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VAN GOGH: THE IMMERSIVE EXPERIENCE ADDS YOGA CLASSES TO VISITOR OFFERINGS

October 10, 2022 - Schenectady, N.Y. - Discover Schenectady announced today that the hugely popular [Van Gogh: The Immersive Experience](#) exhibit being held at the [Armory Studios NY](#) in downtown Schenectady is now offering yoga classes on Wednesday and Saturday mornings until the end of November.

Guests will be able to find their inner Zen while surrounded by Van Gogh's greatest works inside the exhibit's crown jewel – the 360-degree immersive projection room. Michelle Pollard, certified yoga instructor and owner of [Studio 4 Hot Yoga & Pilates](#) in Schenectady, will lead the classes. The hour-long classes are open to all experience levels. Wednesday's class is at 8:30 a.m. and Saturday's begins at 7:30 a.m.

"We're thrilled to be able to offer this new and exciting option for our guests at Van Gogh: The Immersive Experience here in Schenectady," said Todd Garofano, Executive Director of Discover Schenectady. "This opportunity gives Van Gogh fans a truly unique way to experience his works in a peaceful setting."

Yoga at [Van Gogh: The Immersive Experience](#) has two admission options. Basic experience, which includes admission to the class for \$40, or the VIP experience which includes class admission and a Van Gogh yoga mat, hand towel and water bottle for \$80. Both allow guests to enjoy the entire exhibit after class. Walk-ins are welcome, but guests are encouraged to reserve a spot since space is limited. For reservations click this [link](#).

Since opening on May 26, [Van Gogh: The Immersive Experience](#) has been wowing visitors and receiving rave reviews from exhibit-goers throughout the Capital Region and beyond. More than 75,000 guests of all ages, from children to centenarians, have experienced this immersive presentation of Van Gogh's life and works. The exhibit is scheduled to run until the end of November.

Standard admission [Van Gogh: The Immersive Experience](#) 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](#).

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.

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.

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