



GRANDE EXPERIENCES
Van Gogh Alive BANGKOK

THE WORLD'S MOST
VISITED IMMERSIVE
EXPERIENCE



GRANDE EXPERIENCES
DA VINCI
BANGKOK *Alive*

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Van Gogh Alive

31 March - 31 July 2023

GRANDE EXPERIENCES

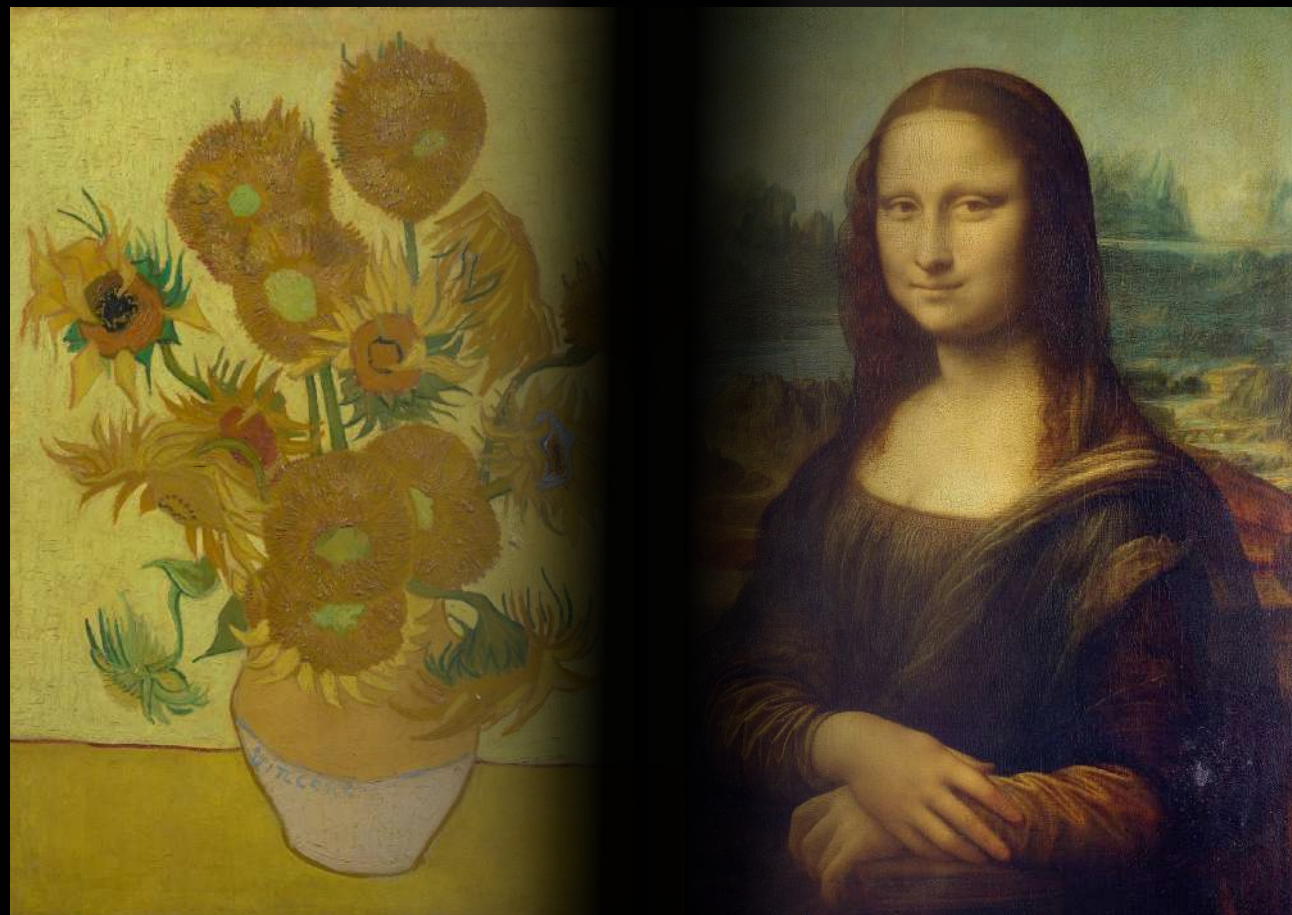
DA VINCI
Alive

5 December 2023 - 21 April 2024

Multi-sensory exhibitions featuring two of the most iconic artists EVER - Vincent Van Gogh and Leonardo Da Vinci are coming to ICONSIAM Bangkok.

