



ART
AN AUTOBIOGRAPHY
by FLOW PRODUCTIONS



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Exhibition Introduction

The first of its kind, this breathtaking exhibition 'Art an Autobiography' is a stunning journey through art history narrated by art itself – an incredible multimedia experience allowing visitors to cross continents and traverse time, it comprises of more than 100 artworks and feats of architecture, representing thousands of years of human creativity, ingenuity and skill. From ancient amphitheatres to modern masterpieces, famous maestros to lesser-known artists, the experience is the perfect balance of familiarity and discovery.



Exhibition Aims & target audience

Aimed at a multi generational audience the exhibition introduces key movements and artists from over the centuries and from all around the world, the exhibition provides visitors with the opportunity to explore and engage with art in an enjoyable and informative way.

Its unique approach and dramatic use of lights, projections, and theatrical effects, make this exhibition an unmissable showstopper. A unique voiceover will guide audiences on a journey of discovery whilst a series of interactives will allow visitors to pursue their own curiosities and delve deeper into the aspects that interest them. Key experiences include:

- An eye-catching visualisation of the main artistic movements through time and place.
- Total immersion into famous masterpieces,
- Fascinating facts about the works of art and the artists who created them.
- Reflective spaces to absorb the artists' works
- Interactive illusion activities that embed visitors in the artworks



key attractions and experience

A total
immersion
experience into
history of art

- More than 100 iconic artworks from all around the world
- A visitor journey spanning 17,000 years of history, from 15,000BC to the modern day
- 45 minutes of immersive storytelling
- Animated infographics Interactive games and VR experiences
- Interesting untold stories about the artworks and their creators

Introduction

Continuity

Continuity of thought and action, the thread that runs through the lives of these men, from their early years to their final days, is a testament to their enduring legacy.

Intellectual Context

The intellectual environment of the time, characterized by the rise of humanism and the scientific revolution, provided the fertile ground for their ideas.

Biographies

The lives of these men, from their childhood to their death, are a testament to their resilience and their unwavering commitment to their beliefs.

Analysis

A detailed analysis of their work, exploring the philosophical underpinnings and the practical implications of their ideas, reveals the depth of their thought.

