

ALEGRÍA
EXHIBITION
presents

VERMEER

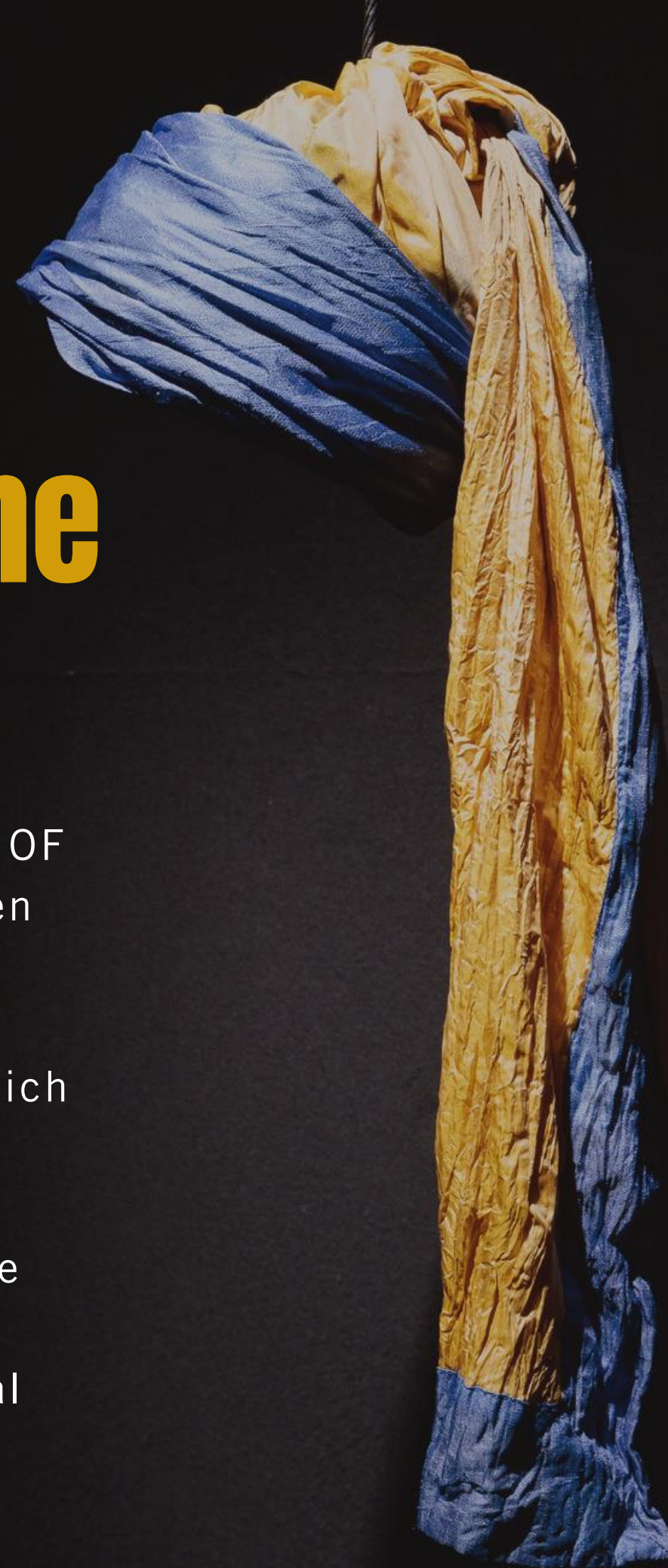
MASTER OF LIGHT
AN IMMERSIVE EXPERIENCE



Edutainment for the entire family

The immersive exhibition VERMEER - MASTER OF LIGHT is a digital journey into the Dutch Golden Age (Dutch Era).

The history and life of the seafaring nation, which was a major world power in the 17th century, a leader in the fields of painting, science and business and one of the richest countries in the world, is told through Jan Vermeer's expressive paintings on an exciting journey through several rooms.



