



PICTURES AT
AN EXHIBITION

AN IMMERSIVE GALLERY EXPERIENCE

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ATTRACTION GRAPHIC



CONCEPT

CONTEXT: A TALE OF TWO ARTISTS



MODEST MUSSORGSKY
(1839-1881)



VIKTOR HARTMANN
(1834-1873)

Pictures at an Exhibition is a piano suite written in 1874 by renowned composer **Modest Mussorgsky**. The suite acts as a companion piece to the exhibition of artworks by his friend artist **Viktor Hartmann** who died a year prior due to a brain aneurysm. Mussorgsky composed each movement representing one of the artworks on display, to replicate the feel of observing Hartmann's artwork as if one is at the exhibition observing them in person.

Mussorgsky wasn't alive to see his creation performed as he died five years later. Both Hartmann and Mussorgsky were artists who had their livelihood taken from them at a time when they were at their prime. As for **Pictures at an Exhibition**, the unfinished suite was transcribed into orchestra by his friend composer Nikolai Rimsky-Korsakov and later popularized by Maurice Ravel's arrangement. The bond between friends and relaying Mussorgsky's work among colleagues creates a long-lasting effect on a masterpiece.

Centuries later, the musical form combined with a guide through an artist's imagination is the hallmark of an immersive experience through sights and sound.

CONCEPT

HIGH CONCEPT: AN IMMERSIVE GALLERY



Pictures at an Exhibition is an immersive gallery experience based on the piano suite of the same name. The exhibition takes guests into the imagination of an artist whose livelihood was short and whose work was almost forgotten by time...until now.

It is a story about life, passion, and mortality through the artist's lens and discover what it means to be human.

This interactive immersive gallery combines physical environments, live actors, and digital technology to immerse guests from adults to young adults in bringing this elusive exhibition to life.

CONCEPT CHARACTERS

GALLERY II



The Artist



The Gnome



The Sage

GALLERY IV



The Children at
the Gardens

GALLERY V



The Ox

GALLERY VI



The Unhatched Chicks

GALLERY VII



The Rich Man



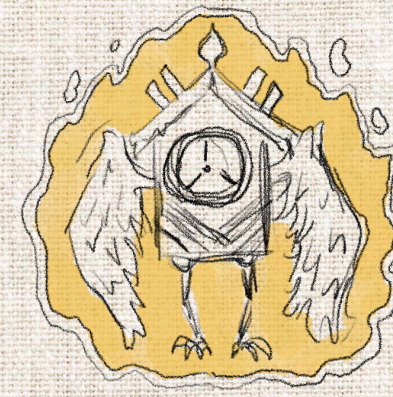
The Poor Man

GALLERY VIII



The People at the
Marketplace

GALLERY XI

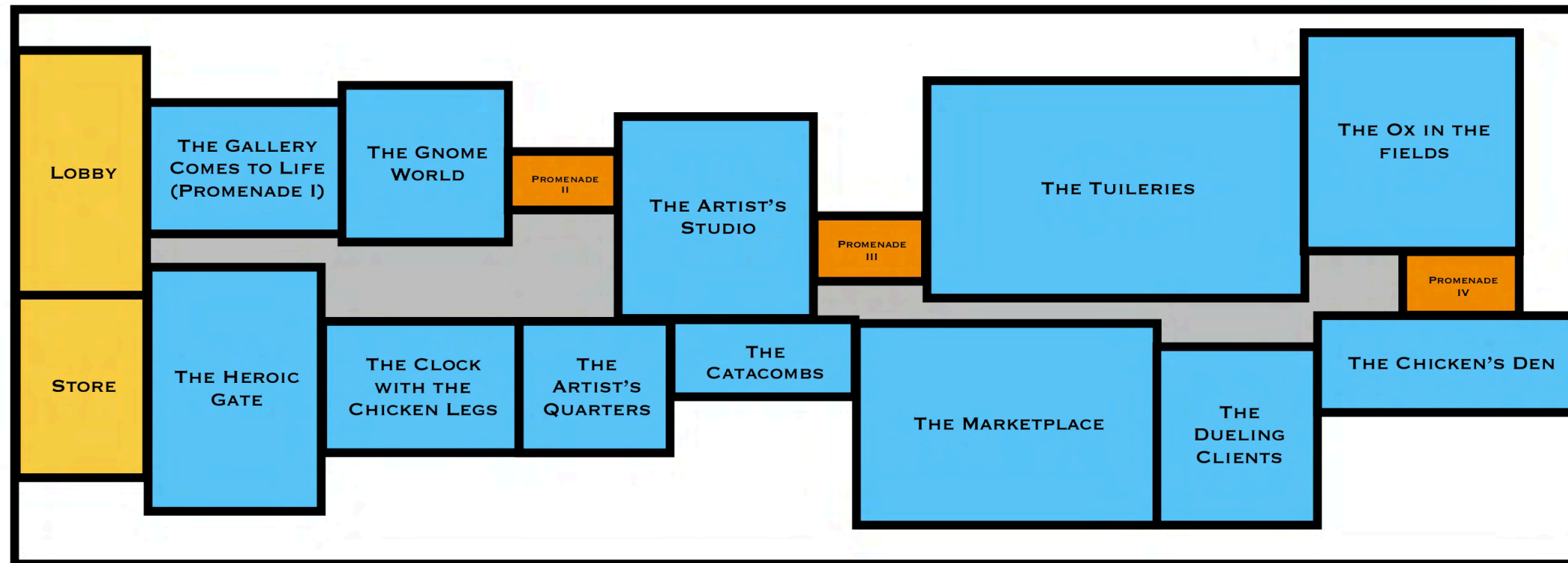


The Clock with
Chicken Legs



The Composer

GUESTS EXPERIENCE OVERVIEW



Area: 45,000 sqf

Duration: 45 mins - 1 hour

Guest Capacity: 10 people

Number of Staff Members:

- 21 actors:
 - 8 Marketplace People
 - 5 Unhatched Dancing Chicks
 - 4 Puppeteers
 - 4 Dueling Clienteles
- 12 post guard (one for each gallery)
- 2 receptionist
- 1 store clerk

The gallery consists of twelve rooms corresponding to the movements from the piano suite (with select rooms is connected through an in-between spaces as *Promenade*). Each room takes guests into the world to which their respective artworks are based on while simultaneously inspired by aspects of the artist's life.