A JOURNEY THROUGH THE EXHIBITION



Portrait of a philosopher

The world of the 17th century

Portrait of a scholar

Portrait of a woman

Portrait of a philosopher

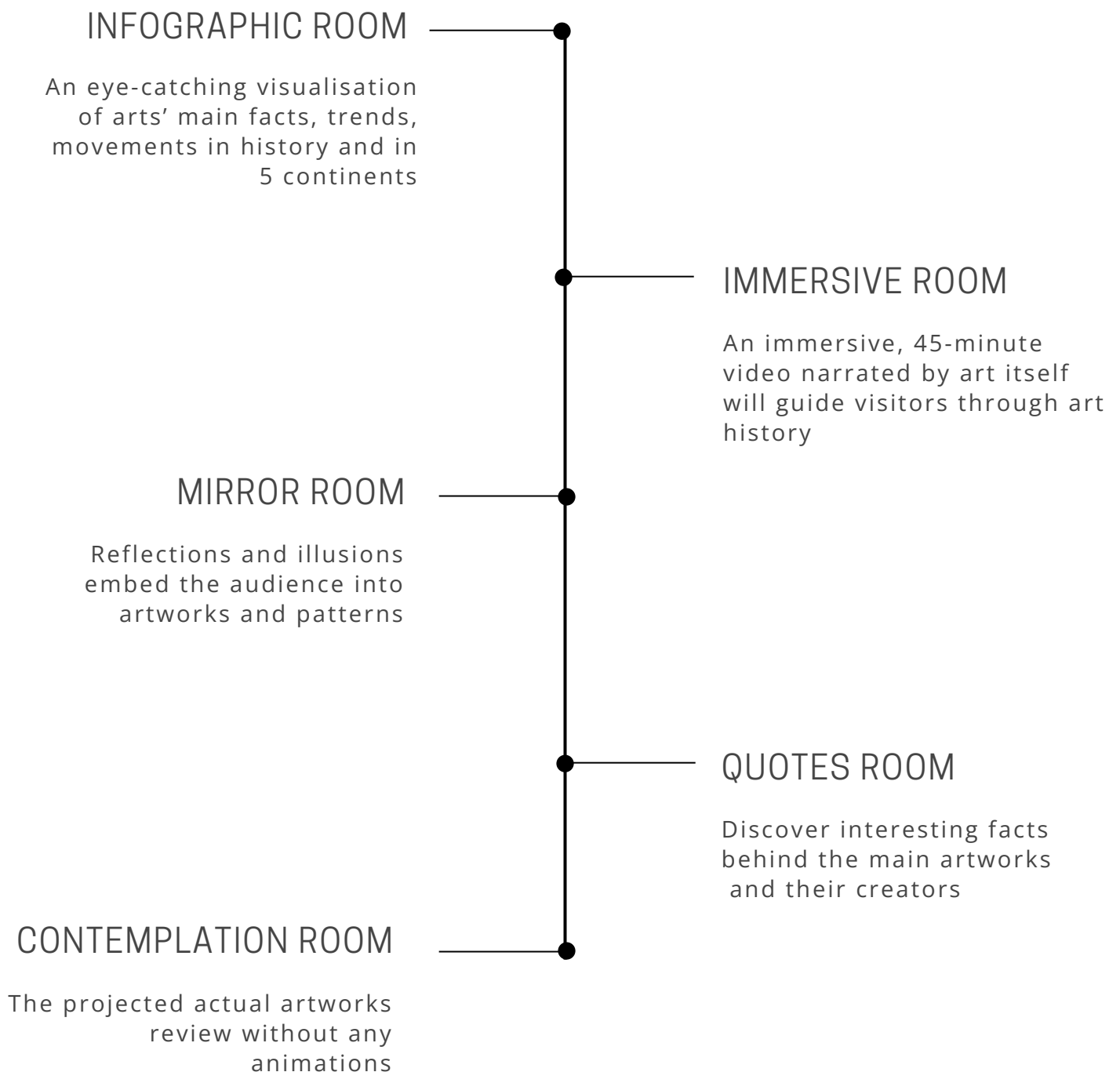
The world of the 17th century

Portrait of a scholar

Portrait of a woman

FLOOR PLAN

The exhibition is divided into 5 zones
Giftshop and art workshop/seminars can be added if request





Infographic Room

Infographic Room

- interactive timelines and maps
- digitally immerse yourself into the work of art
- sculpt or paint a digital artwork

This room provides a simple, comprehensive overview of the history of art, introducing key movements and time periods. Two interactive maps and two interactive timelines enable visitors to explore art on different continents and from different eras.

Further interactives allow visitors to paint their own digital artwork or to become part of a famous masterpiece.



Immersive Room

An immersive, 45-minute video narrated by art itself will guide visitors through art history.

- 45-minute immersive
- video morphing images
- zoom-in screens and animations
- motion graphics visual effects
- first person narrative