VERMEER
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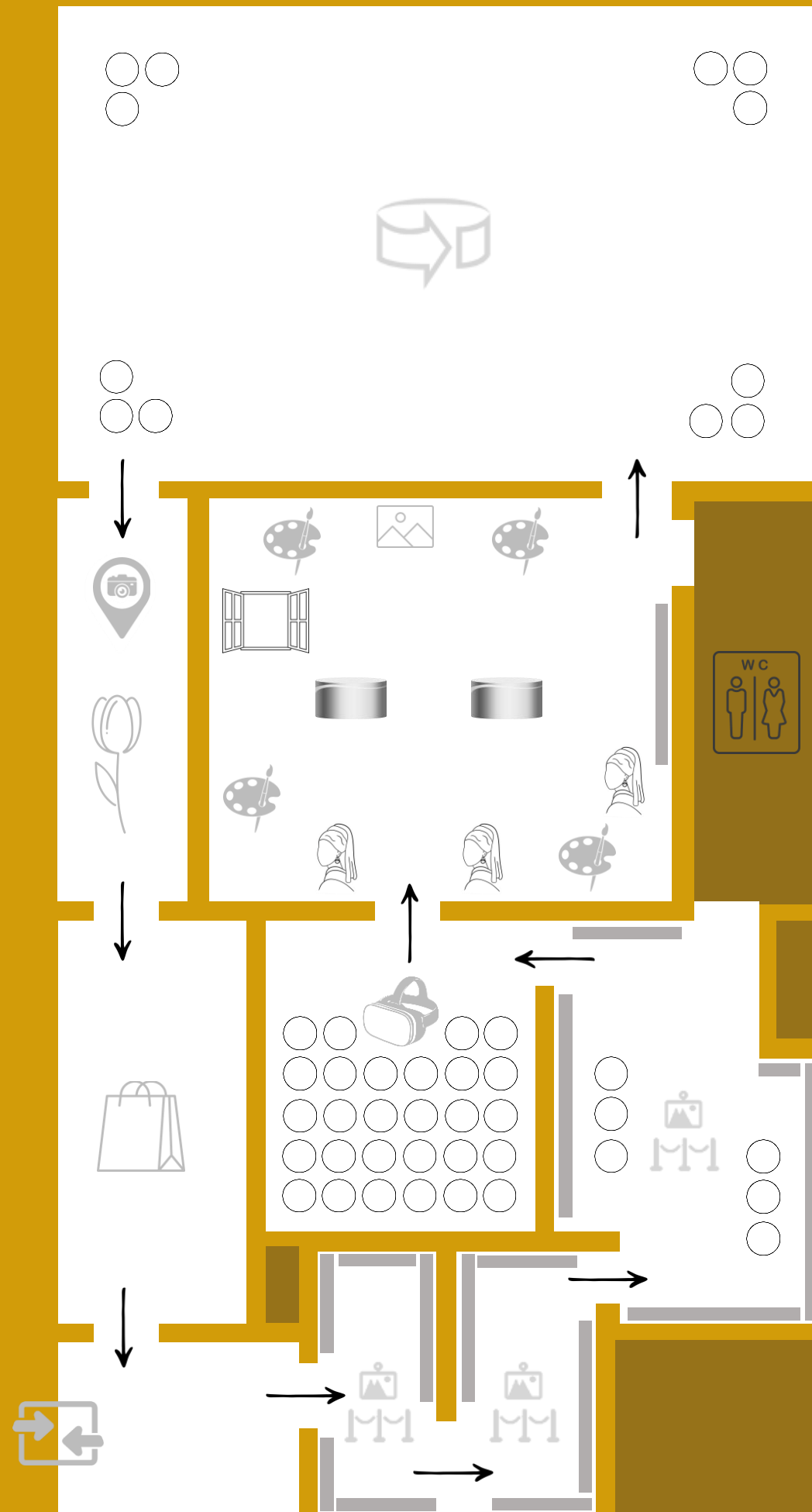
The use of modern technology to create immersive and personalized experiences enables a new way of enjoying art, in which the dialogue between the audience and Vermeer's works is no longer one-sided, but becomes a truly interactive exchange.

The immersive art experience shows for the first time the complete oeuvre of one of the Netherlands' most appreciated and important artists.

