

"Stunning"—Orange County Register

"When that Starry Night starts twinkling, you're going to WOW!"—Miami Herald

"Tiny details like blinking portraits made the art come alive"—Honolulu Magazine



BEYOND VAN GOGH: THE IMMERSIVE EXPERIENCE OPENS JULY 8 AT HARD ROCK HOTEL & CASINO ATLANTIC CITY

TICKETS ON SALE FRIDAY AT VANGOGHATLANTICCITY.COM

ATLANTIC CITY, NJ – February 23, 2022—Imagine being completely immersed in more than 300 of the greatest works of post-Impressionist artist Vincent Van Gogh. Now imagine experiencing all of this art liberated from its two-dimensional limitations into a three-dimensional experience that exhilarates every sense and brings to life one of the most influential artists the world has known. It's all part of **Beyond Van Gogh: The Immersive Experience**, which has sold over 2.5 million tickets globally making it one of the most popular current traveling exhibitions. The sensory extravaganza produced by Paquin Entertainment Group and presented by Hard Rock Hotel & Casino Atlantic City will open at the resort on July 8. Open for a limited engagement, **Beyond Van Gogh: The Immersive Experience** was created by French-Canadian Creative Director Mathieu St-Arnaud and his team at Montreal's world-renowned [Normal Studio](#).

While journeying through **Beyond Van Gogh: The Immersive Experience** guests witness more than 300 iconic masterpieces, including such instantly recognizable classics as "The Starry Night," "Sunflowers," and "Café Terrace at Night," as well many revealing self-portraits. Prices start at \$39.99 for adults and \$23.99 for children (ages 5-15), plus ticketing fees. Tickets, which will sell out quickly, will be on-sale to the general public beginning Friday, February 25 at www.vangoghatlanticcity.com

"An imaginative and fully-immersive adventure, **Beyond Van Gogh: The Immersive Experience** takes on the challenge of breathing new life into Van Gogh's vast body of work.

Through the use of cutting-edge 3D projection technology and music to illuminate all of his genius, guests can experience the artist with all their senses,” says Mathieu St-Arnaud, Normal Studio.

Guests are transported into Van Gogh’s world through an all new, exclusively designed space comprised of three areas that segue fluidly into each other. The Education Room leads into the unique Waterfall Room which flows into the Immersive Experience Room. Freed from their frames, Van Gogh’s spectacular paintings appear on projection-swathed walls inviting guests to fully immerse themselves into the incredible detail of his work and be enveloped in his ever-shifting, swirling and colorful flowers, cafes and stunning landscapes. And, hearing the artist’s own dreams, thoughts and words set to a symphonic score drives an unmatched narrative experience.

“This distinctive and unique multimedia artistic adventure is deeply resonating with audiences. Encompassing a refreshing new twist unlike art lovers have seen before, **Beyond Van Gogh: The Immersive Experience** gives a new appreciation of this tortured artist’s stunning work. Unsurprisingly millions of people all over the world credit Van Gogh with enhancing their relationship with art. **Beyond Van Gogh: The Immersive Experience** will only strengthen that connection,” says Justin Paquin, co-producer, Paquin Entertainment.

Cinematic Van Gogh exhibitions have crossed the ocean from European cities to North America in recent years and met with great critical acclaim, with sold-out audiences in every market. **Beyond Van Gogh: The Immersive Experience** continues to amaze audiences and will stay in Atlantic City for a limited engagement before moving across North America. Art lovers near and far will have the opportunity to live this truly unique and unforgettable experience.

WHEN: July 8 – August 28
Monday – Thursday: 10:00 a.m. – 9:00 p.m.
Friday & Saturday: 10:00 a.m. – 10:00 p.m.
Sunday: 10:00 a.m. – 9:00 p.m.
Final entry 1 hour before closing

WHERE: Hard Rock Hotel & Casino Atlantic City
100 Boardwalk
Atlantic City, NJ 08401

TICKETS: vangohatlanticcity.com

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About Normal Studio:

Pushing the boundaries of performing arts, entertainment, and public installations since 2009, **Normal Studio** believes in making life legendary. Using multimedia magic and fusing physical and technological elements to transform spaces into full-on immersive experiences, **Normal Studio** tells stories in new and different ways by reimagining what’s possible. The result is a unique adventure that sparks awe and wonder, making an unforgettable impact on people’s everyday lives.

About Paquin Entertainment Group:

Established in 1985, Paquin Entertainment Group is a leading, full-service North American arts and entertainment company with offices operating in Winnipeg, Toronto, Vancouver and Nashville. Paquin Entertainment Group is home to a diverse portfolio, including artist agency and management, film and television, theatrical production, brand partnership, and touring exhibitions.

Since its inception, Paquin Entertainment Group's core vision remains unchanged: to foster a creative culture that seeks and develops the world's premier artists and productions. For more information visit paquinentertainment.com

About Hard Rock Hotel & Casino Atlantic City

With the legendary Atlantic City Boardwalk as its backdrop, Hard Rock Hotel & Casino Atlantic City has become Atlantic City's go-to entertainment destination. The property features an award-winning gaming floor that offers 2,250 slots, 120 table games, and dedicated Sportsbook. The highly regarded resort has been recognized as Forbes Best Place to Work in New Jersey, as well as awards from Casino Player Magazine's 2020 and 2021 Best of Gaming Awards and USA Today's 10Best Casinos. Boasting more than 16 food and beverage offerings, guests are able to enjoy fine dining at Council Oak Steaks & Seafood, Kuro, Sandpiper and Il Mulino, to casual fare at Hard Rock Cafe, YOUYU Noodle Bar, Sugar Factory and Fresh Harvest Buffet. The music-inspired resort offers guests a glimpse into the world's most valuable and largest music memorabilia collection, along with services from Rock Spa® & Salon, which offers rhythm and music inspired treatments like the Soul Survivor Massage. With more than 150,000 square feet of meeting and event space, Hard Rock Atlantic City can fit any bill from intimate board meetings to large-scale conferences. For more information or to book your stay, please visit hardrockhotelatlanticcity.com.

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