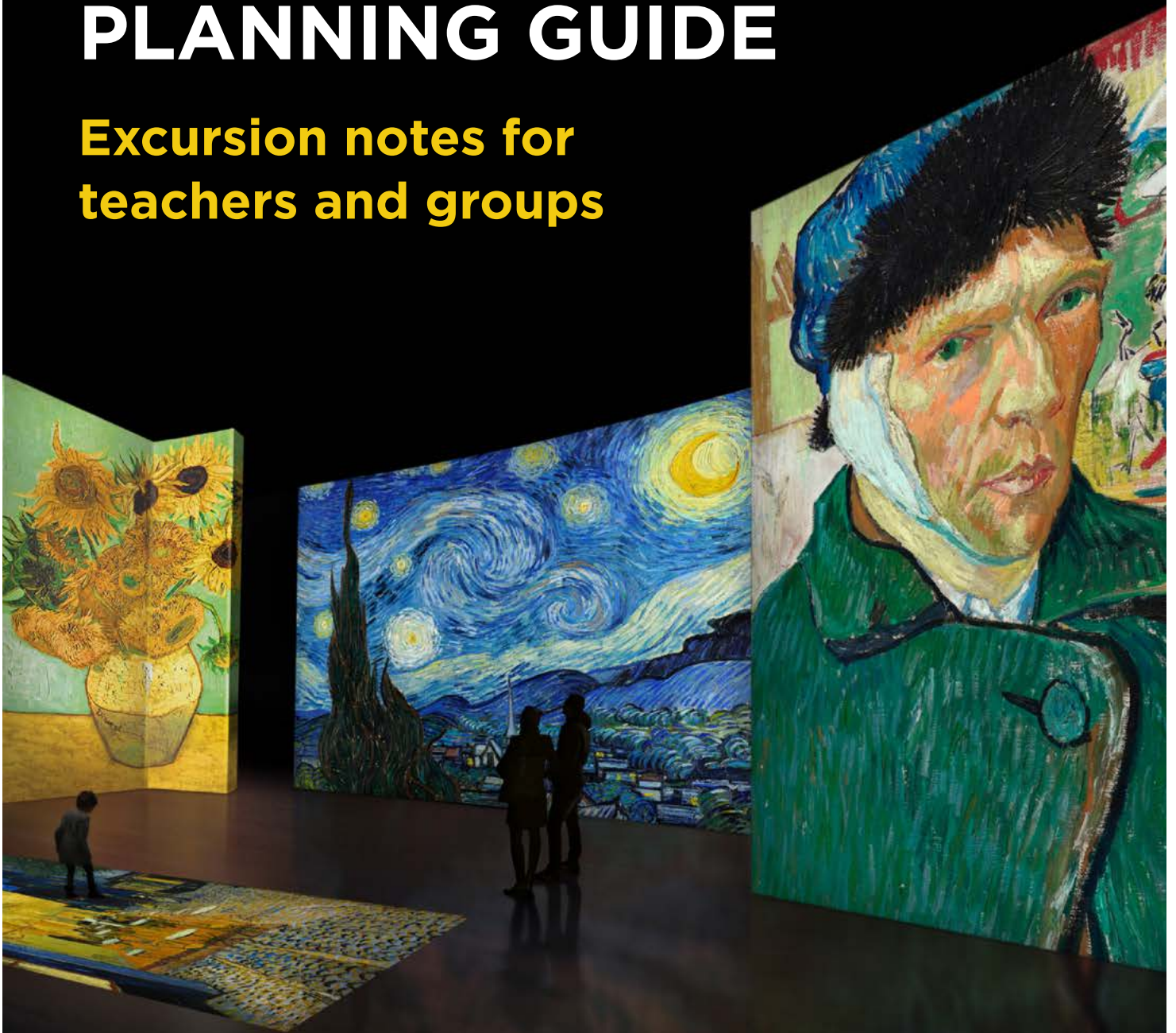


GRANDE EXPERIENCES

Van Gogh *Alive*

PLANNING GUIDE

**Excursion notes for
teachers and groups**



Created by



VAN GOGH ALIVE SALZBURG

Stepping into Van Gogh Alive is an epic adventure into art. The most visited multi-sensory experience in the world comes to Salzburg to transform Van Gogh's art into a fully immersive sensory experience.

This Planning Guide is designed to help you prepare for your visit.

