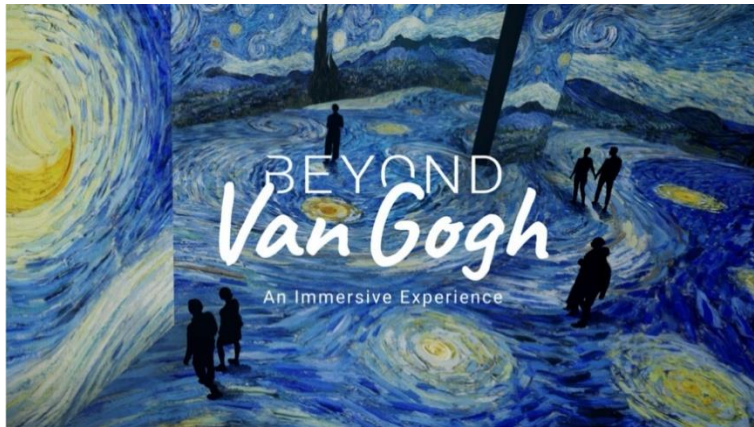


- MEDIA RELEASE -  
For Immediate Release/Photos & Interviews Available Upon Request



## BEYOND VAN GOGH: An Immersive Experience OPENS IN MILWAUKEE ON JULY 9, 2021

*Tickets on sale FRIDAY APRIL 9 @ 9AM @*

[www.vangoghmilwaukee.com](http://www.vangoghmilwaukee.com)

**MILWAUKEE, WI — April 8— This July, “Beyond Van Gogh: An Immersive Experience” is coming to the Wisconsin Center.** Opening for a limited engagement **Beyond Van Gogh: An Immersive Experience** was created by French-Canadian Creative Director Mathieu St-Arnaud and his team at Montreal’s world-renowned [Normal Studio](#). This immersive experience features more than 300 of Vincent Van Gogh’s iconic artworks and takes the art lover into a three-dimensional world that exhilarates the senses.

Tickets for Beyond Van Gogh: An Immersive Experience go on sale Friday, April 9 at 9 a.m. and are available at [www.vangoghmilwaukee.com](http://www.vangoghmilwaukee.com). Beyond Van Gogh will open to the public Friday, July 9. Group sales are available by contacting [hello@vangoghmilwaukee.com](mailto:hello@vangoghmilwaukee.com), and private events are available by contacting Katie Ragan at [kragan@wcd.org](mailto:kragan@wcd.org).

Tickets are based on a timed entry and guests will be physically distanced in the exposition hall of the Wisconsin Center by group pods. Masks will be required. The Wisconsin Center is a GBAC Star-Accredited facility, ensuring the gold standard of safety and sanitization for all guests and staff.

After tremendous successes in Europe, cinematic Van Gogh exhibitions have crossed the ocean to great North American acclaim in recent years. In a rich and unique multimedia experience using cutting-edge project technology developed by some of the world’s greatest AV designers, **Beyond Van Gogh** takes on the challenge of breathing new life into Van Gogh’s vast body of work. Using the artist’s own dreams, thoughts, and words to drive the experience

as a narrative, guests move along projection-swathed walls wrapped in light and color that swirls, dances, and refocuses into flowers, cafes, and landscapes.

While journeying through **Beyond Van Gogh** guests witness over 300 masterpieces, including instantly-recognizable classics such as “The Starry Night”, “Sunflowers”, and ‘Café Terrace at Night”, now freed from their frames. Van Gogh’s art comes to life by appearing and disappearing, flowing across multiple surfaces, and heightening the senses with their immense detail. Through his own words set to a symphonic score, guests come to a new appreciation of this tortured artist’s stunning work. It’s no surprise that millions of people all over the world credit Van Gogh with enhancing their relationship with art. **Beyond Van Gogh** will only deepen it further.

Tickets on sale @ [www.vangoghmilwaukee.com](http://www.vangoghmilwaukee.com)

To set up a virtual interviews with the “**Beyond Van Gogh: An Immersive Experience**” creators, and art historian please contact:

Taylor Fisher, Kane Communications Group  
[taylor@kanecommgroup.com](mailto:taylor@kanecommgroup.com) / 414-635-7007

#### **About Normal Studio:**

Pushing the boundaries of performing arts, entertainment, and public installations since 2009, **Normal Studio** believes in making life legendary. Using multimedia magic and fusing physical and technological elements to transform spaces into full-on immersive experiences, **Normal Studio** tells stories in new and different ways by reimagining what’s possible. The result is a unique adventure that sparks awe and wonder, making an unforgettable impact on people’s everyday lives. For more information visit [Normal Studio](#).

#### **About Beyond Exhibitions:**

Beyond Exhibitions is a company comprised of like-minded individuals who have worked across the globe with some of the greatest entertainers and brands known to man. With **Beyond Van Gogh**, the team brings their collective understanding of audiences, entertainment, and art together to proudly present Vincent Van Gogh like he has never been seen before.

#### **About Wisconsin Center:**

The [Wisconsin Center](#), located in the heart of downtown Milwaukee, is the hub of convention business in Wisconsin and is ideal for trade and consumer shows, conventions, banquets, business meetings, and celebrations. Currently, the Wisconsin Center offers 188,695 square feet of contiguous exposition space and 37,500 square feet of ballroom space, accommodating up to 1,000 vendors and 10,000 guests. More intimate spaces are also available for groups as small as ten.

In 2021, the Wisconsin Center began undergoing a \$420 million expansion, which will double the size of the convention center space. This will allow the WCD to host multiple events simultaneously and offer flexible space arrangements to meet various clients’ needs. The expansion is expected to be completed and open for business in Q1 2024. The Wisconsin Center is owned and operated by the Wisconsin Center District and is experience-obsessed and dedicated to providing unforgettable, buzzworthy moments for all clients and guests. For more information and to book an event, visit [wisconsincenter.com](http://wisconsincenter.com)