GUESTS EXPERIENCE

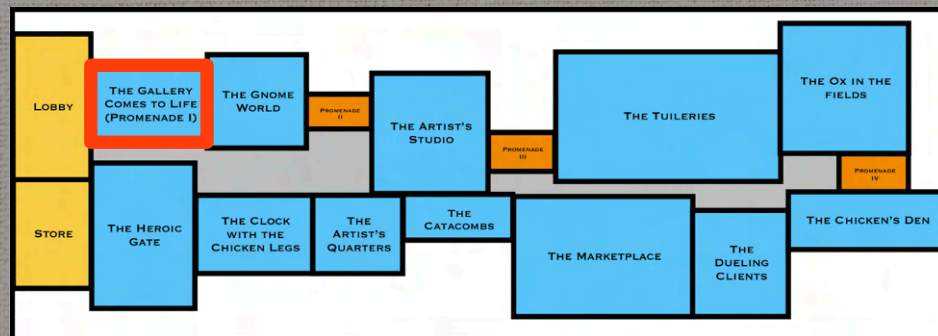
GALLERY I - THE GALLERY COMING TO LIFE

Music: Pictures at an Exhibition - I. Promenade

Duration: 3 minutes, 20 seconds

Welcome to the Exhibition. Your guide at this hour is the voice of the curator of the exhibit where they narrate a brief introduction to the experience. Afterward, they continue to explain to the guests on each of the artworks, when suddenly the music changes into a twinkling sound of the Promenade theme.

The narration's voice changed to that of the Artist's voice (Viktor Hartmann). Soon, the artworks were animated and some characters even popped out of their canvases. Once the opening scene is completed, the Artist directs you to the artwork that will take you to his studio.



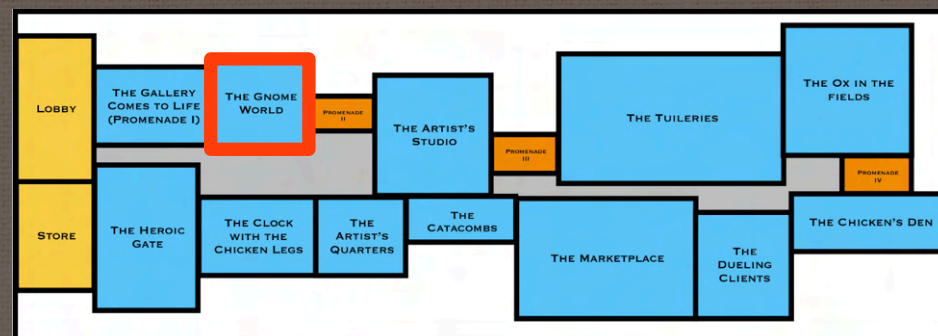
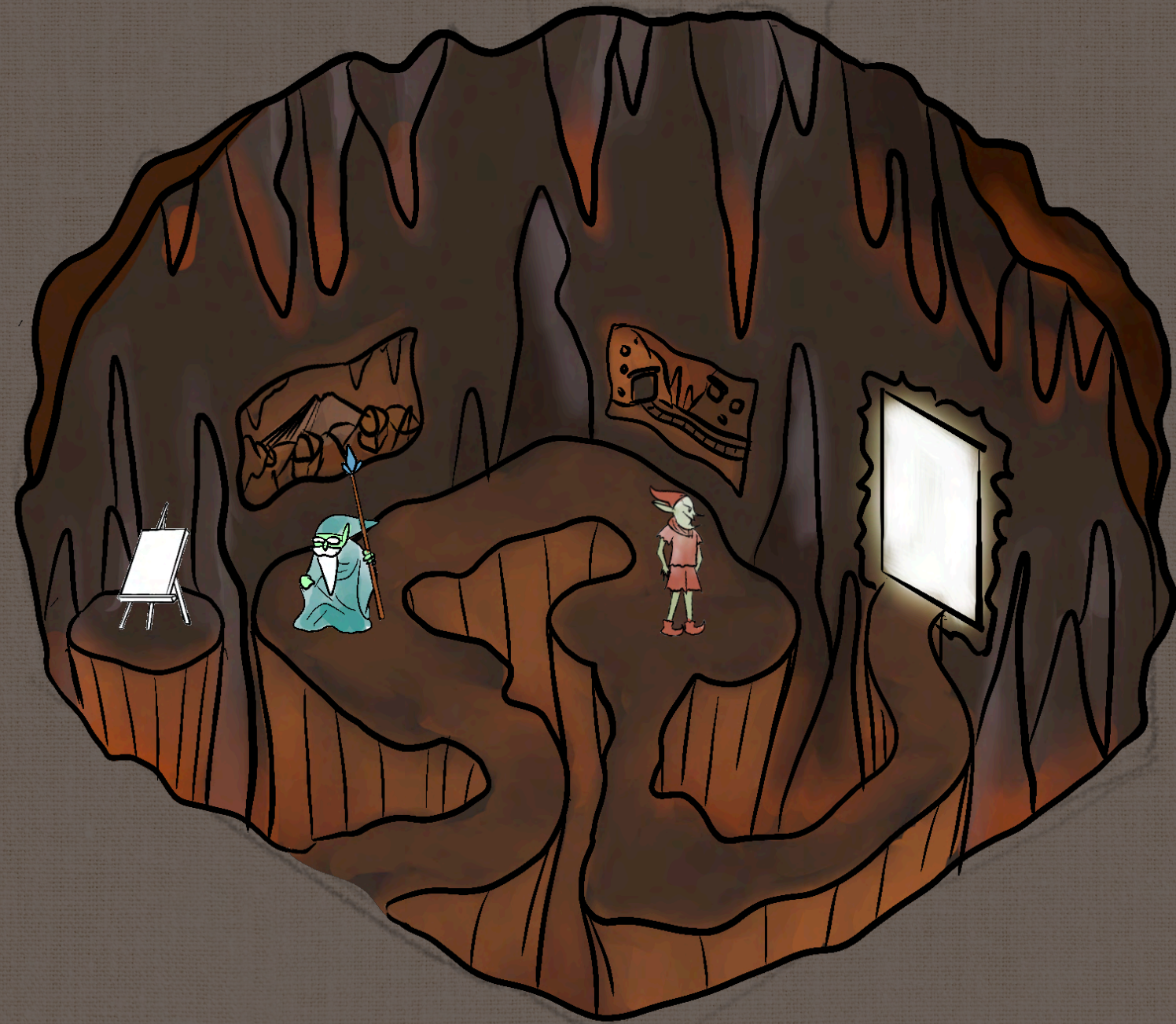
GUESTS EXPERIENCE