Both exhibitions feature over 3,000 images and artefacts and are expected to each attract more than 500,000 visitors - experiencing art in ways they never imagined, in what is described as an “unforgettable immersive enchanting, entertaining and educational multi-sensory experience”.

We have a number of Commercial Sponsorship and Partnership opportunities for businesses to get involved with both VAN GOGH ALIVE 2023 & DA VINCI ALIVE 2023 - 2024 including: Title Sponsor; Official Partners; and Official Supporters...





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VINCENT VAN GOGH

Vincent van Gogh (1853 – 1890) was a Dutch Post-Impressionist painter who posthumously became one of the most famous and influential figures in Western art history. In a decade, he created about 2,100 artworks, including around 860 oil paintings, most of which date from the last two years of his life. They include landscapes, still lifes, portraits and self-portraits, and are characterised by bold colours and dramatic, impulsive and expressive brushwork that contributed to the foundations of modern art. Not commercially successful in his career, he struggled with severe depression and poverty, which eventually led to his suicide at age thirty-seven.



LEONARDO DA VINCI

Famous for the Mona Lisa, the Last Supper and Vitruvian Man amongst many others, Leonardo da Vinci (1452-1519) was the ultimate Renaissance man. He was largely self-taught and pledged to himself from an early age “to learn all there is to learn” and to challenge through experimentation and application of sound scientific principles everything that had been learnt before him. Leonardo explored an almost unfathomable range of topics, observing, documenting, theorising, and conceptualising ideas that were unheard of in his day.

Created and produced by Grande Experiences and hosted by Live Impact and ICONSIAM, the shows are part of a wider collection of immersive artistic shows featuring some of the greatest artists in a new, engaging format. The collection was created in 2006 and has travelled to more than 170 host cities on six continents and attracted more than 20 million visitors.

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PACKAGES

TIER 1: TITLE & PRESENTING SPONSORS

One Title Sponsor and one Presenting Sponsor with naming rights to the exhibition

[Title Sponsor Name] VAN GOGH ALIVE presented by [Presenting Sponsor Name] - Bangkok 2023

[Title Sponsor Name] DA VINCI ALIVE presented by [Presenting Sponsor Name] - Bangkok 2023-2024

TIER 2: OFFICIAL PARTNERS x 6

Up to six Official Partners from non-competing categories

TIER 3: OFFICIAL SUPPORTERS & OFFICIAL MEDIA PARTNERS x 10

Up to ten Official Supporters & Official Media Partners from non-competing categories





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VISITORS

Both **VAN GOGH ALIVE & DA VINCI ALIVE** engage an ever-wider audience.

The multi-sensory experience intrigues art enthusiasts with a fresh cultural approach and encourages newcomers with an immersive multimedia experience of thousands of the artist's works.

The shows appeal to a wide range of audiences including:



YOUTH



FAMILIES



SCHOOL GROUPS



SENIORS

EDUTAINMENT

The exhibitions have huge educational significance attracting many schools and colleges.

LEGACY

The exhibitions will leave a legacy for generations to come and be a spectacular attraction for all age groups - young and old.

VENUE

6th Floor Attraction Hall, **ICONSIAM**

ICONSIAM is a US\$1.5 billion complex situated on the banks of the Chao Phraya River in Bangkok. It includes one of the largest shopping malls in Asia, which opened to the 2018 as well as hotels and residences.

The site was jointly developed by Thai luxury retail developer Siam Piwat Group, MQDC Magnolia Quality Development and Chareon Pokphand Group.

It includes the 5th tallest building in Thailand, the 52-story MandarinOriental Residences and the 70-floor Magnolias Waterfront Residences.





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MULTI-SENSORY EXPERIENCE

ABOUT THE SHOWS

The sensory experience is like no other, leaving visitors mesmerized and in awe with images seamlessly synchronised against a symphony of sounds.

