

# **VAN GOGH ALIVE to transform Festival Square in March**

**‘Van Gogh Alive’, the multi-sensory phenomenon created by Grande Experiences, finally arrives in the heart of Edinburgh next month and will transform Festival Square into an immersive, one-of-a-kind kind exhibit of the life and work of the seminal Dutch artist. Scotland’s Capital takes on hosting the exhibition following successful runs in Media City Manchester and Kensington Gardens that saw it quickly become one of London’s must-see cultural attractions of 2021.**

**‘Van Gogh Alive’ is also delighted to announce a partnership agreement with the city’s Business Improvement District – Essential Edinburgh. The partnership will see ‘Van Gogh Alive’ work with Essential Edinburgh to provide visitors to the hit experience with a retail, food and drink experience that takes them beyond the exhibition and into the heart of the city centre.**



Van Gogh Alive – Media City Manchester – Gemma Parker Photography

It's not just Van Gogh's art that has stood the test of time, but many of his famous quotes have continued to connect with and touch people today. To celebrate that and just in time for Valentine's Day, Edinburgh residents can look forward to 'Van Gogh Alive' billboards popping up around the city that showcase quotes from Van Gogh himself, speaking to timeless truths about love and human connection.

In a little over a month in the Covid-safe venue purpose-built in Festival Square, audiences can immerse themselves in the life and work of Vincent van Gogh with more than just their eyes. State-of-the-art *SENSORY4™* immersive gallery technology displays Van Gogh's work in a kaleidoscope of colour. Set to an evocative classical score that is delivered via a high-fidelity 3D sound system, this combination of sound, visuals and aromas of Provence will give visitors the sensation of walking right into his paintings as if they are living and breathing.

Visitors will also be offered the chance not just to experience art, but create their own; with interactive art stations and expert video tutorials to help channel the wealth

of artistic inspiration found in the exhibit. Visitors can also create their own souvenirs within a life-sized walk-in representation of Van Gogh's 'Bedroom in Arles' painting and the iconic 'Sunflower selfie room' – a 360° mirrored room complete with thousands of sunflowers that has delighted Instagram feeds the world over.



Van Gogh Alive. SENSORY4™ Gallery. Credit Richard Blake  
John Carrigan, Project Director for 'Van Gogh Alive' said "It is important for us as a visiting exhibition that we link in with the local business eco-system and work across stakeholder groups so that we can maximise the opportunity 'Van Gogh Alive' brings. We are thrilled that Essential Edinburgh is one of our first partners and we are looking forward to working with them."

Roddy Smith, Chief Executive of Essential Edinburgh said: "We are delighted to be partnering with 'Van Gogh Alive'. It is fantastic news for Edinburgh city centre that this ground breaking experience is coming to the city in March. We fully expect it to attract visitors from all around Scotland and further afield, as well as encouraging our residents to pop into town.



“It is a great opportunity for those visiting ‘Van Gogh Alive’ to also visit all the restaurants, bars, hotels and retailers in the city – making use of everything our great city has to offer. This blockbuster multi-sensory experience adds further to the year round offering in the city centre, and we are delighted it has chosen Edinburgh city centre as its next destination.”



Van Gogh Alive – Media City Manchester – Gemma Parker Photography

Bruce Peterson, owner of Grande Experiences, said: “After mesmerising a global audience of over 8 million people and selling-out cities all over the world, including Rome, Sydney and Beijing, we’re incredibly excited that ‘Van Gogh Alive’ makes it’s Scottish debut in the nation’s capital. This is an unforgettable cultural experience for all the family.”

Tickets are available at [www.vangoghaliveuk.com/edinburgh](http://www.vangoghaliveuk.com/edinburgh): £22/20 (concessions) for adults and £15 for children, with school group discounts available and Under 5’s are free of charge.

*If you are worried about COVID symptoms affecting your visit, then you can book with confidence because anyone with symptoms or who has been asked to self-isolate should attend the*

*exhibition. And with that in mind, we have updated our terms and conditions so that you have up to 48 hrs before your visit to return or exchange your tickets for these reasons. Tickets are available via our official trusted ticketing partner and member of The Society of Ticket Agents and Retailers, Red61.*