GALLERY II - THE GNOME WORLD

Music: Pictures at an Exhibition - I. The Gnome

Duration: 3 minutes

On your way to the artist's studio, you got lost and stumble across a cavernous world where gnomes and trolls lives. The artist created this artwork, because of his fascination of mythological creatures. You continue to walk the crooked path while seeing dioramas of miniatures where the gnomes all inhabit.



GUESTS EXPERIENCE

GALLERY III - THE ARTIST'S STUDIO

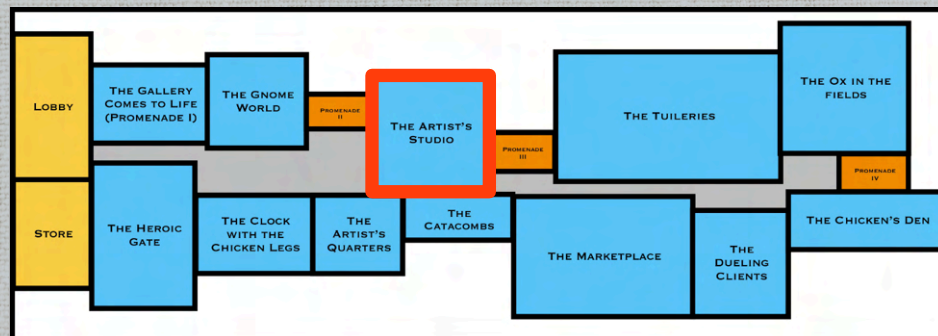
Music: Pictures at an Exhibition - II. The Old Castle

Duration: 4 minutes, 30 seconds

From the second promenade, you are transported into the halls of an old castle. This gallery describes the artist's studio as his castle.

The artist directs you to the room filled with magical paintings. You can smell the room filled with oils, paint, and canvases.

Before you leave for the next gallery, the artist warns you about the painting of the Clock with the Chicken Legs, as it was one of the most formidable paintings he had ever made.



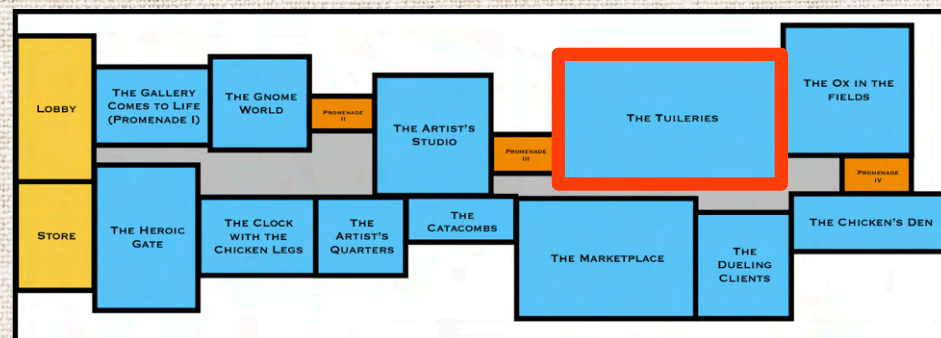
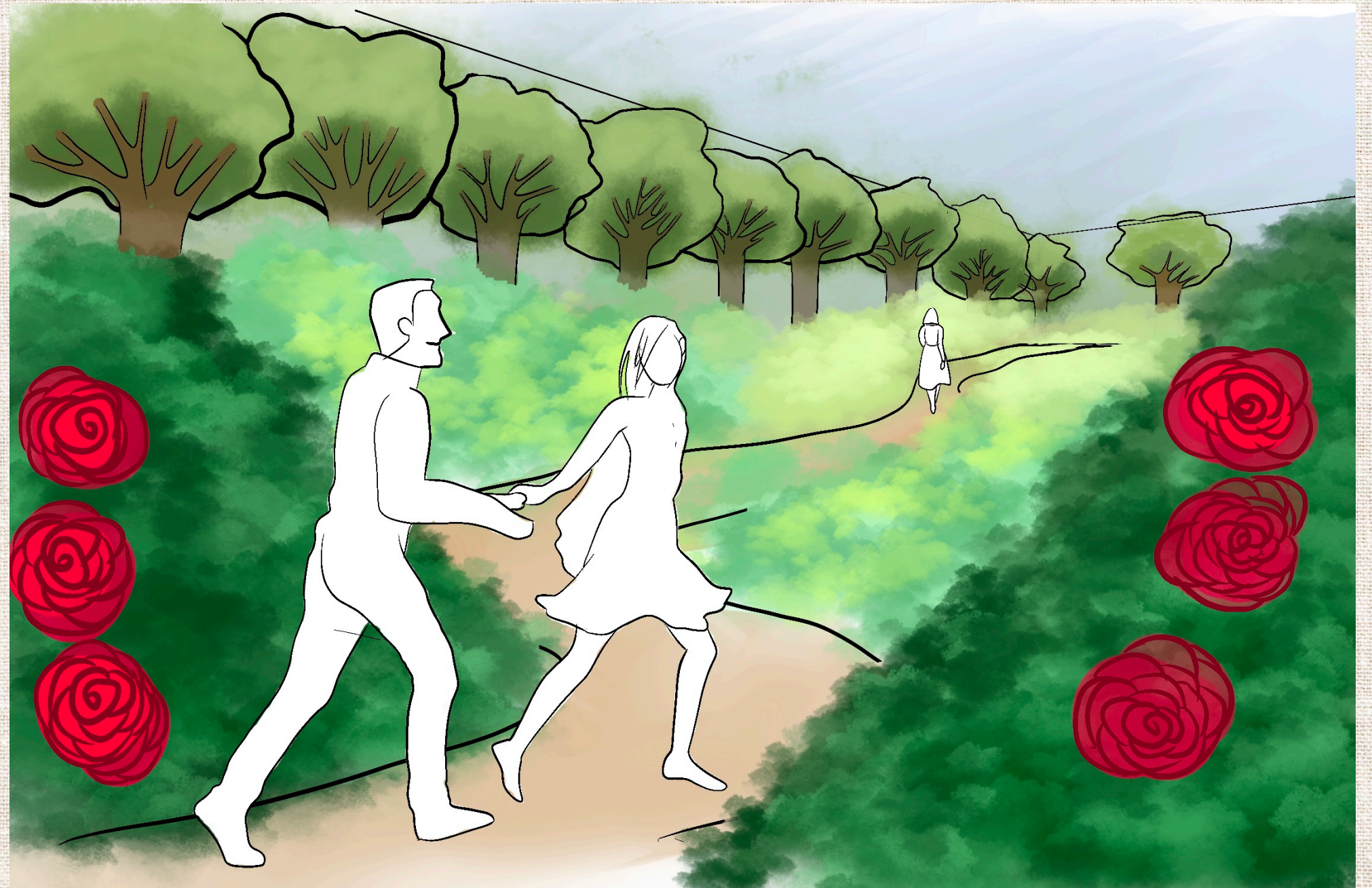
GUESTS EXPERIENCE