VISITORS VENTURE INTO AN EXCITING NEW WORLD...

- foregoing all preconceived ideas of traditional museum visits
- dispelling all notions of tiptoeing through silent art galleries viewing masterpieces from afar
- changing how they engage with art

THE ARTWORKS ARE GIVEN NEW LIFE AS THEY ARE...

- projected onto spaces that make them come ALIVE
- included in interactive showcases, where visitors can engage

EVERYONE HAS THEIR OWN EXPERIENCE

The experience has been created to allow visitors to enjoy at their own pace and leisure. Once a visitor passes through ticketing, they are free to move through and spend as long as they wish in each area of the experience.

INTERPRETIVE AREA

The interpretive area of the show is a great complement to the enchanting SENSORY4™ gallery, providing comprehensive information about the art, life and times of the artist interspersed with large-scale wall graphics of iconic images and quotes.

MULTI-SENSORY STORY TELLING - SENSORY4™

The technology behind the multi-sensory experience is SENSORY4™. Developed by Grande Experiences, it is a unique system that combines multichannel motion graphics, cinema quality surround sound and up to forty high-definition projectors to provide one of the most exciting multiscreen environments in the world.

SENSORY4™ can transform any venue to create a dynamic, informative and visually spectacular experience. Incredibly detailed images flow through the mass of projectors and merge with digital surround sound to saturate the space in a breathtaking immersive display.

To round off the complete sensory immersion, wonderful aromas are released into the air. For VAN GOGH ALIVE they evoke a warmth from the French countryside working in unison together with the other senses to gift the visitor an amplified outcome from their experience.

TRANSITIONAL AREA

Both shows feature a physical transition area between the interpretive area and the SENSORY4™. This area provides a great photo opportunity for visitors. VAN GOGH ALIVE features Van Gogh's bedroom in the style of his painting Vincent's Bedroom in Arles.

INTERACTIVE ART STATIONS

Visitors' engagement is further enhanced with interactive "How To Draw Like..." art tutorial videos. Suitable for all ages and abilities, up to three tutorial videos can be played on continual loop throughout the day, giving visitors the opportunity to learn how to draw in the style of Vincent Van Gogh or Leonardo Da Vinci.





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GRANDE EXPERIENCES
Van Gogh Alive

BANGKOK, 31 March – 31 July 2023

Join Van Gogh on his journey through his native Netherlands, to Paris, Arles, Saint Rémy and Auvers-sur-Oise where he created many of his timeless masterpieces, exploring the work and life experiences during the period 1880 to 1890.

VAN GOGH ALIVE is a symphony of light, color and sound, featuring more than 3,000 images of the artist's works transforming every surface of the exhibition hall to the tune of an evocative classical score.

VAN GOGH ALIVE will include exciting installations such as

- the “Starry Night” display, a dedicated artist studio
- and a life-sized walk-in representation of Van Gogh’s Bedroom in Arles painting

Visitors can also create souvenirs and take a 360° selfie in the “Sunflower selfie room,” complete with hundreds of sunflowers.

Special attention to principle features gives visitors the opportunity to examine Van Gogh’s intricate use of colour and technique, and photographs and video displayed alongside his works give insight into his sources of inspiration.

VAN GOGH ALIVE transports visitors to another time and place, immersing them in the artists’ world.

Adults and children alike, wander throughout the space, exploring nooks and crannies and engaging with the experience in a manner that transcends traditional installations.

QUICK FACTS & FIGURES

8.5+ MILLION VISITORS
The most visited immersive multi-sensory experience in the world

PRESENTED IN 80+ CITIES
including Beijing, Berlin, Denver, Frankfurt, Kobe, Kuala Lumpur, London, Madrid, Moscow, Nagoya, Rome and Sydney

COMING SOON TO Brighton and Bangkok



SENSORY IMMERSIVE TECHNOLOGY

SENSORY
IMMERSIVE TECHNOLOGY



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GRANDE EXPERIENCES
DA VINCI Alive

BANGKOK, 5 December 2023 - 21 April 2024

DA VINCI ALIVE explores the life of the inventor, polymath and artist in a unique immersive experience that combines large-scale visuals with machine inventions to engage and educate audiences.