See a VIDEO [here](#)



EXHIBITION PLAN




EXHIBITION

-  Maps
-  Costumes
- Paintings
- Info/Facts
- approx. 20 min

STUDIO

-  Colors & Painting
- Talking paintings
- Studio windows
- Analogous immersion
- approx. 20 min

VR-EXPERIENCE

-  Flight over Delft
- approx. 10 min

IMMERSIVE SHOW

-  Golden age
- Vermeer
- approx. 50 min

FOTOPOINT

-  Tulip tunnel
- approx. 5 min

SHOP

- approx. 10 min

EXPERIENCE-APP



VERMEER
MASTER OF LIGHT

Example location
Total area 1,300 m²
6 m room height

Immersive show
Floor area 25 x 15 m
Opera walls 5.50 m (h)

Duration of visit approx. 2 hours

EXHIBITION



Historical maps showing the trade routes and power of the Dutch seafaring nation form the prelude to the journey into the 17th century.



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The items of clothing on display were made as props for the filming of the 360° degree show. They correspond to the clothing of the time and bring guests closer to the everyday life of people in the 17th century.



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EXHIBITION



35 of the 37 paintings currently attributed to Vermeer are presented to guests in their original size.



Lesende Mädchen

Das Bild zeigt zwei junge Mädchen, die an einem Tisch sitzen und eine Buch lesen. Die Szene ist in einem dunklen Raum mit einem Fenster im Hintergrund dargestellt.

Der Geograph

Ein Mann in einem blauen Mantel steht an einem Tisch und betrachtet eine Weltkarte. Ein Kompass und ein Globus sind ebenfalls auf dem Tisch zu sehen.



Die Astronomin

Die Astronomin ist eine Frau, die an einem Tisch sitzt und ein Buch liest. Ein astronomisches Instrument ist auf dem Tisch zu sehen.



Briefleserin in Blau

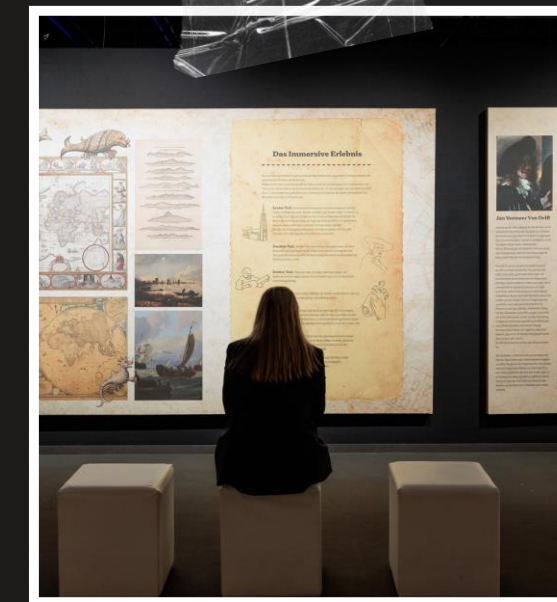
Das Bild zeigt eine junge Frau, die an einem Fenster in das Lesen eines Briefes vertieft ist. Das Tageslicht beleuchtet ihre Figur und verleiht der Szene eine ruhige Atmosphäre.



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EXHIBITION

A timeline-like presentation guides you through the Golden Age, Vermeer's life and also explains interesting facts about Vermeer's painting style.



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Die Farben

Vermeer stellte seine Ölfarben aus sehr teuren Rohstoffen selbst her und verwendete dafür reine Pigmente. Dadurch erzielte er lebendige und leuchtende Farbtöne und seine Gemälde haben auch heute noch eine unverwechselbare Lebendigkeit. Bei dieser Herstellung wurde rohes Pigment gemahlen und mit dem Öl vermischt, das für die Herstellung der Farbe erforderlich war. Eine mikroskopische Untersuchung seiner Gemälde hat ergeben, dass Vermeer Farben in verschiedenen Stärken herstellte, von roh bis raffiniert, um den Eindruck von Tiefe in seinen Gemälden zu verstärken. In vielen Werken enthält die Unterschicht grobkörnige Farben genau in den Bereichen, in denen er Licht und Schatten mehr Kraft und Nachdruck verleihen wollte.