Welcome to Van Gogh Alive

At *Van Gogh Alive*, the walls come alive as light ripples across every surface and masterpieces come to life. Curated tastes, aromas and a choreographed soundtrack add thrilling new dimensions to this 360-degree experience.

Explore, play, dance and wonder as every surface becomes an animated canvas: floors, walls and guests. Be transported as familiar landscapes become moving images soaring two stories high.

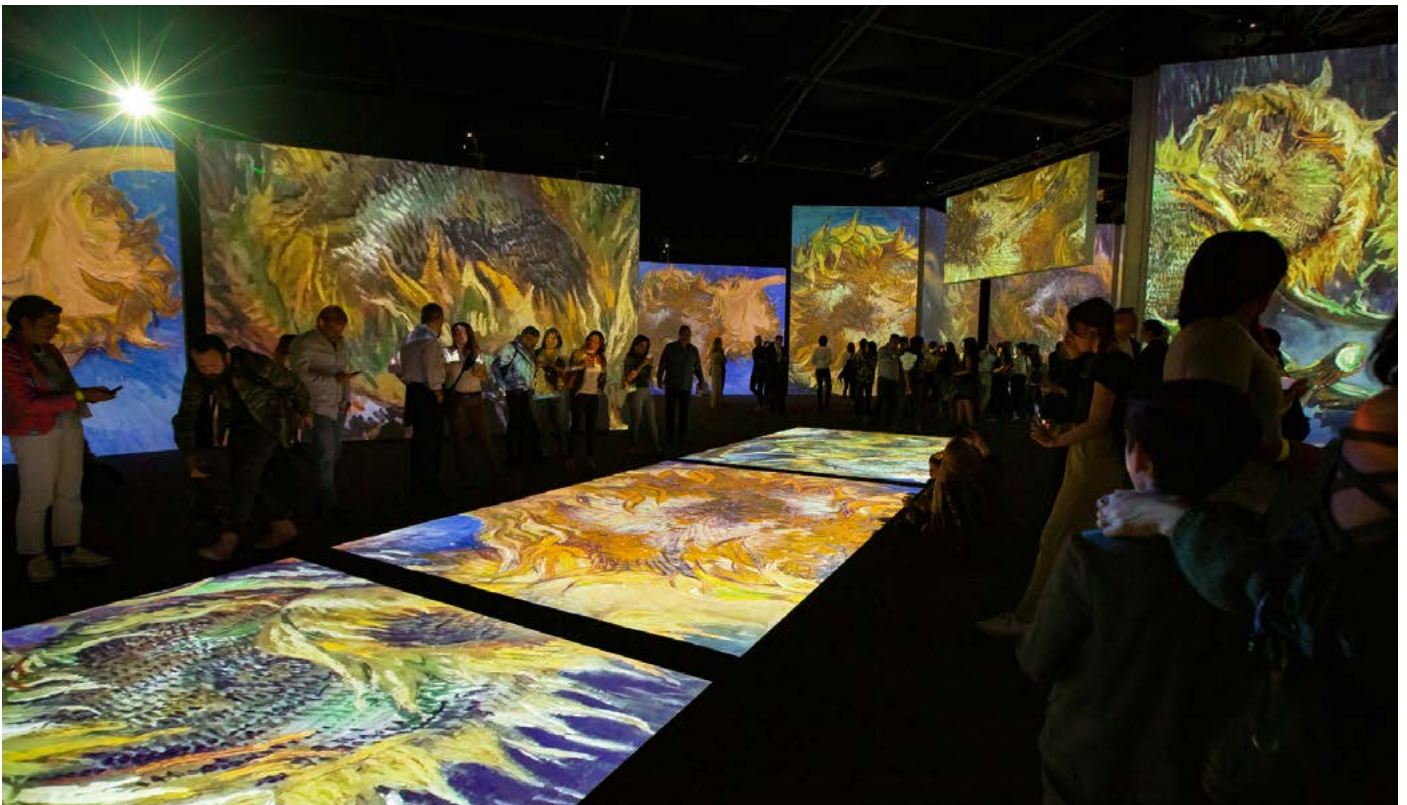
Create your own journey, linger where you please and be delighted by new perspectives of iconic artworks.



Image © RB Create

LEARNING INTENTIONS

The visit to *Van Gogh Alive* will encourage students to explore the works and techniques of Vincent van Gogh, discover his life and be inspired by him by painting a picture in the drawing room.