Leonardo Da Vinci's inventions, art and way of thinking is brought to life through a curated symphony of light and sound. Combining the organisers acclaimed Da Vinci - The Genius experience with a multi-screen projection gallery, this rich, multi-dimensional experience explores the world of the prolific inventor and artist. The exhibit includes:

- **RENAISSANCE ART & THE MONA LISA** - revealing the techniques behind the paintings and the story behind the Mona Lisa
- **THE LAST SUPPER** - the 29 x 14.5 foot master fresco
- **VITRUVIAN MAN** - a study of the proportions present in the human body
- **MILITARY ENGINEERING** - concepts of machines conceived while working as a military engineer and strategist
- **INSTRUMENTS** - of music, optics and time
- **HYDRAULICS AND AQUATIC MACHINES** - Leonardo's study of water from which he developed his theories, principles and inventions
- **ANATOMICAL STUDIES** - known in the medical world as the Father of Anatomy, detailed anatomical sketches drawn from unprecedented observation
- **FATHER OF FLIGHT** - concepts and designs for a helicopter, parachute, glider and instruments of light

Leonardo da Vinci is synonymous with innovation and invention, combining science, technology, engineering, maths and art through his work.

Audiences of all ages will discover something new through observing the inventions, artworks and way of thinking of Da Vinci.

Over 3,000 Da Vinci images come to life and move across giant screens, walls, columns, ceilings and even the floor - immersing the visitor entirely in the inspirational, wonderful mind of Leonardo da Vinci.

QUICK FACTS & FIGURES

7+ MILLION VISITORS
The most visited immersive multi-sensory experience in the world

PRESENTED IN 80+ CITIES
including Almaty, Athens, Beijing, Denver, Florence, Ottawa, Puebla, Richmond, Sao Paulo, Tel Aviv

COMING SOON TO BANGKOK

LEONARDO DA VINCI - AN ENDURING ROLE MODEL FOR INNOVATION AND CREATIVE THINKING



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WHY GET INVOLVED?

VAN GOGH ALIVE & DA VINCI ALIVE are more than just spectacular must see shows, they:

- Provide an International & National PR Platform - a huge opportunity to promote your brand through news PR, advertising, direct marketing and sales promotion activity
- Have an economic impact on Bangkok - attracting audiences of 500,000 plus per show
- Inspire the local community and schools through education programmes

BRAND EXPOSURE

BRAND ASSOCIATION

Put your brand alongside the world's most iconic artists in these multi-sensory, immersive, interactive and emotional exhibitions.

ON SITE BRANDING

At Attraction Hall - including static & LED video boards, staff uniforms, onsite collateral e.g. headphones
Main Press Centre - all media venues & interview area backdrops.

OFF SITE BRANDING

Digital & static billboards around ICONSIAM and Bangkok
e.g. Buses, Poster Sites, Press Campaign, Promotional Materials e.g. flyers.

PROMOTION & PR RIGHTS

PR & CONTENT

Inclusion in any editorial campaign running throughout the exhibition. The PR campaign ensures wide coverage and will cover: features on both exhibitions, blogging and social media and International and local news channels.

ADVERTISING & PROMOTIONAL CAMPAIGN

Inclusion in offline and online advertising and promotional campaigns.

OFFICIAL PROGRAMMES, BOOKLETS, BROCHURES

Sponsors & Partners will be included in all Programmes, Booklets and Brochures, where relevant - available in hard copy and online.





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WHY GET INVOLVED?




DIGITAL & SOCIAL RIGHTS

Inclusion in any official social and digital media opportunities. Including Facebook, Instagram, and other digital channels.

ORGANISER SOCIALS

-  facebook.com/grandeexperiences - 1.8K Followers
-  instagram.com/grande_experiences - 3.5k Followers
-  instagram.com/iconsiam - 54.5K followers
-  facebook.com/ICONSIAM - 431K Followers

OTHER CITY SOCIAL EXAMPLES

-  facebook.com/VanGoghAliveUK - 11K Followers
-  facebook.com/vangoghalivemalaysia/ - 4.4K followers
-  instagram.com/vangoghaliveuk/ - 22.1K Followers

DATA

Access to exhibition attendee data and promotion to organiser databases.

