

HIERONYMUS BOSCH.VISIONS ALIVE

The Multimedia Exhibition dedicated to the 500th Anniversary of Hieronymus Bosch's Death

Visually Stunning – Mysterious – Fantastic
From July 6, 2016 at Alte Münze Berlin
Extended for a third and final time until June 4, 2017



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After the successful launch of **VAN GOGH ALIVE – The Experience** in 2015, iVision Entertainment Berlin is showing yet another spectacular multimedia exhibition in Berlin - **HIERONYMUS BOSCH.VISIONS ALIVE** created by ARTPLAY MEDIA. Held since the beginning of July 2016 the exhibition at Alte Münze Berlin is dedicated to the life and work of the enigmatic and disturbing Renaissance artist Hieronymus Bosch (approx. 1450-1516). Tickets for 12.50 Euro (reduced price of 9.50 Euro) are available on www.ticketmaster.de, at the box office and at all major ticket agencies.

Psychedelic Pandemonium

500 years ago, on August 9, 1516 Hieronymus Bosch was buried in his hometown 's-Hertogenbosch in the Duchy of North Brabant. The whole world and especially his hometown (Den Bosch for short) mark the Bosch anniversary with major exhibitions. Bosch is a timeless artist; his works embody the Late Medieval world images as readable as visions of modernity. There is probably no other artist that is so often quoted and copied. His fantastic pandemonium inspired symbolists, surrealists, Dadaists, as well as representatives of the psychedelic art and music. This unique multimedia project is another contribution to the Bosch's year and had its premiere at Moscow ARTPLAY Design Center on March 18, 2016.

The master of mystery is a mystery himself

At present about 20 existing paintings and eight drawings are confidently attributed to Hieronymus Bosch, however, only seven paintings are actually signed by him. No painting was titled by Bosch himself during his lifetime. All his works were named by the art historians later. His works are enigmatic, full of symbolism and have no simple explanations. Even less is known about his life. He left behind no letters or diaries. The date of birth is uncertain. Born as Jeroen Anthonissen (Jheronimus) van Aken, he came from a family of the local painters, married well, had no children and was a member of the illustrious Brotherhood of Our Blessed Lady, an influential religious community in 's-Hertogenbosch.

HIERONYMUS BOSCH.VISIONS ALIVE

July 6, 2016 – June 4, 2017

Opening hours:
Daily from 10 a.m. - 8 p.m.
(closed on January 18 and 19, 2017)

Location:
Alte Münze, Molkenmarkt 2, 10179 Berlin
U Klosterstraße, U/S Alexanderplatz

Entrance fees:
Normal price 12.50 Euro
Reduced price 9.50 Euro
(for pupils, students, trainees, pensioners,
and unemployed)
Small groups (4-9 persons): 8.50 Euro pp
Groups (10 persons or more): 7 Euro pp

Tickets available at major ticket agencies
and www.ticketmaster.de and at the
exhibition office

Suitable for children aged 6
The exhibition is accessible for people with
disabilities
Exhibition languages: German/English
Audio guide for smartphone available

Promoter:
iVision Entertainment GmbH Berlin

Developed by
ARTPLAY MEDIA www.artplaymedia.com

Information and press photos:
<http://boschalive.com/de/fur-die-presse/>

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He was a respected artist with admirers in the highest circles and well in business.

But who was this Hieronymus Bosch? What did his paintings mean? Do they contain alchemical or astrological formulas? Was he a surrealist? A heretic?

In a Sensual Frenzy

The exhibition **HIERONYMUS BOSCH.VISIONS ALIVE** starts with two darkened multimedia rooms where the paintings by Hieronymus Bosch come alive with appropriate music on huge screens, followed by the information hall with all available information about the life and work of the artist, including least plausible theories. The visitors can travel to the colorful fantastic worlds such as the “Garden of Earthly Delights” while standing, walking or sitting. These worlds are populated with weird hybrid creatures, monstrous hell-beings and other metamorphoses of horror. The paradise utopias and apocalyptic visions can be seen even in the smallest details. The imagery in the period between the Late Middle Age and Renaissance, influenced by religion, comes alive with the unconventional stamp of Hieronymus Bosch.

Thus this exhibition asserts a new kind of art presentations that are intended to give the visitors a more emotional approach to the artist and his work in a pulsating symphony of light, color and music, rather than just show the original paintings of a master.

The idea of **HIERONYMUS BOSCH.VISIONS ALIVE** was developed by ARTPLAY MEDIA, an international company with an expertise in exhibition projects in modern multimedia formats. The technologies used in development of exhibitions include multichannel animation graphics, dozens of modern beamers of the highest resolution, huge screens and surrounding sound. Among the previous successful projects of the company are ‘Great Modernists: Revolution in Art’ and ‘Michelangelo: The Creation’.

Information and press photos:
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(Subject to changes)