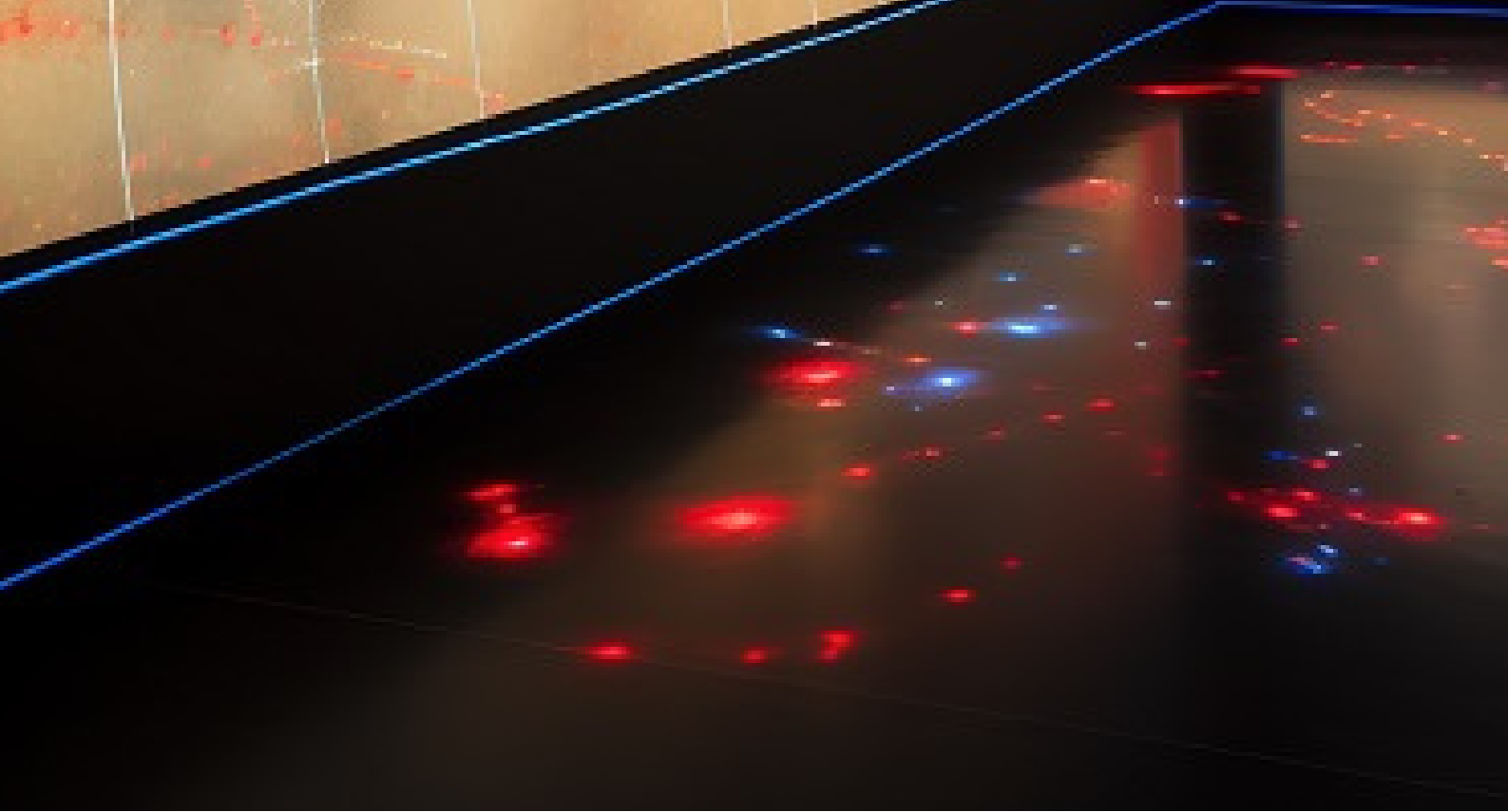
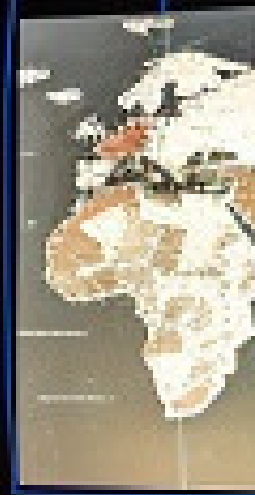
Featuring more than 100 artworks, it is divided into five themes – humans, nature, life, afterlife and gods. A narrator will marvel at humanity's creations, emphasising their beauty, explaining the ideas and examining their legacy as it looks at each masterpiece in turn in the context of time, culture and space.



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Mirror Room

- mirrored room
- life-size projections
- illusions and patterns

Paired with clever projections, this mirrored room envelopes visitors in the artwork. Iconic portraits are projected at eye level and in life size before growing on the mirrors. Fragments of details, patterns and close ups from the artworks are cast upon the walls, blended with the reflections of visitors and multiplied infinite times by expertly arranged mirrors, delivering a truly unique and mesmerising experience.