EDMS

Inclusion in organiser e-Newsletter mailings.

EXPERIENTIAL RIGHTS

With over 500,000 visitors expected for each event this is a major opportunity for Sponsors, Partners & Suppliers to promote their products and services through experiential marketing at the events.

HOSPITALITY & TICKETING

ENTERTAINMENT & UNIQUE PRIVATE EXPERIENCES

Both VAN GOGH ALIVE & DA VINCI ALIVE offer a fantastic opportunity to entertain clients, customers and / or staff at unique private tours.

The exhibitions will be open to the public during the day and be available for corporate breakfast and evening events.

OPENING NIGHT

A must attend event for the art world. A major marketing and publicity campaign is planned for the run up to the Opening Night and beyond.

MERCHANDISING RIGHTS

We offer our Sponsors, Partners & Suppliers the opportunity to produce joint branded merchandise. This could be used as giveaways through media and presence marketing promotions.



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INVENTORY OF RIGHTS

INVENTORY OF RIGHTS	TIER 1	TIER 2	TIER 3
	TITLE & PRESENTING SPONSORS	OFFICIAL PARTNERS	OFFICIAL SUPPORTERS & OFFICIAL MEDIA PARTNERS
CATEGORY EXCLUSIVITY & TITLE RIGHTS			
Rights to title for PR and advertising use [Title Sponsor Name] VAN GOGH ALIVE presented by [Presenting Sponsor Name] - Bangkok 2023 [Title Sponsor Name] DA VINCI ALIVE presented by [Presenting Sponsor Name] - Bangkok 2023-2024	Yes		
Rights to title for PR and advertising use [Sponsor Name] Official Partner of [Title Sponsor Name] VAN GOGH ALIVE presented by [Presenting Sponsor Name] - Bangkok 2023 [Sponsor Name] Official Partner of [Title Sponsor Name] DA VINCI ALIVE presented by [Presenting Sponsor Name] - Bangkok 2023-2024		Yes	
Rights to title for PR and advertising use [Sponsor Name] Official Supporter / Official Media Partner of [Title Sponsor Name] VAN GOGH ALIVE presented by [Presenting Sponsor Name] - Bangkok 2023 [Sponsor Name] Official Supporter / Official Media Partner of [Title Sponsor Name] DA VINCI ALIVE presented by [Presenting Sponsor Name] - Bangkok 2023-2024			Yes
Category Exclusivity	Yes		
INTELLECTUAL PROPERTY & BRANDING RIGHTS			
LOGOS & IMAGES			
Right to use composite (lock-up) logo on all internal and external marketing -comprising your logo and [Title Sponsor Name] VAN GOGH ALIVE presented by [Presenting Sponsor Name] - Bangkok 2023 / [Title Sponsor Name] DA VINCI ALIVE presented by [Presenting Sponsor Name] - Bangkok 2023-2024	Yes	Yes	Yes
BRAND EXPOSURE - GENERAL			
Total branding area available will be allocated in the following ratios: Tier 1: 40% - shared between Tier 1 Sponsors Tier 2: 40% - shared between Tier 2 Partners Tier 3: 20% - shared between Tier 3 Official Suppliers / Media Partners	Yes	Yes	Yes
ON SITE BRANDING			
Inside Attraction Hall	Yes	Yes	Yes
Main Press centre	Yes	Yes	Yes
Onsite collaterals e.g. special edition of headphones for audio guides	Yes	Yes	
Point of Sale leaflets	Yes	Yes	
OFF SITE BRANDING			
Around ICONSIAM & Bangkok e.g. Buses, Poster Sites, Press Campaign, Promotional Materials e.g. flyers	Yes	Yes	