GALLERY IV - THE TUILERIES

Music: Pictures at an Exhibition - III. The Tuileries

Duration: 5 minutes

This gallery takes you to a garden of the artist's childhood when he grew up with his relatives as his parents weren't able to raise him. The beautiful garden is located behind the artist's relative's house. The scent of flowers and herbs fills the room, while the texture of dirt from the pavement grounds the space.



GUESTS EXPERIENCE

GALLERY V - THE OX IN THE PLAINS

Music: Pictures at an Exhibition - IV. Cattle

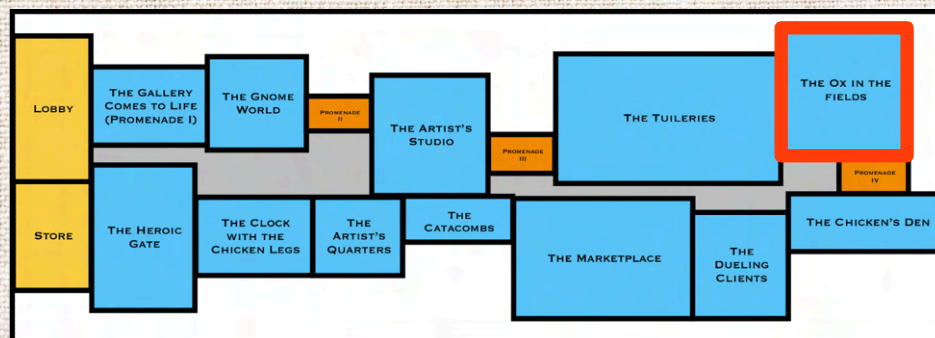
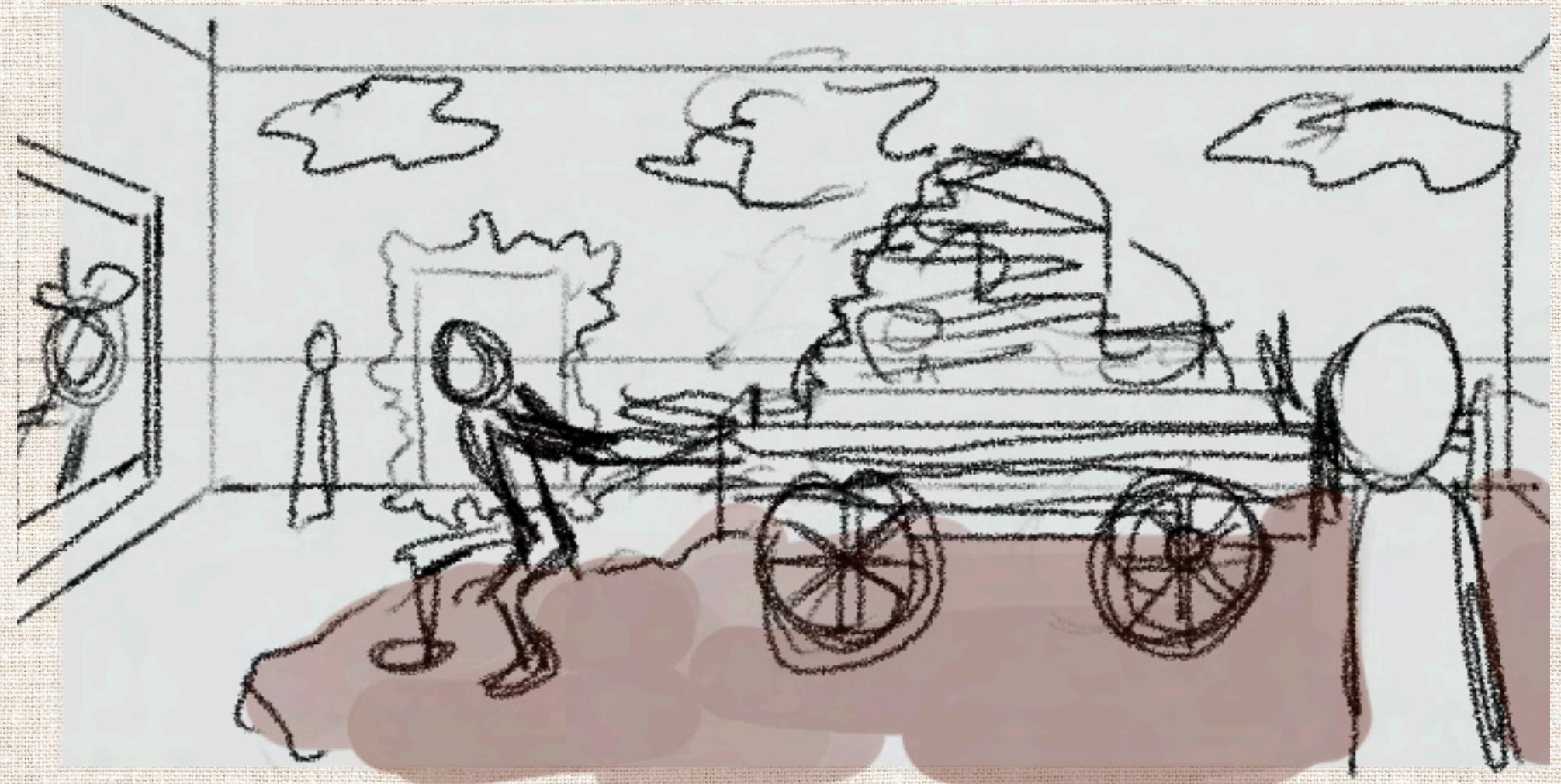
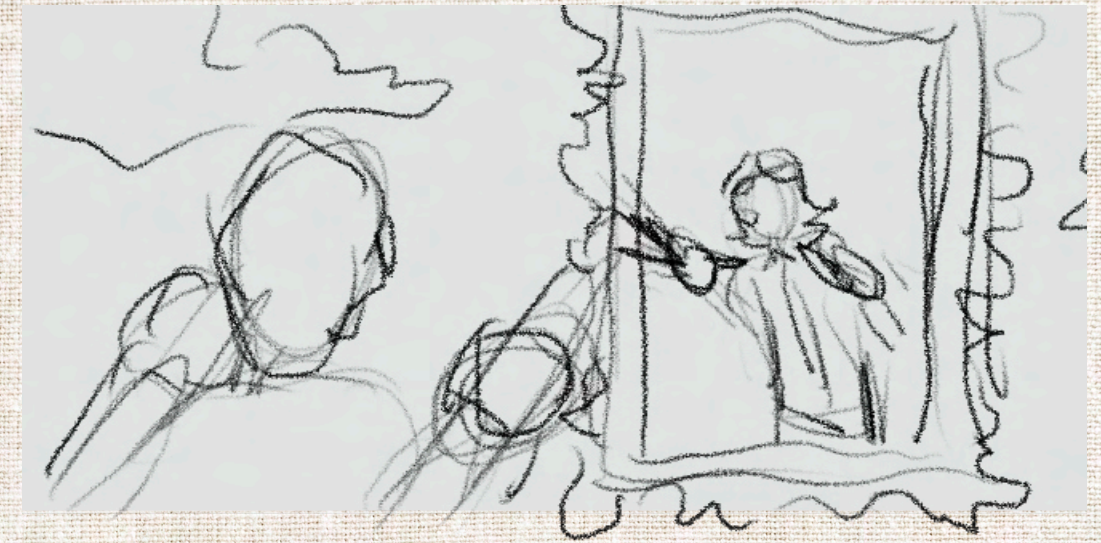