Anecdotes & Quotes Room

- large screens with stories and quotes
- facts about the main artworks
- details about the artists and creators

Following on from the enlightening introduction and total immersion into the history of art provided by the first two rooms, this room delves into the details not only of the artworks but of their creators. Its large, interactive wall, featuring fascinating facts, anecdotes and quotes, brings visitors closer to the art, deepening their understanding of these masterpieces and the artists who created them.





Contemplation Room

In this final room visitors can stand, sit or lie down as they enjoy a slideshow of the artworks, this time without effects, details and transitions.

- slideshows of the actual artworks
- time to contemplate
- places to stand, sit and lie down

Designed for contemplation, this space enables visitors to admire the works of art in all their beauty, first projected in their actual size and then magnified. Filling with coloured fog for ambience it brings the exhibition to a moving finale.





Exhibition Narrative

The exhibition is centred around art that contemplates the main existential questions that have preoccupied humans for centuries. It examines and is structured around five main themes - Life, Afterlife, Humans, Gods and Nature.

This section explores architecture as the abode of the living. From grand palaces like Versailles to the humble dwellings of Pompei, throughout history buildings have not only shaped but recorded our lives. Remnants of who we are and how we lived are held within their walls, from portraits of kings to jewellery bestowed with love.

01 Life

But it's not just their contents that are fascinating, the structures themselves are pinnacles of creativity and ingenuity, with ancient cultures achieving spectacular feats of engineering like Machu Picchu and Petra. Much is revealed by the buildings we choose to build. Amphitheatres like the Colosseum where life-and-death battles entertained the baying masses reveal humanity's darker side while ornate theatres like La Scala where opera, ballet and music are elevated to the pinnacle of skill exemplify the human desire to learn and perfect.



02 Afterlife

Death means very different things to different people. Debate about its finality has preoccupied humans for thousands of years. From the fiery gates of hell to heaven above, reincarnation to purgatory, throughout history, cultures all around the world have grappled with what comes after death. Whether it be Greek mythology or Ancient Egypt, many cultures saw themselves travelling beyond death into the afterlife. In a bid to secure entry, ancient rulers built spectacular monuments, such as the Giza Pyramids and the Mausoleum of Qin Shi Huang, while those with less resources buried their loved ones with earthly possessions offered up to secure safe passage. In modern times, attention has moved away from contemplating life after death to focus intently on death itself, whether it be painting portraits of the dying or creating death masks of the departed.

03 Human

What does it mean to be human? This philosophical question has been contemplated by artists for centuries. From the all-consuming desire to conquer embodied by the portrait of Napoleon to the complexities of love encapsulated by Klimt's iconic Kiss, artists have endeavoured to explore human behaviour and emotion. But it's not always the grandest scenes that are the most revealing. Much is revealed by the everyday and how we fill our time, from intellectual pursuits to mundane tasks. Many artists have found inspiration in observing the lives of those around them, across the whole spectrum of society from royalty to commoners.

04 God

This section delves into the nature of belief and how art and architecture have been fundamental to the expression of faith. For thousands of years humans in every corner of the world have created places and objects to connect with the divine. In ancient times, people turned to the skies to make sense of their existence and to sustain the miracle of it through prayer, offerings and sacrifices. Evidence of our dialogue with the gods mark our landscape from huge monoliths like Stonehenge to masterpieces painted on chapel walls.

05 Nature

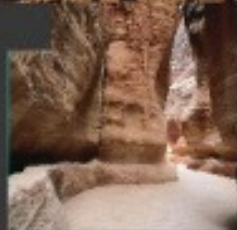
Nature is an endless inspiration for artists, and many have endeavoured to capture its beauty in their work, from Monet's serene waterlilies to William Morris's intricate designs. But beneath this beauty lies the power to influence our lives. The harshness of winter portrayed in Brugel's Hunters in the Snow and the bountiful harvests of summer embodied by Constable's iconic Hay Wain show how our lives are intrinsically woven with and at the mercy of nature. This power is front and centre in Hokusai's the Great Wave, which captures the wild, wrath of the sea, whilst Turner's painting Rain, Steam and Speed makes visible the invisible forces that shape our world.