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INVENTORY OF RIGHTS

INVENTORY OF RIGHTS	TIER 1	TIER 2	TIER 3
	TITLE & PRESENTING SPONSORS	OFFICIAL PARTNERS	OFFICIAL SUPPORTERS & OFFICIAL MEDIA PARTNERS
PROMOTION & PR RIGHTS			
PR & CONTENT CAMPAIGN			
Inclusion in any campaign running throughout exhibition	Yes	Yes	Yes
ADVERTISING & PROMOTIONAL CAMPAIGN			
Inclusion in offline and online campaign of advertising, editorial, blogging and social media	Yes	Yes	Yes
OFFICIAL PROGRAMMES, BOOKLETS, BROCHURES			
Sponsors & Partners will be included in all Programmes, Booklets and Brochures, where relevant - available in hard copy and online	Yes	Yes	Yes
DIGITAL & SOCIAL RIGHTS			
Inclusion in any official social and digital media opportunities. Including Facebook, Instagram, and other digital channels	Yes	Yes	Yes
Logo on official website	Yes	Yes	Yes
Logo placed on the banners of the ticketing outlet	Yes		
Access to exhibition attendee data and promotion to organiser databases	Yes		
Inclusion in organiser e Newsletter mailings	Yes	Yes	Yes
EXPERIENTIAL RIGHTS			
Product display outside the exhibition e.g. car	Yes	Yes	Yes
Point of Sale visual - leaflet for partnerships	Yes	Yes	Yes
HOSPITALITY & TICKET RIGHTS			
The opportunity for an exclusive preview / corporate evening - additional	Yes	Yes	Yes
Complimentary tickets	250	100	80
VIP complimentary tickets	100	50	20
Special corporate discount for tickets	Yes	Yes	Yes
MERCHANDISING RIGHTS			
Opportunity to produce joint branded merchandise	Yes	Yes	Yes



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TESTIMONIALS

VAN GOGH ALIVE

VAN GOGH ALIVE demonstrates that art and science can truly be combined, creating an experience like no other... a dynamic interplay of sensations."

Director, ArtScience Museum at Marina Bay Sands

"VAN GOGH ALIVE – a really unique and powerful exhibit about Vincent Van Gogh that highlighted both his art and his writing. We weren't expecting to have such an emotional response from the display, but a focus on Van Gogh's own mental health coupled with the powerful backdrop of music and imagery left us in awe."

Visitor Comment

"Imagine an art exhibit that stimulates your senses, engulfs you in a uniquely aesthetic world and allows you to interact with the artist's pieces. Imagine walking into a gallery and being bathed in light, surrounded by shifting images and energised by music. Instead of simply presenting you with framed canvases, VAN GOGH ALIVE tells you a story – and includes you in it."

Revolver Santiago Magazine

VAN GOGH ALIVE immerses you in Van Gogh's world of gestural brush strokes... in a scale never seen before."

plussixfive.com

DA VINCI ALIVE

"You know you're on to a good thing when the only negative a visitor shares with you is that they wish they'd spent longer in the experience."

Dr. Paul Jennings, President and CEO Science Center of Iowa

"Our visitors have been fascinated to experience the designs of Leonardo da Vinci in three dimensions. From being able to see his flight machines brought to life to contemplating infinity in his room of mirrors, the experience encourages curious and creative thought."

Susan Norton, Director National Geographic Museum

Leonardo da Vinci was an extraordinary person who inspired many of us. This exhibit documents da Vinci's extraordinary contributions to science and society. Also, we hope it will inspire today's innovators and inventors and our future geniuses to create solutions for some of problems we face today."

Nancy Stueber, President Oregon Museum of Science and Industry





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ORGANISERS

GRAND EXPERIENCES

Grande Experiences creates immersive, multi-sensory art and cultural experiences that have been visited by millions worldwide. The company's diverse range includes The Leonardo Da Vinci Collection, Monet & Friends Alive and VAN GOGH ALIVE. Grand Experience's aspiration is quite simple - to encourage more people globally to experience art and culture by creating and presenting enjoyable, inclusive, storytelling, multi-sensory experiences.

Experiences	Host Cities	Languages	Visitors
230+	175+	33	20M+

LIVE IMPACT

As the exclusive Thailand licensee of the world-leading immersive i-sensory experiences "Van Gogh Alive" and "Da Vinci Alive", Live Impact is an organisation who's ultimate goal is to bring people together from all around the world, to enjoy world-class art experiences in the heart of Thailand "integrating new media art into everyday life".

CONTACT

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