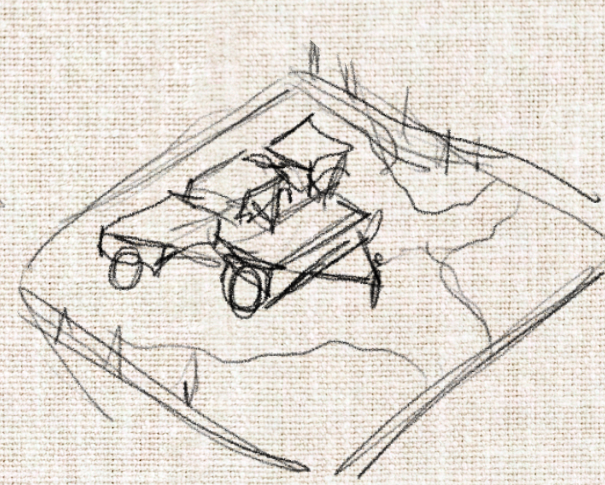
Duration: 3 minutes

This next gallery takes place in a field somewhere near a farm, where Oxes inhabit the area.

The smell of dirt and mud permeates the entire room.

Strangely, there are no Oxes to be found in the fields. Instead, there are unoccupied carts for you to try pulling them.

In front of the carts are enchanted mirrors, that not only show your reflections but reveal the artist's path of becoming the person he strives to achieve. The artist's journey of honing his craft and taking all his knowledge from art studies is reflected in the Ox carrying the cart in the fields.