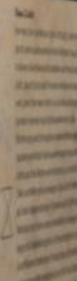
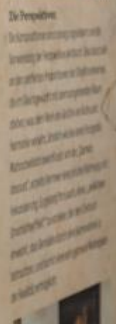
Die Themen

Bei fast allen seinen Werken handelt es sich um Porträts. Die Hauptfiguren sind junge Mädchen und Frauen aus verschiedenen Gesellschaftsschichten von Damen über Dienstmädchen bis hin zu Milchmädchen, die fast immer in einem bürgerlichen Haus porträtiert wurden, das oft als sein eigenes Atelier interpretiert wird. Die Frauen sind bei einfachen, alltäglichen Tätigkeiten zu sehen, die detailliert und meisterhaft wiedergegeben werden, wobei das Gewöhnliche in das Außergewöhnliche verwandelt und diesen ruhigen Momenten Würde und Schönheit verliehen wird.



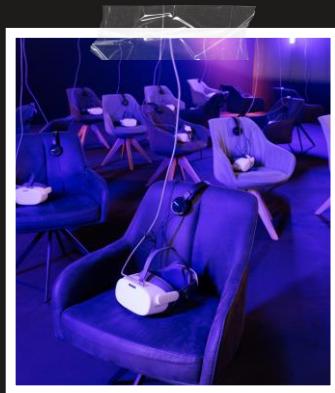
Die Szenen und ihre Ansetzung

Die dargestellten Szenen sind immer sehr detailliert ausgearbeitet und in jeder Hinsicht noch sorgfältig studiert worden. Die Wirkung dieser Kleinszenen und Details wie Korbhaken und Tischdecken bereichert die Gemälde um Wärme, Bewegung und Tiefe zu verleihen sowie Licht und Schatten.



VIRTUAL REALITY

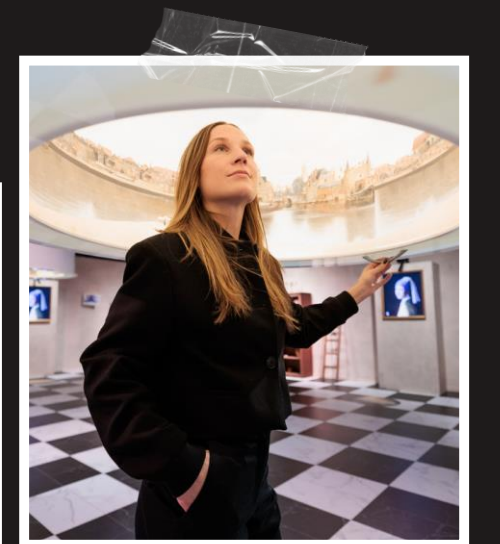
Using VR technology, guests travel to Vermeer's birthplace Delft in the Golden Age and experience the city's historic canals and buildings from a new perspective in documentary style.



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STUDIO

In the studio, guests are invited not only to mix colors themselves, but also to paint their own work. A painting mosaic makes the application of paint in layers tangible and the ceiling installations allow guests to experience the view of Delft in a completely new way.



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STUDIO

Worldwide first talking Painting

Who's that girl?

Using artificial intelligence, guests can talk to one of the most famous girls in the world and learn more about her and her time - an innovative experience for art lovers and the curious!

