



ADDRESS
555 W. Wells Street, Milwaukee, WI 53203

PHONE NUMBER
414.908.6000

WEBSITE
WCD.org

FOR IMMEDIATE RELEASE

Contact:

Sarah Maio
smaio@wcd.org
414-908-6056

BEYOND VAN GOGH: THE IMMERSIVE EXPERIENCE, COMPLETES ITS RUN AT THE WISCONSIN CENTER

With over 200,000 attendees, Beyond Van Gogh stands as the Wisconsin Center District's highest grossing event in history

MILWAUKEE – (Jan. 10, 2022) – After two extensions, a six-month stay and over 200,000 attendees, [Beyond Van Gogh: The Immersive Experience](#) completed its run at the Wisconsin Center on January 7. To date, it is the highest grossing event in both the WCD and exhibit's history.

Photos of the exhibit can be found [here](#).

One of the first major public events since the beginning of the pandemic and subsequent restrictions, Beyond Van Gogh: The Immersive Experience was an ideal installation for physical distancing and allowed for guests of all ages, from across Milwaukee and beyond, to have a unique and valuable consumer experience.

"We couldn't be more blown away with the public's response to Beyond Van Gogh," said Marty Brooks, President and CEO of the WCD. "Not only did the exhibit welcome visitors to see an art experience like no other, but it gave locals a reason to connect with their convention center. The WCD staff demonstrated phenomenal customer service experiences to every patron, especially knowing that it was the first time out to a public event for many guests. It truly was the perfect residency at the perfect time."

In addition to the record ticket sales at the Wisconsin Center, the exhibit elevated Milwaukee as a destination city.

"While we have received positive feedback to Beyond Van Gogh: The Immersive Experience in other cities, none have matched the excitement and support from the Milwaukee community," said Justin Paquin, Co-Producer of Beyond Van Gogh and Director at Paquin Entertainment Group. "Milwaukee is truly a vibrant destination, and the Wisconsin Center was a great partner to work with."

For more information about the versatile events taking place at the Wisconsin Center, visit wisconsincenter.com and follow the Wisconsin Center on [Instagram](#), [Twitter](#) and [Facebook](#).



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About the Wisconsin Center District

Experience-obsessed and committed to creating unforgettable moments, the [Wisconsin Center District](#) (WCD) is a quasi-governmental body that operates the [Wisconsin Center](#), which began its \$420 million expansion in 2021 to double its size; [UW-Milwaukee Panther Arena](#); and [Miller High Life Theatre](#) in downtown Milwaukee. The WCD venues are within walking distance of leading hotels, retail establishments, attractions, dining, nightclubs and transportation. Created under [Wisconsin State Statute](#) in 1994, the WCD offers captivating- and buzzworthy- experiences, making Milwaukee a not-to-be-missed destination.

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 a \$420 million expansion, which will bring the exposition hall to 300,000 contiguous square feet; add 24 new meeting rooms, include no fewer than 400 indoor parking spaces, add six loading docks, an additional kitchen, and feature a spectacular fourth floor rooftop ballroom with outdoor terraces and space for a minimum of 2,000 for a seated dinner. This will allow the Wisconsin Center District (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. For more information and to book an event, visit wisconsincenter.com.

About Paquin Entertainment Group

Founded in 1985, [Paquin Entertainment Group](#) is a full-service, diversified entertainment company, and home to four divisions: Artist Agency & Management, Theatre & Film, Brand Partnerships and International Exhibitions. The company focuses on maximizing opportunities to present and distribute the creative efforts of its producers, creators and artists on a global scale, contributing to their respective potential.