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CONTACT: Al Roney
518-986-6650
al@pcpublicaffairs.com

VAN GOGH: THE IMMERSIVE EXPERIENCE THRILLING VISITORS THROUGHOUT THE CAPITAL REGION AND BEYOND

Over 15,000 visitors in June alone; exhibit scheduled to run until the end of August

July 8, 2022- Schenectady, N.Y. – Since opening May 26, [Van Gogh: The Immersive Experience](#) in downtown Schenectady, is wowing visitors and receiving rave reviews from exhibit-goers throughout the Capital Region and beyond. In June alone, over 15,000 guests of all ages, from children to centenarians, have experienced this immersive presentation of Van Gogh's life and works at [Armory Studios](#) located at 125 Washington Avenue.

[Van Gogh: The Immersive Experience](#) is only scheduled to run until the end of August, so guests are strongly encouraged to reserve their tickets today. Standard admission starts at \$32 for adults and \$19 for children. Discounted tickets are also available for seniors, students, military veterans, families, and larger groups (over nine people). To purchase tickets click [here](#).

"Van Gogh: The Immersive Experience has attracted visitors from throughout the Capital Region and Upstate New York, as well as from Massachusetts, Connecticut, and Pennsylvania. We even had visitors from Maine," said Todd Garofano, Executive Director of Discover Schenectady. "Discover Schenectady worked closely with Metroplex to attract this exhibit to our community, and we are gratified that so many visitors have enjoyed it so far. We encourage those who have not seen the Van Gogh exhibit yet to make it part of their summer plans."

To ensure easy access to the exhibit, Schenectady County has reserved over 200 FREE parking spaces located at the rear entrance to the Armory, providing direct access to the Van Gogh exhibit. Designated ADA parking is also available.

Detailed parking information is available at Discover Schenectady's dedicated web page located [here: https://www.discoverschenectady.com/events/van-gogh-the-immersive-experience/](https://www.discoverschenectady.com/events/van-gogh-the-immersive-experience/). The page also includes ticketing information along with details on where visitors can eat, drink, play and stay in Schenectady County while attending the exhibit.

Here's just a small sample of what visitors are saying about [Van Gogh: The Immersive Experience](#):

Kristi Gustafson Barlette (Times Union) - I went into "Van Gogh: The Immersive Experience" at Armory Studios in Schenectady unsure what I'd think. The verdict...it was amazing. Choosing a favorite element in the experience is almost like picking a favorite child...To answer the question many of you have asked: yes, the Van Gogh exhibit is worth it.

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Jess Sims (518 Bites & Sights) - *Van Gogh: The Immersive Experience* is a 360° digital art exhibition in Schenectady that invites you to step into the universe of the Dutch genius. But after checking it out...it's much more than that. I could talk all day about this experience and all that I learned about Van Gogh, his life, and his way with words, but instead, go see this exhibition for yourself!

Anne R. - *It was fabulous - a wonderful experience - especially the VR part. If it ever gets to a city near you make sure to get to see it.*

Ron T. - *This an amazing show we LOVED IT. I have no idea how they did much of it, but it was great, highly recommend it.*

Maureen S. - *"Breathtaking" doesn't even come close! It was whatever-word-is-a-gabillion-times-more-dramatic-and-moving-than-breathtaking.*

Amber P. - *This was awesome! Staff was amazing too. All around great experience!*

Diana K. - *It was AWESOME!! Not only was the exhibit itself moving, informational and beautiful, but each employee was PHENOMENAL!!*

Frank R. - *Great exhibition! Thoroughly enjoyed it!*

Colleen M. - *I was worried how a 2 and 5-year-old would do in this - but they did really well. The visual event at the end was spectacular...it kept their interest the whole time.*

Barbara C. - *This was awesome! Took my sister for her birthday. She loved it too...the VR experience is a must do.*

Sandra B. - *We think everyone should see this exhibit even if you know nothing about Van Gogh. It was so enjoyable.*

Presented by Exhibition Hub, together with Fever, [Van Gogh: The Immersive Experience](#), allows visitors to take a journey into Van Gogh's life through cutting-edge 360-degree digital projections, a one-of-a-kind Virtual Reality (VR) experience, and a light and sound show. Visitors will be able 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.

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.

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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 two 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](#). 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 the Americas to Europe and Asia. 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