GUESTS EXPERIENCE

GALLERY VI - THE HEN'S DEN

Music: Pictures at an Exhibition - V. Ballet of Unhatched Chicks

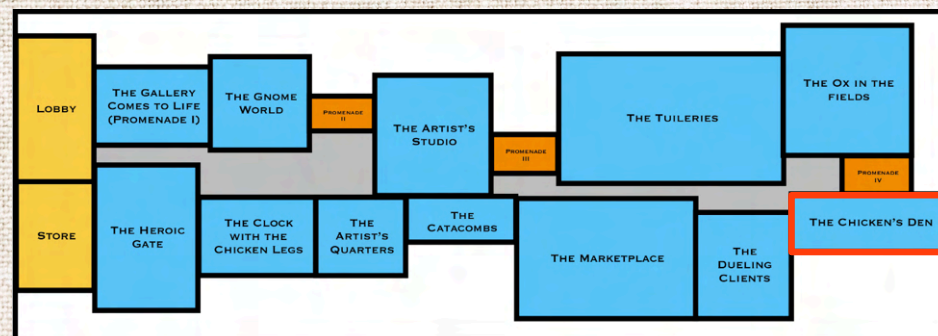
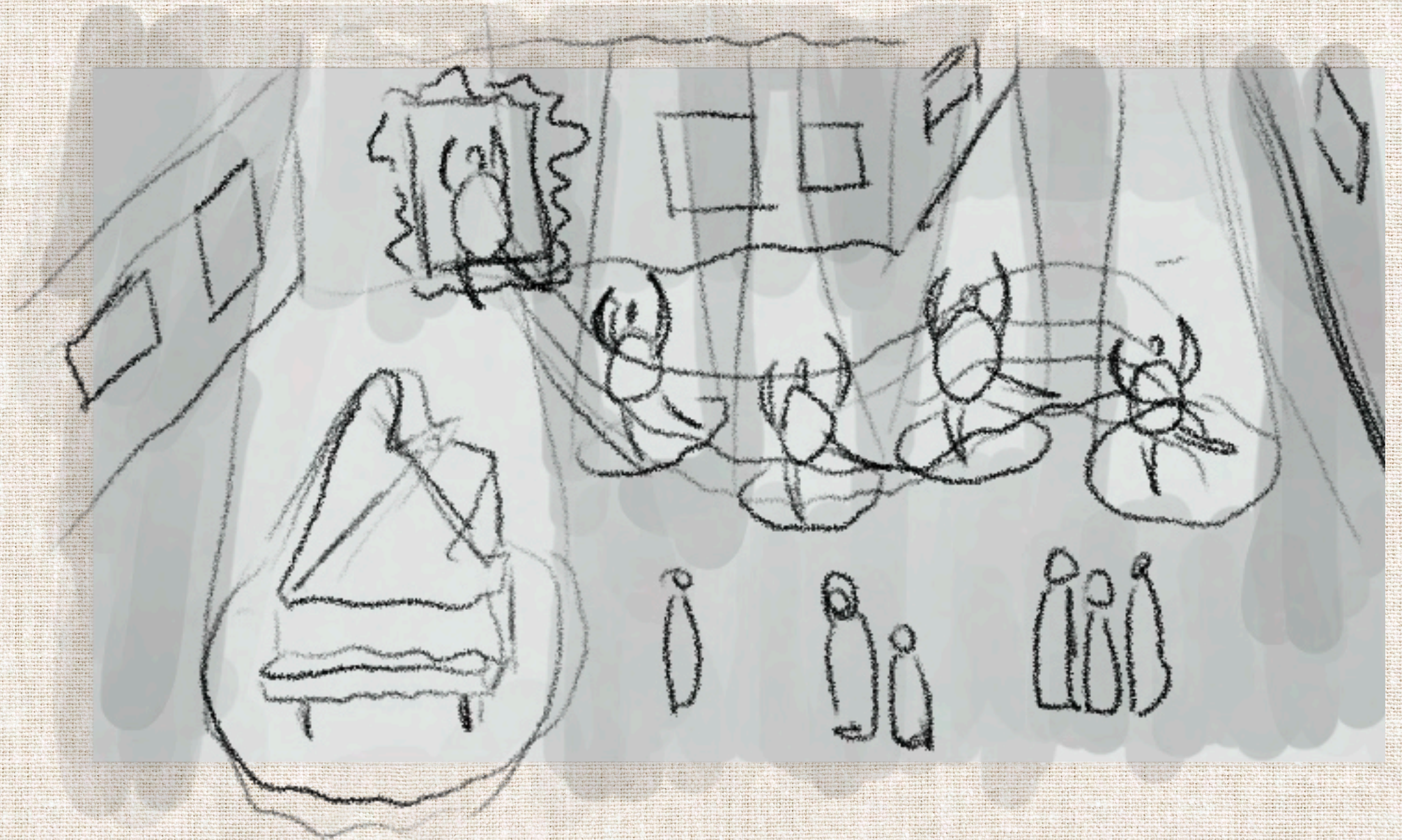
Duration: 2 minutes

This gallery is home to the unhatched chicks that appeared earlier at the first gallery.

The room smells like how a chicken's den would be, grainy and earthy.

Whenever the unhatched chicks left the den, there are hidden easter eggs that you might find about the artist.

Before you leave the Den, the clock by the exit warns you about the threat ahead...



GUESTS EXPERIENCE

GALLERY VII - THE DUALING CLIENTELE

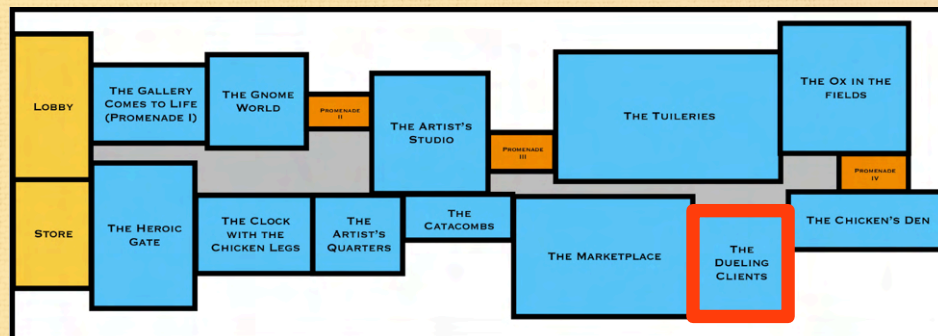
Music: Pictures at an Exhibition - VI. "Samuel" Goldenberg and "Schmuyle"

Duration: 2 minutes, 22 seconds

This gallery is home of one of the artist's clients. One is a wealthy man, and the other is of the 99%.

You are witnessing an event in which the artist is painting his client on a separate occasion.

