paintings by using floor-to-ceiling digital projections, made possible by state-of-the-art video mapping technology.

Immersive and educational, [*Van Gogh: The Immersive Experience*](#) provides an amazing experience, and great day out for adults and children alike. [Tickets](#) are on sale now and start from \$32 for adults and \$19 for children. To purchase tickets click [here](#).

Mario Iacampo, Exhibition Hub CEO & Creative Director said, "We are excited to bring our new entertainment platform to the Capital Region. We considered many venues, but our search ended the minute we saw the Armory Studios. This is an ideal location for our leading-edge exhibit work."

The Armory Studios is a national historic register building located in downtown Schenectady that once was a military armory and now serves as a hub for the entertainment industry in Upstate New York with major film studios using the space for film and television productions. The building features soaring 50-foot-high ceilings, with no columns, making it the perfect venue to host [*Van Gogh: the Immersive Experience*](#).

Mayor Gary McCarthy said, "Schenectady is ready to host Van Gogh and we welcome this exciting exhibit to our revitalized downtown."

Anthony Jasenski, Chair of the Schenectady County Legislature said, "Schenectady County is a destination for arts and events in the Capital Region. Our economic development team led by Metroplex and our tourism promotion agency Discover Schenectady worked very hard to land this major exhibition, the latest in a long line of attractions that have chosen to locate within the County. We welcome Van Gogh: the Immersive Experience and look forward to hosting more events like this in the future."

Ray Legere of Armory Studios NY said, "The Armory is the perfect venue for this celebrated global production and we look forward to hosting its design and build team and thousands of delighted visitors."

As well as the two-story tall central projection area, [*Van Gogh: the Immersive Experience*](#), also includes a one-of-a-kind VR experience in a separate gallery. This multi-sensory experience guides the viewer through a journey on “a day in the life of the artist,” providing a chance to discover the inspiration behind some of Van Gogh’s most beloved works including *Vincent’s Bedroom at Arles*, and *Starry Night Over The Rhone River*.

A drawing studio and additional galleries that explore the life, works and techniques of Van Gogh, create a truly immersive experience that provides its audience with a new, intimate understanding of the post-impressionist genius and his work.

Planning for [*Van Gogh: The Immersive Experience*](#) began in 2016, and it first premiered in a cathedral in Naples, Italy in November of 2018. Since then, Exhibition Hub has presented the experience in multiple European cities and across the United States. The experience saw over 2 million visitors in 2021 and was voted 2nd in USA Today’s Reader Choice Award as ‘Best New Attraction’.

To view a video trailer of [*Van Gogh: The Immersive Experience*](#) please click [here](#) and high resolution images and further video content are available [here](#).

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 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 democratize 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 Discover Schenectady:

Discover Schenectady is a non-profit organization responsible for promoting travel, tourism, conference and convention assets and opportunities throughout Schenectady County. Discover Schenectady inspires visitors to experience and enjoy that Schenectady County has to offer, from its vibrant communities with dining, entertainment and shopping to its gorgeous waterfront and outdoor activities. For more ways to Discover Schenectady County all year long, visit www.discoverschenectady.com