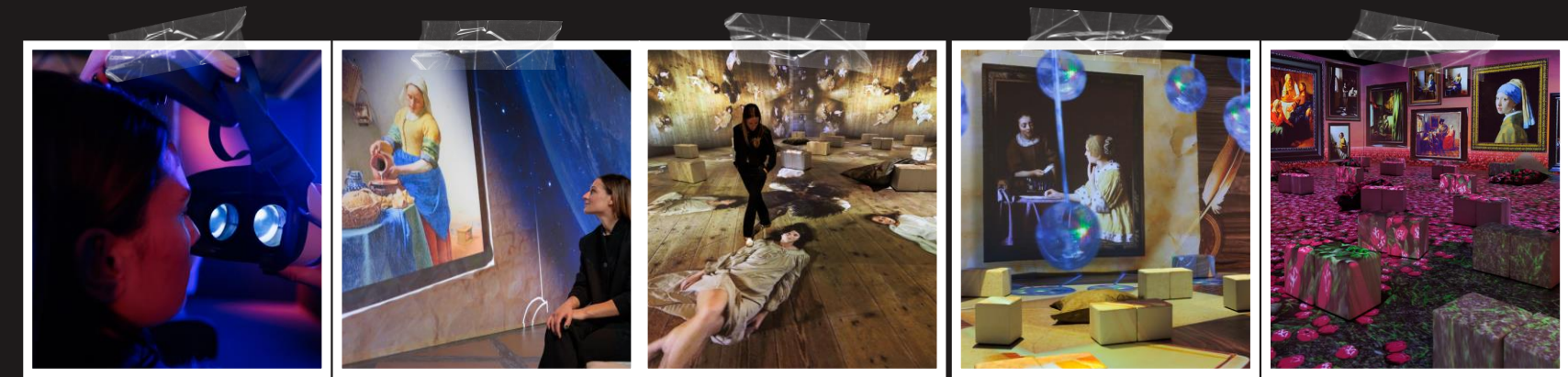


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IMMERSIVE SHOW

The Golden Age (approx. 8 min) and Vermeer's work (approx. 42 min) are presented in an impressive way in this immersive show: Film sequences, animations and projections combined with music create intoxicating impressions. The world-famous paintings are artistically interpreted here, they truly come to life and invite you to immerse yourself in the poetry of Vermeer's unique works.

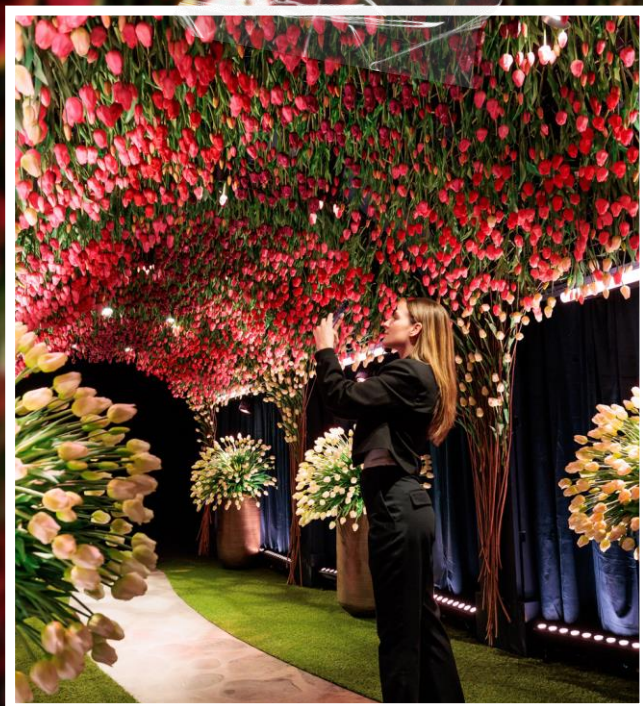


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FOTOPPOINT



The scenery full of tulips, reminiscent of the historic tulip mania of the 17th century, creates a flowery backdrop - for a blooming souvenir photo.

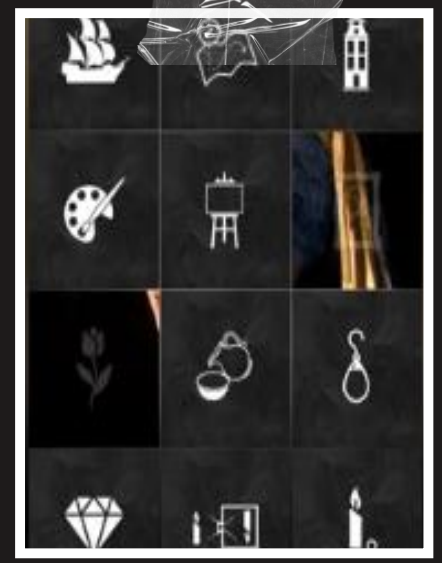


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EXPERIENCE-APP

By means of the experience app, visitors can search for 12 symbols hidden within the exhibition and at the same time immerse themselves in Vermeer's life and art. This app adds a playful and interactive experience to the exhibition visit for young and old.