Students will:

- Gain a deep understanding of the life and works of Vincent van Gogh
- Discover a new way to enjoy art
- Explore and use a range of artistic techniques and materials to express their thoughts and ideas
- Encourage artistic expression and exploration with inspiration from the *Van Gogh Alive* experience

BEFORE YOUR VISIT

Talk to your students about your visit to *Van Gogh Alive* before arrival. If most of your students have never visited an immersive exhibition before, tell them about this new experience and Vincent van Gogh to get them ready for this excursion.

VAN GOGH ALIVE

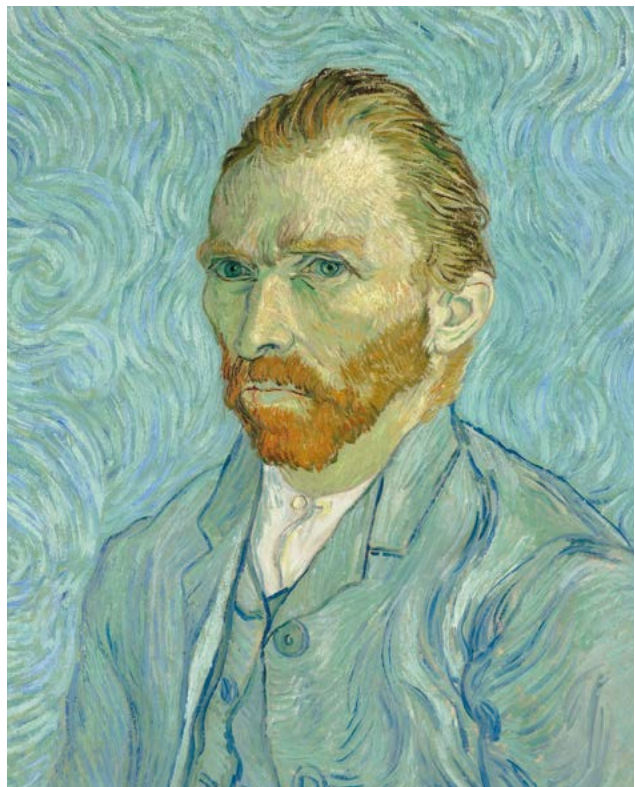
Transcend time and space as you accompany the Dutch master on a multi-sensory tour of the Netherlands, Paris, Arles, Saint Rémy and Auvers-sur-Oise. Young and old will delight at the chance to be surrounded by Van Gogh's glorious *Starry Night*. Surprises await in this symphony of colour, sound, and aroma. Get ready to experience the captivating world of Van Gogh in a whole new light.

About Vincent van Gogh

Vincent Willem van Gogh was born on 30 March 1853 in Zundert, a small town in a largely agricultural region in the south of the Netherlands.

Completely self-taught, Van Gogh was one of the most prolific artists of his time. In only ten years, he produced more than 2,000 works of art, consisting of around 930 paintings and 1,100 drawings and sketches.

Despite this great volume of work, *The Red Vineyard* is the only piece known to have sold during his lifetime, purchased for the equivalent of \$2,445 today.



Van Gogh's artworks now sell for millions of dollars at auctions and private sales around the world. *Portrait of Doctor Gachet* brought one of the highest prices ever paid for a painting, selling to a private collector in 1990 for US \$82.5 million.

WHAT TO EXPECT

Interpretive & Interactive Areas

The interpretive area of *Van Gogh Alive* is a great accompaniment to the immersive gallery, providing comprehensive information conveyed in a more traditional way about the art, life and times of Van Gogh.

The Sunflower Room

The vibrant Sunflower Room is a modern interpretation of Van Gogh's works. As students enter the room, they will be awed by a field of sunflowers mirrored through a never-ending horizon. Students can be encouraged to conceptualise how Van Gogh's works can be interpreted into various three-dimensional media, forms and installations.



The Drawing Room

Students can harness their inner artist. The drawing room features two alternating video tutorials, demonstrating how to recreate Van Gogh's masterpieces, line by line. Students stand at an easel, providing an immersive artist's experience as they replicate the artwork on paper. The artwork can be taken home to colour in and to the classroom for further discussion or display.

The Bedroom

The Bedroom is a life-size representation of Van Gogh's famous artwork *Bedroom in Arles*, inspired by his actual bedroom at 2 Place Lamartine in Arles, Bouches-du-Rhône, France, known as the "Yellow House".

Students are welcome to enter the bedroom and explore the artistic details. Students can be encouraged to identify the techniques and materials that have been used to re-imagine the painting at scale. In particular, the careful use of perspective that allows visitors to feel they have stepped into a Van Gogh work.