STORY OF ART - IMMERSIVE ROOM - PETRA

BOARD - NARRATIVE



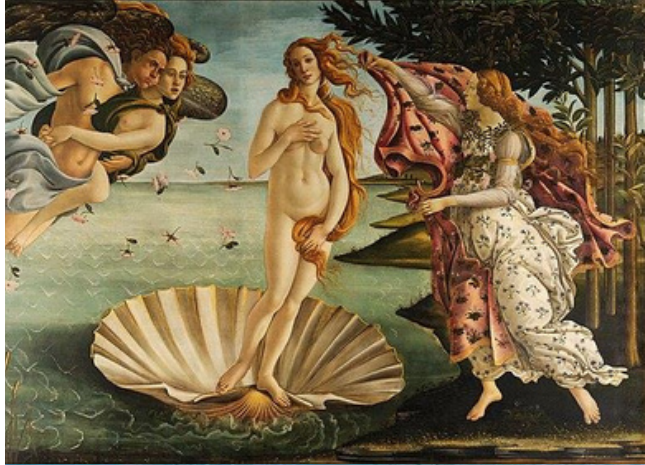
IN THE HISTORY OF THE WORLD, NO OTHER CIVILIZATION HAS EVER
BUILT SUCH A CITY IN SUCH A PLACE.
PETRA WAS BUILT IN THE MOUNTAINS OF JORDAN.



Voice Over

How fascinating to me that since the inception of humanity, mankind strives to make sense of the tremendous chance of being alive. Wondering how to nurture what their livelihood depended on, and already understanding how light helps the growth of plants, they looked at the Sun and stars. I was baffled at their ingenuity when they brought giant blue stones from afar and built up a circle with them. I then witnessed their calculations and how they erected these stones in a circle so that the sun solstice would shine through, in Winter and Summer, allowing them to know when to cultivate and harvest.

sample of selected artworks





Exhibition Specification

What's include in the exhibition

- digital contents for
- 45 minutes immersive video
 - touchscreens (infographics)
 - mirror room
 - quotes and facts room
 - slideshow for contemplation room
 - VR

Assist in installation

- venue design
- technical design
- setup supervision

To hire the exhibition, the venue should covering

- Exhibition hire fee
- Venue public liability insurance
- Exhibition equipment (optional)
- One way shipping and insurance cost if hire the equipment from us
- installation cost
- marketing and media coverage before and during the exhibition
- site manager and electrician

What equipment the venue should provide or optional hire from us

The following list is just a guideline that based on an ideal venue with an immersive room size of 30mx14mx5m, it has to be adapted to specific contexts for each individual venues. The final rider for a specific venue can be determined only working on the venue's layout (CAD, DWG). We provide each venue with a specific technical layout and design.

Equipment needed / quantity

- PROJECTORS / 29
- MEDIA SERVER , / 6
3x Media server
WATCHPAX 62
1x WATCHOUT media server
2x Media Player BrightSign
- TOUCSCREENS / 2
50 inches (or above)
touchscreen system
- COMPUTER , minimum requirements : processor i9 - gpu rtx3060 or similar / 2
- SENSORS, azure kinect/ 5

To host the exhibition The venue requests:

1. Minimum exhibition display area: > 600 m2
2. Blackout rooms or the venue must be free of natural light, if there are any windows in the venue, they must be covered as per gates, ceilings
3. Minimum ceiling height 4m
4. The entire exhibition area must have a dark grey or black colored floor. If this is not the case, carpet needs to be laid
5. The venue must be provided with all the legal authorisations to represent public shows, safety and fire prevention requirements, Wi-Fi and internet connection, entrance and services for disabled visitors.



CONTACT

IF YOU ARE A VENUE
INTERESTED IN HIRING
AND DISPLAYING THIS
EXHIBITION AT YOUR SITE,
PLEASE GET IN TOUCH

FOR MORE INFO CONTACT US:
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