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SHOP

In the store at the end of the visit, guests can look forward to a special range of specialist books, postcards and gifts.



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JOIN THE CULTVENTURE

The experience can be presented in rooms of different sizes.

It is possible to condense exhibition content and adapt the number of experience elements depending on the space available.

FROM 1,200 M² STANDALONE VENUE:
capacity during OPERATION 10-21 (11h):
SEASONAL PERIOD 6 months:

APPROX. 120 VISITORS/HOUR
APPROX. 1.200 VISITORS/DAY
APPROX. 216.000 VISTORS



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ART IS NOT ONLY
VIEWED, BUT
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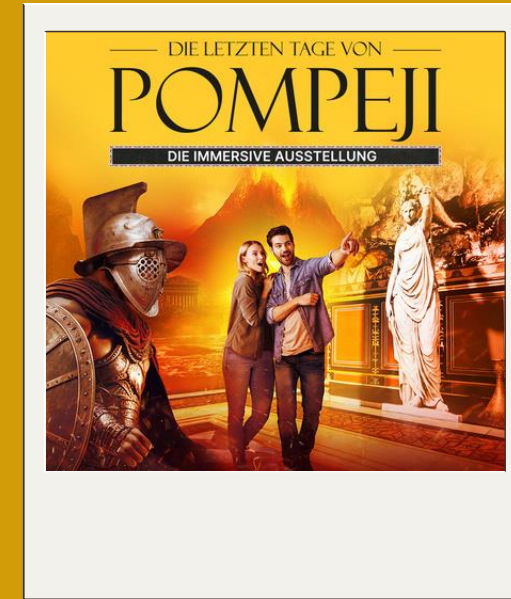
About us

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ART
HISTORY
EDUCATION
ENTERTAINMENT

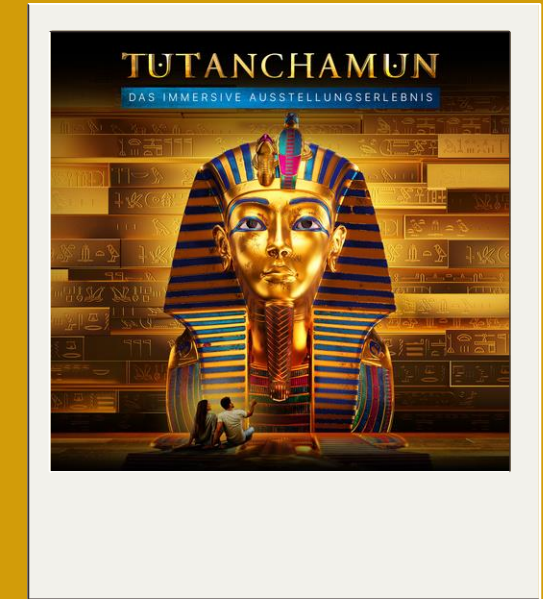
As a producer and tour organizer, Alegria Exhibition stands for multimedia edutainment show concepts that invite visitors to enjoy art and culture in an easy and accessible, inspiring and entertaining way. With immersive entertainment formats such as “Monet's Garden”, “Viva Frida Kahlo”, “Tutankhamun” and “Klimt's Kiss”, Alegria Exhibition has already made a name for itself internationally since its foundation in 2022. “Monet's Garden” is considered one of the most successful immersive productions and has already delighted over 1.5 million visitors in New York, Vienna, Berlin and Hamburg, among other places.



