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Experience the art of van Gogh up close and personal

"Van Gogh experience" opened at Kunstkraftwerk Leipzig

LEIPZIG. Immersive art fascinates thousands of visitors worldwide. In Germany, there is a place for this direct experience of art: the Kunstkraftwerk Leipzig. With "Van Gogh experience", another immersive art installation is opening on 1 February (until the end of January 2021). In the halls of the former power plant, the unique colour and pictorial worlds of Vincent van Gogh will then be shown in oversized and immersive projections. 24 laser beamers of the latest generation will project the works of van Gogh – from „The Potato Eaters“ to the series of the „Sunflowers“ to „The Starry Night“ – in huge resolution onto the walls and ceiling, which are up to eight metres high, as well as onto the floor of the hall. In this way, visitors can get closer than ever to the works of the famous painter, the bright colours, the expressive painting style and the powerful brushstroke. Specially arranged and composed music underlines the visual experience. The approximately 35-minute immersive art installation was created by Gianfranco Iannuzzi, Renato Gatto and Massimiliano Siccardi (music coordination by Luca Longobardi), whose works have inspired audiences worldwide. The "Van Gogh experience" is their fifth work in Leipzig.

The installation does not follow a chronological structure, but deals with eight different themes, framed by prologue and epilogue. At the beginning, the visitors are immersed in Provençal light by projecting the famous image of "The Sower". This is followed by his early works with darker colours and depictions of Dutch landscapes and "The Potato Eaters". The famous series of "Sunflowers" illustrates, among other things, the theme of "Nature", and finally, viewers can visually immerse themselves in Paris at the end of the 19th century. With the well-known illustrations of his bedroom, the „Yellow House“, the "Café Terrace at Night" and „The Night Café“, the journey goes back south. In the room-filling projection of "The Starry Night" or the series of cypresses, the recurring motives of "Olive trees and cypresses" in van Gogh's work are brought into focus. Numerous self-portraits and landscapes, which van Gogh created during his time in Saint Rémy, now fascinate the visitors. His supposedly last painting, "Wheat Field with Crows" before the epilogue again presents numerous portraits of the artist.

"Even though they are known to belong to Vincent van Gogh – we do not show his very dark and sometimes confused sides in the immersion", says the artistic director of the "Van Gogh experience", Gianfranco Iannuzzi. "We have concentrated on the variety of his works, their wonderful colours and their immense impact and would like to present them to the audience". The "Van Gogh experience" thus has relaxing and meditative features. Together with his team, the Italian has specialised in this form of art projection. Their works can also be seen in France, Italy and South Korea.

"One focus of the Kunstkraftwerk is on multimedia immersive art installations. We want to strengthen this in the coming years", says Prof. Dr. Markus Löffler, initiator of the Kunstkraftwerk Leipzig. "We are now delighted to be able to show Vincent van Gogh's unique painting style in a haunting way and thus offer many people a special visual experience and a different approach to art". Starting in February, the Kunstkraftwerk will have five installations on its programme every hour: Besides the "Van Gogh experience", "Hundertwasser experience", "Work in progress" and "The Wonder Worlds of Alice" will continue to be shown, as well as the new poetic work "Invisible Cities" by Ginevra Napoleoni. It is a fictional journey through fantastic cities based on a book by the Italian author Italo Calvino.

The KunstKraftwerk also offers other exciting art encounters. In the so-called "Tower", the programme "Space for Young Artists" shows positions of digital or multimedia artists. From now on, works by Leipzig artists are exhibited here. "We are reacting here to a state of emergency, because there are far too few exhibition opportunities in the city of Leipzig. For four to six weeks at a time, we are offering artists the opportunity to show their work to a broad public," explains Löffler.

Anyone who is interested is welcome to contact us. Christian Gracza, curator at the KunstKraftwerk Leipzig, selects the artists and develops an exhibition concept together with them. The exhibition will start with the Leipzig media artist Paul Altmann. His solo exhibition "Maßstab" („Scale“) opens the "Young Artists" programme at the KunstKraftwerk, four installations by the Leipzig-born artist and HGB-graduate will be shown until 5th April 2020.

www.kunstkraftwerk-leipzig.com