



PRESS RELEASE

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IMMERSIVE MONET & THE IMPRESSIONISTS for the first time in Europe!**Production:** Lighthouse Immersive & Visioni Eccentriche**Creators:** Massimiliano Siccardi, Vittorio Guidotti, Luca Longobardi**Location:** Art Box Experience, Norblin Factory, Warsaw**Exhibition Dates:** March 24 - July 2, 2023.

The *Immersive Monet & The Impressionists* exhibition has already embarked on a worldwide tour, selling millions of tickets in the United States alone. For the first time, this multisensory experience is now coming to the Old Continent, with its European debut at the Art Box Experience in the Norblin Factory located in Warsaw. The exhibition was curated by Massimiliano Siccardi, alongside the team of Lighthouse Immersive and Visioni Eccentriche, known for producing world-class multisensory exhibitions. The exhibition features an extraordinary animated show, which uses 438 images, and is created using the latest video mapping systems and special effects, providing a unique opportunity to experience the art of the impressionists in a never-before-seen way. Accompanying the visuals is a stunning soundtrack composed by Luca Longobardi.

Starting from March 24th, the works of **Claude Monet, Auguste Renoir, Edgar Degas, Mary Cassatt, Paul Cézanne, and Édouard Manet** can be viewed in a large-format, immersive space at the Art Box Experience.

The *Immersive Monet & The Impressionists* exhibition is an exhilarating journey through the spectacular works of artists who not only revolutionized the art world, but also caused a social sensation and even scandals. These artists transformed the conceptual phase of painting into the execution phase, redefining the very definition of art. For the impressionists, what may have been considered a mere sketch by academic painters was a complete act of creation.

One of Claude Monet's most celebrated works, *Impression, Sunrise*, painted in 1872 and exhibited two years later, depicts the harbor of Le Havre veiled in smoke and morning mist, with an orange sun rising above. Monet's distinctive style, marked by remarkable freedom of brushwork, captured the fleeting visual impressions that he experienced. This

iconic painting gave its name to the Impressionist movement, which transformed the art world with its revolutionary approach to painting. Though initially ridiculed by critics in the satirical magazine "Charivari," it only added to the vibrancy and energy of artistic life in Paris.

The scandal that erupted after the first exhibition of the Impressionists in 1874 was reminiscent of the artistic uproar that had accompanied earlier movements. The conservative academic circles were outraged by the fact that young painters had dared to exhibit their works without seeking the approval of the established authorities. Although many of the over 30 artists who exhibited their paintings at that time were forgotten, those who gained fame became so popular and their works so highly valued that they surpassed the representatives of any other artistic movement. Among the most renowned artists were Claude Monet, August Renoir, Edgar Degas, Mary Cassatt, Paul Cezanne, Eduard Manet, Eugene Boudin, Camille Pissarro, J. M. W. Turner, and Henri de Toulouse-Lautrec.

The Impressionists were renowned for their depictions of rural landscapes and everyday life on the bustling Parisian boulevards. Celebrating the simple pleasures of existence, the beauty of women, and carefree entertainment, these artists were primarily concerned with capturing the truth of nature in their work. Rather than focusing on the technical finish of a painting, the Impressionists were fascinated by the play of light on the water's surface, the flicker of light in the leaves, the configuration of clouds in the sky, and the bustling figures of people.

"We are delighted to announce that the world-renowned *Immersive Monet & The Impressionists* exhibition will be showcased at Art Box Experience in March," declares **Joanna Kowalkowska**, co-founder and President of the board of Poland's sole immersive space located in the Norblin Factory, Warsaw. "This event promises to be an unforgettable and unparalleled artistic experience, presenting the masterpieces of Impressionism like never before. This is a once-in-a-lifetime opportunity to witness all the essential Impressionist works, previously scattered in the world's premier galleries and museums, all under one roof. The exhibition's immersive nature will allow visitors to observe nearly 450 paintings up close and step inside one of them for an even more profound artistic experience. I can reveal that Monet's water lilies from his garden in Giverny have never been seen in such an up-close and personal way."

The *Immersive Monet & The Impressionists* exhibition is a one-of-a-kind showcase of the most significant Impressionist painters, bringing their works to life in breathtaking projections, color blends, textures, and impressions. Not only is this exhibition an exceptional display of art, but it is also an educational project that takes viewers on a historic journey into the world of Impressionism. The experience is delivered in a modern and engaging format, completely free from monotony. The exquisite motifs from the paintings, created with great ease and sensitivity, are seamlessly interwoven with beautiful music, evoking an unparalleled emotional response in viewers.

"It is a tremendous pleasure to host an exhibition of this caliber at Art Box Experience, and it is also a great responsibility towards our visitors," adds **Mateusz Labuda**, Vice-President of the board of Art Box Experience. Every exhibition we present is an extraordinary and engaging lesson for both adults and children. We have prepared a special educational room that provides an introduction to the exhibition in accordance with the educational program. This type of school trip is popular among teachers and loved by students. However, that is not all. Our goal is not only to educate but to entertain, to seduce our visitors with images and sounds, regardless of their age or interest in art. And this exhibition does it like no other."

The exhibition's ambassador is **Stach Szabłowski**, an independent curator, art critic, historian, and writer, who has conceptualized dozens of exhibitions, art projects, and public art festivals.

"The Impressionist revolution may have occurred 150 years ago, but its modern spirit remains just as relevant today" says Szabłowski. "The artists who revolutionized painting were a product of a rapidly evolving world influenced by industrialization, scientific discoveries, and technological progress. This is why their sensitivity still resonates so strongly with us today; their depictions of the dynamically changing reality are akin to our own experiences. The Impressionists were deeply immersed in the world around them, and now, thanks to advanced visual technologies, we too can immerse ourselves in their masterpieces at the *Immersive Monet & The Impressionists* exhibition."

