

# Press Release



FOR IMMEDIATE RELEASE

## Van Gogh's masterpieces come alive at Marina Bay Sands' ArtScience Museum

*Van Gogh Alive – the Exhibition* set to open on 16 April 2011

**Singapore** (30 March 2011) In commemoration of Van Gogh's birth date today, the ArtScience Museum at Marina Bay Sands announced that it will host the world touring premiere of *Van Gogh Alive – the Exhibition*. Visitors will get to experience Vincent Van Gogh's art work come alive in an exhibition that will combine the latest in sound and projection technology using images of Van Gogh's masterpieces. The exhibition will showcase images of Van Gogh's art works from his most prolific decade from 1880 to 1890.

Van Gogh is widely recognized as one of history's greatest artists. His works greatly influenced the 20<sup>th</sup> century expressionist art scene for his use of vivid colors.

*Van Gogh Alive – the Exhibition* will allow visitors to explore the work and life experiences of Van Gogh through an artistically choreographed sequence of sights and sounds. Masterpieces of Van Gogh will be projected onto walls, columns, roofs and floors, accompanied by a beautiful musical score and educational text. Visitors will come to understand the techniques and colors used by Van Gogh in a scale never seen before.

Over 40 high definition projectors will be used to project images in super large format onto surfaces within the gallery. Numerous columns and islands can be found within the gallery, creating additional screen areas as well as increasing the multi-dimensional effect of the production. Rather than merely observing pieces of art, visitors will be able to discover new viewing angles and the ever-changing perspective of the works, immersing themselves in a brilliant world of color, movement and light.

Mr. Tom Zaller, Director, ArtScience Museum at Marina Bay Sands, said, "*Van Gogh Alive – the Exhibition* demonstrates that art and science can truly be combined, creating an experience like no other. By using cutting edge technology, visitors are no longer constrained by the traditional frame and description of art pieces, and can immerse themselves in Van Gogh's masterpieces. Visitors will be able to explore and experience masterpieces from different angles and be truly inspired by Van Gogh's genius."

*Van Gogh Alive – the Exhibition* will run from 16 April 2011. The exhibition's original concept was the inspiration of French photographer Albert Plecy, who established his research centre (Cathedral d images) in the quarries of Provence (France) to support his work and vision. The exhibition has been made available by Grande Exhibitions of Australia ([www.grandeexhibitions.com](http://www.grandeexhibitions.com)) and VisionCom of France.

Boasting an iconic lotus-inspired design, the world's first ArtScience Museum at Marina Bay Sands is poised to be the heart of the growing ArtScience movement. The ArtScience Museum is the premier venue for major international touring exhibitions from the most renowned collections in the world. Featuring 21 gallery spaces, totaling 50,000 square feet, the latest addition to Marina Bay Sands delivers an impressive array of exhibits that embrace a spectrum of influences from art and science, media and technology, to design and architecture.

#### **About Marina Bay Sands Pte Ltd**

Marina Bay Sands is the leading business, leisure and entertainment destination in Asia. It features large and flexible convention and exhibition facilities, 2,560 hotel rooms and suites, the rooftop Sands SkyPark, the best shopping mall in Asia, world-class celebrity chef restaurants, a casino, Paiza Club for premium players and an outdoor event plaza. Its two theaters showcase a range of leading entertainment acts, including the resident performance "The Lion King". Completing the line-up of attractions is the ArtScience Museum at Marina Bay Sands which plays host to permanent and marquee exhibitions. For more information, please visit [www.marinabaysands.com](http://www.marinabaysands.com).

#### **For Media Enquiries**

Debra Wang (+65)6688 0280 / [debra.wang@marinabaysands.com](mailto:debra.wang@marinabaysands.com)  
Damien Sim (+65)6688 5019 / [Damien.Sim@marinabaysands.com](mailto:Damien.Sim@marinabaysands.com)

#### **For Images**

<http://rcpt.yousendit.com/1082042577/e076e345dda336e5aaf4fcd96cada123>