Prior to entering, guests select a word topic from a device where the two characters then present an improvisation monologue about said word topic without having to interact with each other.



GUESTS EXPERIENCE

GALLERY VIII - THE MARKETPLACE

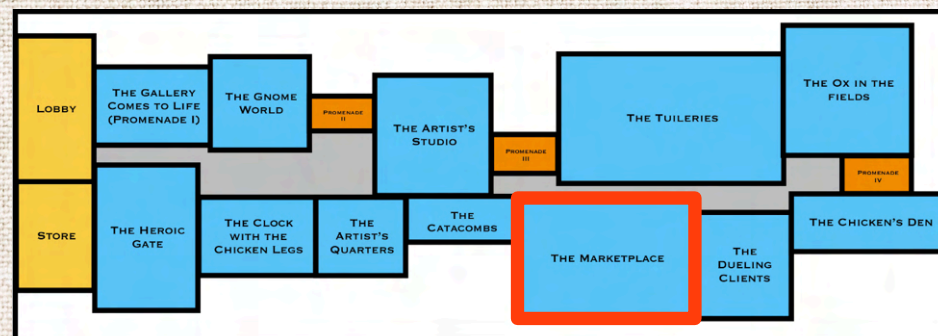
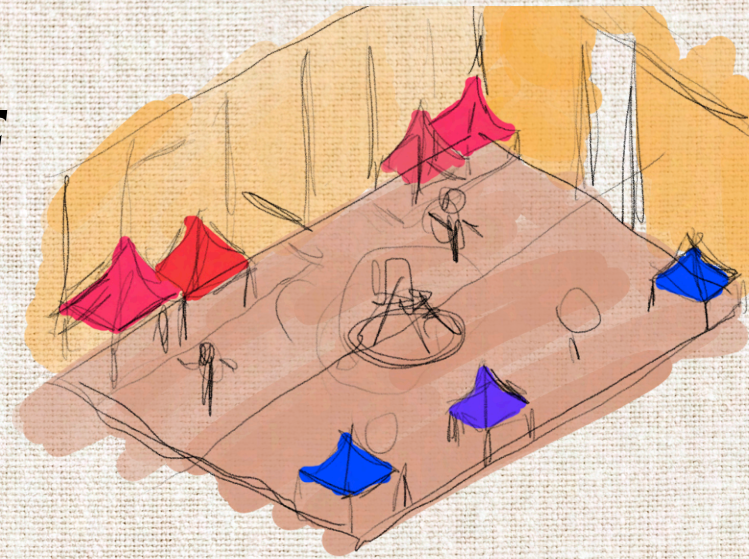
Music: Pictures at an Exhibition - VII. Limoges. The Market (The Great News)

Duration: 5 minutes

In this gallery, you enter is a world where colors are saturated. The marketplace is brimming with smells of fresh vegetables, fruits and fresh poultry. It depicts a marketplace where the artist sold his artwork.

But then it was interrupted by people throwing colored tomatoes at each other. The artist was inspired to paint the activities of a bustling atmosphere, filled with joy and passion.

Guests partake in exploring their surroundings, by checking out the wares, chatting, or play a game of tomato throwing at the opponents.



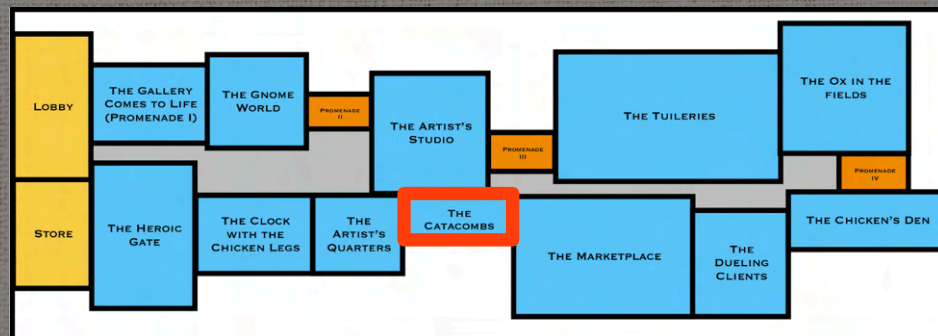
GUESTS EXPERIENCE

GALLERY IX - THE CATACOMBS

Music: Pictures at an Exhibition - Villa. Catacombs

Duration: 2 minutes, 22 seconds

As the commotion at the marketplace ended, the room flickered/dimmed. The remaining lights shone from the street lamps, illuminating a path towards the next gallery. As you walk into the tunnel, you are entering into the catacombs. The tunnel is filled with bones, but also curious objects that were left behind by people once they parted this world. The objects morphed into paintings that the artist never showed to the public.



GUESTS EXPERIENCE

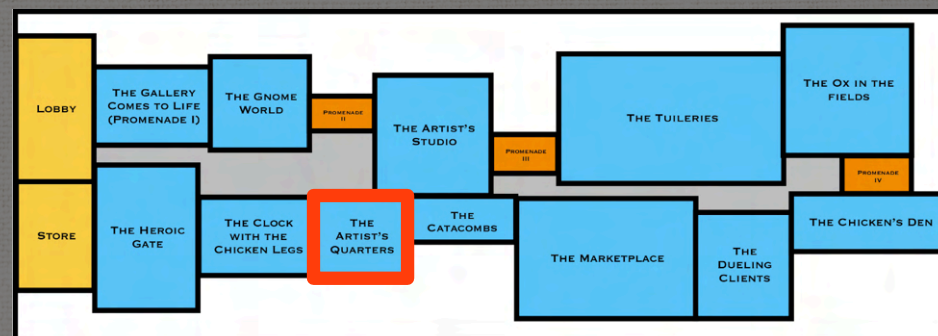
GALLERY X - THE ARTIST'S CHAMBERS

Music: Pictures at an Exhibition - VIIIb. With the Dead in a Dead Language

Duration: 2 minutes, 20 seconds

From there, you arrive in the artist's quarter, his final place before his untimely death. He revealed to you that he suffered from an aneurysm, which affected some parts of his brain as a young adult. Even in illness, he was able to produce the works we had seen during our visit to the exhibition. Once he finished stating his eulogy, the room was silenced and you proceeded to mourn his death.