ARRIVAL PROCEDURES

Before Your Visit

Request a quote by e-mail and check that all the details on the invoice received are correct. Pay the invoice and send the bank transfer receipt. Check your emails and confirm you have received a reservation confirmation. If you do not get this email, your booking has not been completed.

If you did not receive a confirmation, or to make any corrections, contact the *Van Gogh Alive* team: ausflug@vangogh-alive.at

Calculate Your Arrival Time

Note the check in time on your confirmation. Your arrival time should be fifteen minutes before the time shown on any ticketing, this will ensure a smooth entry into the Gallery.

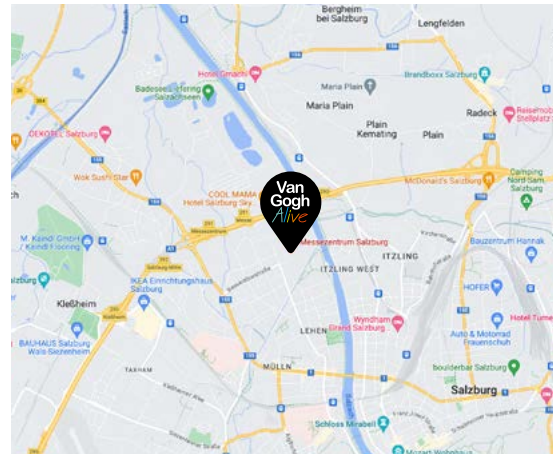


HOW TO GET HERE

Van Gogh Alive is conveniently located in Hall 4 of Messezentrum Salzburg, the largest multi-functional event venue in Salzburg.

Hall 4 - Messezentrum Salzburg
Am Messezentrum 1, 5020 Salzburg

[View on google maps](#)



Map data ©2023 GeoBasis-DE/BKG (©2009), Google

Bus: Line 1 Messe Stop, Line 7 Bessarabierstraße stop, and Line 8 P+R Messe stop.

Bike/walking: 30 minutes from the Old Town, 20 minutes from Salzburg Central Station.

Car: A1 Exit Messe, A8 (toll-free from Germany), Exit Messe.

Parking

Messezentrum Salzburg has several parking areas, including P1, P3 and P5, which are located close to Hall 4. The parking areas are marked clearly on the venue map, which you can find on the Messezentrum Salzburg website or on site.

PARK + RIDE

In Salzburg city center all parking areas are subject to charges. You can park your car at the P+R car park “Messe” and take public transport directly to the city center at a special rate. You can find more information about Park + Ride [here](#)

Toilets

Barrier-free toilets are located in the exhibition.

DURING YOUR VISIT

Our Suggested Timeline

10 minutes before reservation: Meet outside the venue and inform our staff of the booking by showing the paid invoice

15 minutes: Interp area with basic information about van Gogh and his masterpieces. Selfies in Van Gogh's bedroom.

45 minutes: Main feature

20 minutes: 20 min: Selfies in The Sunflower Room and drawing in The Drawing Room.

10 minutes: Visit of the merchandise area.

Duty Of Care

The gallery has a number of interesting yet separated spaces therefore we recommend that students be within your sight at all times.

One of the great things about the show is that it appeals to everyone young and old. As this is a public space which can be very busy at times, it's a good idea to remind students to be aware of other people in the gallery.

EMERGENCY PROCEDURES

Assistance: Ensure that students know they can ask for help from any Van Gogh Alive staff member.

Lost Students: Advise students that if they get lost they should stay where they are so teachers/assistants can retrace their steps and find them.

First Aid: If a student gets injured, ask any Van Gogh Alive staff member for assistance.

Emergencies: In the event of an emergency requiring the evacuation of the venue, students and teachers should exit the building at the nearest available exit and follow the instructions of staff. Make sure to account for all members of your group and notify Van Gogh Alive staff.

If you have students who may require additional assistance in the case of an emergency, please advise the Van Gogh Alive staff at the start of the visit to they can provide the additional assistance in an emergency.

The Shop

Items are available for purchase from our store. If visiting the store, students must be fully supervised.

Bag And Lunch Storage

Storage for personal items is not available. For security reasons please do not leave your bags unattended in the building at any time.

Please note, food is not permitted in the gallery.

CONTACT

If you have any further questions about your visit to Van Gogh Alive, please contact us at ausflug@vangogh-alive.at

Enjoy your visit!