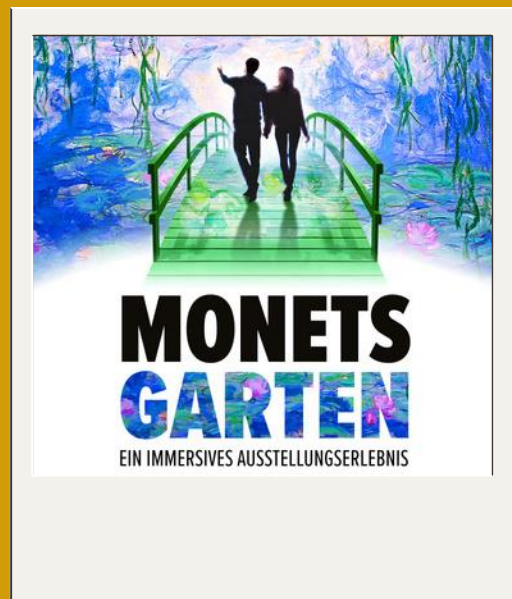
Portfolio



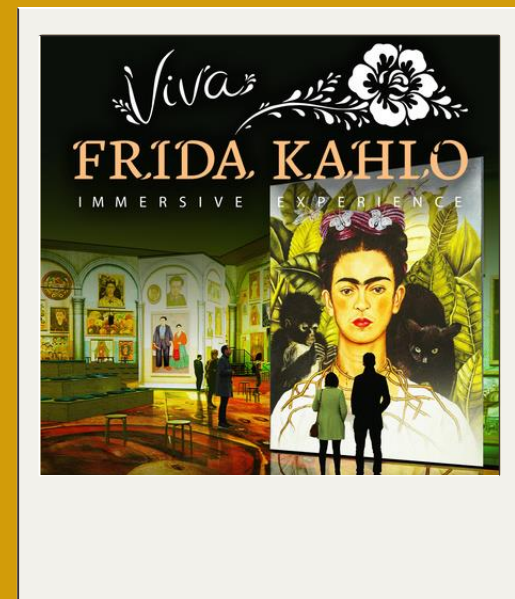
POMPEJI



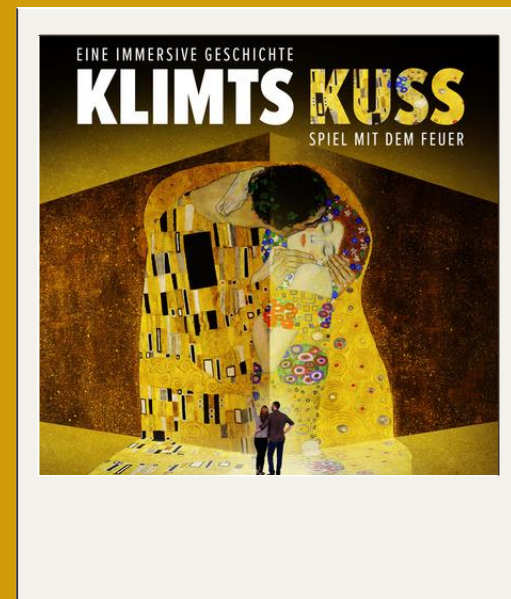
TUTANCHAMUN



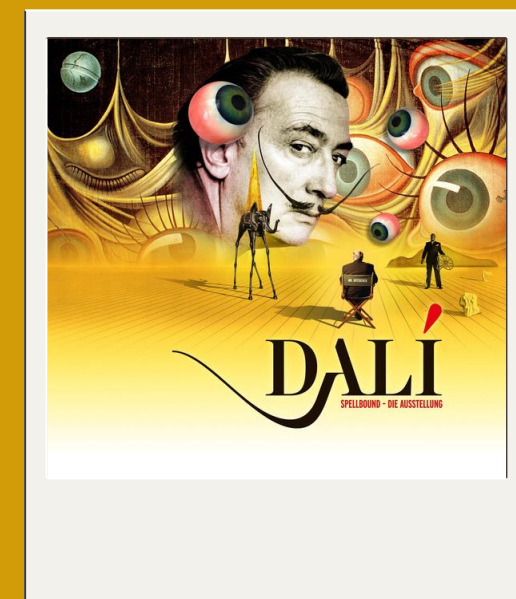
MONETS GARTEN



VIVA FRIDA KAHLO



KLIMTS KUSS



DALÍ SPELLBOUND



WINTER WONDERLAND

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VIEWED, BUT
EXPERIENCED!

Thank you

CULTURE
ART
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(C) 2025

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