Fun facts about *Immersive Monet & The Impressionists*:

- 438 paintings used in the exhibition animations
- 1,500,000 video frames
- 3,000 m3 of projections
- 760 m2 of reflective flooring
- educational room with an introduction to the exhibition
- free mobile app with content enriching knowledge about impressionism and the most important artists
- two magical instaspots: the bridge in Giverny with water lilies and Paris with the Eiffel Tower
- over 5 million viewers in the USA and Canada.

The exhibition *Immersive Monet & The Impressionists* can be seen at Art Box Experience in Warsaw from March 24 to July 2, 2023 (Fabryka Norblina, ul. Żelazna 51/53, second floor).

Ambassador: Stach Szabłowski

Tickets: <https://www.ticketmaster.pl/artist/immersive-monet-the-impressionists-bilety/1156873>.

What is Art Box Experience?

It is a unique project that combines the latest computer animation and sound effect techniques with a rich system of image projection using 360° panorama technology, 3D and 2D animations. The set design, from high-quality digital projection, can take on various colors and forms. Instead of just observing the story told by a particular exhibition, visitors become part of it and immerse themselves in it with all their senses.

The distinguishing feature of Art Box Experience, apart from its world-class entertainment, is also its educational content from culture, art, history, science, geography, nature and fashion. For the multisensory exhibitions Retro Warsaw and Save the Planet, the partners are institutions of the highest reputation in culture and science: the History Meeting House, the Climate Science Foundation, the POLIN Museum of the History of Polish Jews, the Museum of Warsaw, the Museum of the Earth, and the UN Global Impact.

Art Box Experience is a multifunctional immersive space where unique multisensory exhibitions, performances, concerts and events are created at the intersection of art, science, digital technology and entertainment. The ambition of its creators is to present attractive and valuable content in the fields of art, science, education, ecology and popular culture. This is the result of the passion, experience and expertise of world authorities in new technologies, entertainment, and the museum world: Joanna Kowalkowska (co-founder of Art Box Experience, graduate of the prestigious Central Saint Martins art school in London, designer and artistic director of many international interdisciplinary projects combining theater, visual arts, design, and enthusiast of new technologies), Mateusz Labuda (Deputy Director of the National Museum in Warsaw and the Museum of Warsaw, longtime manager of the Polish rock band Maanam, and music producer), and Piotr Sikora (co-founder of Platige Image, the production company Dobro and Art Box Experience, an international producer of animated films, cinematics for computer games and special effects, awarded hundreds of awards, including Oscar and BAFTA nominations; his most recognizable productions include the short animated film Katedra, The Witcher series for Netflix, Wonder Woman for DC Comics, and Lars von Trier's Melancholia and Antichrist).

Creators of Immersive Monet & The Impressionists:

Massimiliano Siccardi studied at the London School of Contemporary Dance of London. In 1990, he left the world of dance to begin a new journey in the world of video art where he quickly became the artistic force behind visual mise-en-scène for choreographers around the world. Massimiliano created video scenographies for numerous prestigious festivals and galas internationally. He has also constructed the video mapping of the Basilica di Giotto and for the Teatro Petruzzelli of Bari, where one of his permanent installation's virtually re-constructed the frescoes of the Cupola. Massimiliano is also a celebrated photographer and has had photo exhibitions in Spoleto and Rome. He is professor of digital image elaboration at the Accademia di Comunicazione e Immagine of Rome. In 2012, Massimiliano received the prestigious International Award "Romandanza" for his talent in the visual work of dance theatre. From 2012, he has been artist-in-residence at the Carrières de Lumières – Atelier des Lumières where he authored the mise-en-scène of numerous immersive shows. He is currently creating projects within Italy as well as in New York, Berlin, Leipzig and Rome.

Vittorio Guidotti graduated from the European Institute of Design in 2007 and his graduation in short film scores won an award right away at the Cortintesta Film Festival. Thanks to the collaboration with artist Massimiliano Siccardi, he created numerous video projections for the National Dance Academy in Rome. In 2016 they made a permanent installation for the Museum of the Dancing Satyr in Mazzara del Vallo and in 2017 a temporary one for the Museum of Perfume in Grasse. Vittorio participated as creative director of animations for the immersive shows presented by Carriers de Lumiers and in 2016 collaborates in the writing and the creation of the show "Au pays d'Alice". With the opening of the

venues of Paris, Jeju island, and Bordeaux, Vittorio has become increasingly involved in the production, becoming the Creative Director of Animation for all the main shows. In 2019 Vittorio signed, together with Massimiliano Siccard and Luca Longobardi, the creation of the show “Vincent” currently showing in the Toronto Star Building in Toronto, Canada.

Luca Longobardi is a classically trained Italian composer and pianist who incorporates contemporary electronic music into his pieces. Born in 1976, Longobardi studied classical music in Italy and New York and went on to earn his doctorate in digital audio restoration in Rome in 2011. His works reveal a strong interaction between classical and contemporary music. The experience he has gained as a theatre musician has increased his interest in the relationship between sounds and spectacle. He has composed music for ballets and films and accompanied installations and experimental art productions (Atelier de Lumières – Paris, Carrière des Lumières – Baux-de-Provence, Kunstkraftwerk – Leipzig). In his multimedia performances and in his recordings, strong experimental electronic music meets pure, ethereal and simple-seeming piano playing that relay deep emotions.

Find more at: <https://artboxexperience.com/>.