

Immersive Van GOGH Exhibition



FOR IMMEDIATE RELEASE

Monumental Exhibition of Van Gogh to Make World Premiere in Toronto

From the producers of *The Art of Banksy* and Show One Productions along with the creators of the Van Gogh blockbuster Paris exhibition, *Atelier des Lumières*, comes a 600,000 cubic ft. immersive digital art experience of astonishing scale

IMMERSIVE VAN GOGH, opens May 1, 2020
Tickets on sale Feb. 7th

[View teaser video](#)

February 4, 2019 (Toronto, ON) – From the originators of the Parisian *Atelier des Lumières* exhibition that has been seen by more than two million visitors worldwide and has inspired the global trendsetting phenomenon of immersive digital art experiences, comes an all-new visually striking achievement that invites audiences to step inside Vincent van Gogh’s most incredible works of art. The world premiere of *IMMERSIVE VAN GOGH*, produced by Lighthouse Immersive who brought the sold-out exhibition *The Art of Banksy* to Toronto in 2018, evokes the highly emotional and chaotic inner consciousness of one of the greatest artists of all time through an all-encompassing experience of art, light, sound, movement and imagination.

IMMERSIVE VAN GOGH opens on May 1, 2020 within the rarely seen historic space that previously housed the Toronto Star’s printing presses at 1 Yonge Street. Tickets for the limited-time engagement go on sale at **10:00am EST on Friday, February 7**, available at vangoghexhibit.ca. General admission tickets start at \$39.99.

“*IMMERSIVE VAN GOGH* is astonishing in scale, breathtakingly stunning, and induces a completely novel experience to the iconic works of van Gogh,” says co-producer Corey Ross, Lighthouse Immersive. “We’re incredibly excited to be working directly with the masters of the artform of immersive digital art to present the foremost exhibition of this calibre and artistic innovation to Canada.”

IMMERSIVE VAN GOGH is designed by creative director and Italian film producer [Massimiliano Siccardi](#) (artist in residence at the Carrières de Lumières where he authored the mise-en-scène of numerous immersive shows); with original music by multimedia composer [Luca Longobardi](#), who is renowned for bringing together classical and contemporary genres.

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“Van Gogh's art never stops inspiring and challenging me as an artist,” said Massimiliano Siccardi, *IMMERSIVE VAN GOGH* Designer. “I am honoured to have the opportunity to collaborate with Luca Longobardi once again to bring van Gogh’s vast catalogue of work to life in an entirely new experience that offers an unprecedented understanding of his world.”

The exhibition will feature a curated selection of images from van Gogh’s 2000+ lifetime catalogue of masterpieces including the *Mangeurs de pommes de terre* (The Potato Eaters, 1885) to the *Nuit étoilée* (Starry Night, 1889), *Les Tournesols* (Sunflowers, 1888), and *La Chambre à coucher* (The Bedroom, 1889). His paintings will be presented as how the artist first saw the scenes they are based on: active life and moving landscapes turned into sharp yet sweeping brushstrokes.

The exhibition will take over the vacant five-storey building at 1 Yonge Street, adjacent to the Toronto Star newsroom. The 600,000 cu.ft. warehouse was the former printing presses for Canada’s largest circulated newspaper; and closed in 1992 when the Toronto Star moved its production to Vaughan.

“The exhibition is specifically designed to envelop every square inch of the expansive 600,000 cu.ft. venue to create a seamless transformative experience,” says co-producer Svetlana Dvoretzky, Lighthouse Immersive. “There were very few venues in the city that could accommodate the proportions, scale and unbridled creativity of Siccardi and Longobardi. It’s an ambitious undertaking and will be unlike anything North American audiences have ever experienced before.”

For more information about *IMMERSIVE VAN GOGH*, visit vangoghexhibit.ca.

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About Lighthouse Immersive:

Lighthouse Immersive brings together two of Toronto’s preeminent production companies – Starvox Entertainment, Canada’s fastest growing live entertainment company responsible for bringing hit shows like *The Art of Banksy* to Toronto, and Show One Productions, a full-service production presenting concerts with high-profile classical musicians, opera stars and orchestras – to present the world premiere of *IMMERSIVE VAN GOGH* in Toronto. Working directly with the Italian masters of immersive digital art responsible for the blockbuster *Atelier des Lumières* exhibition seen by more than two million visitors worldwide, Lighthouse Immersive has custom-designed *IMMERSIVE VAN GOGH* to envelop the 600,000 cu.ft. space of the Toronto Star’s five-story warehouse.

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