Afterward, the light shone to you on the way back to the exhibition.



GUESTS EXPERIENCE

GALLERY XI - THE CLOCK WITH CHICKEN LEGS

Music: Pictures at an Exhibition - IX. The Hut on Hen's Legs (Baba Yaga)

Duration: 3 minutes, 20 seconds

You return back to the 1st gallery, only difference is the absence of the clock hanging on the wall.

The clock with chicken legs came to life, and it possessed strong supernatural abilities.

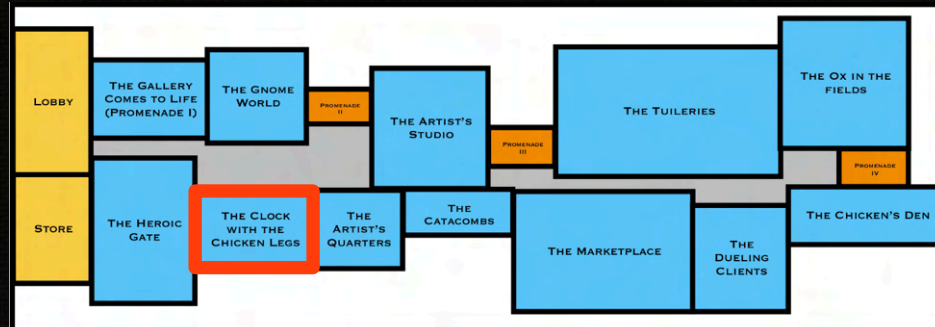
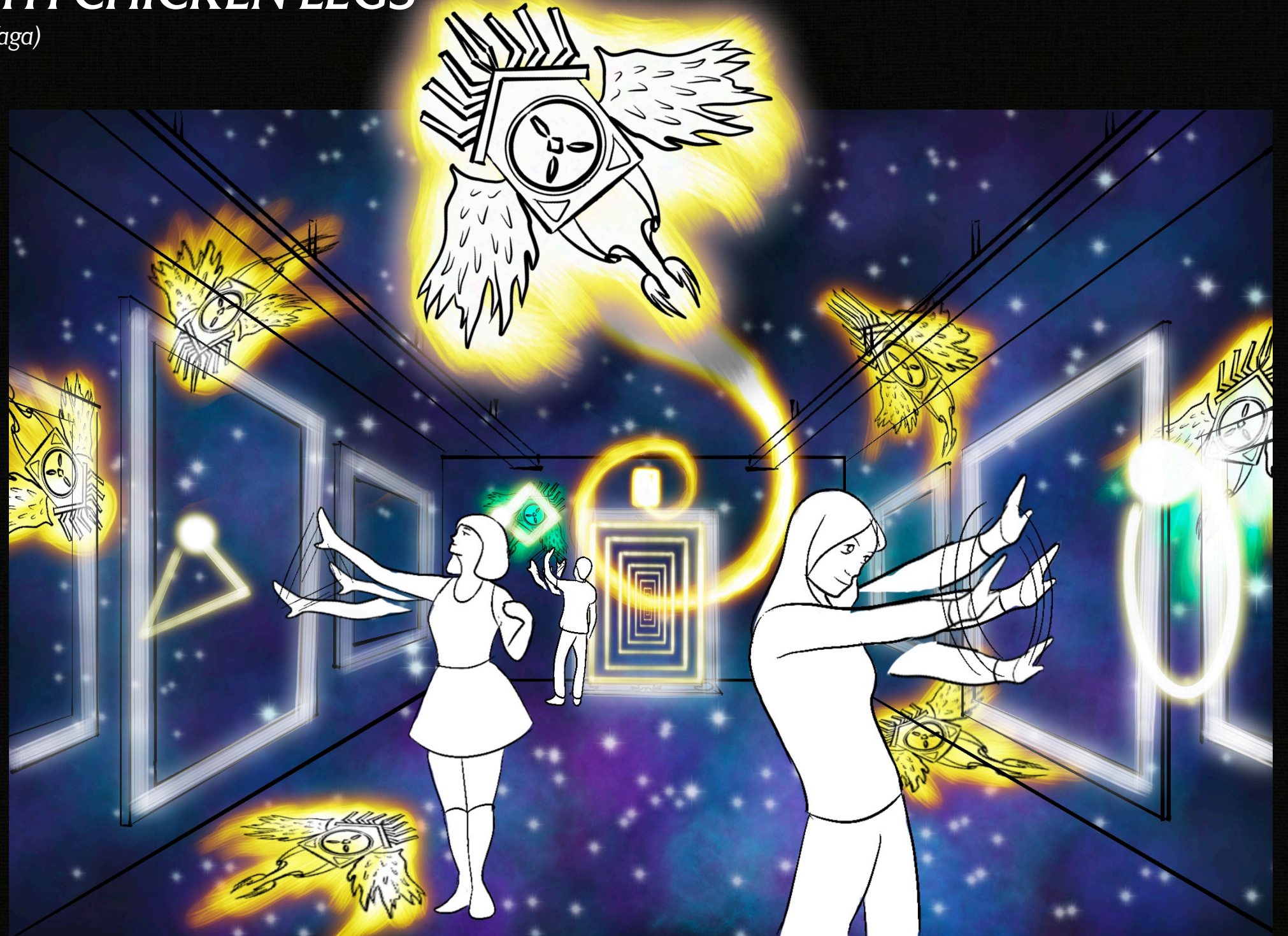
The one thing the artist wasn't able to combat in his life was... time itself.

With its power, the clock brings time and space warped inside the gallery.

Your task is to "cage" the bird inside the canvas using your hands to form shapes in space.

This final task uses motion sensor technology for you to create shapes to trap the clock inside the barrier.

Once you have captured the bird, the doors parted towards a bright light...



GUESTS EXPERIENCE

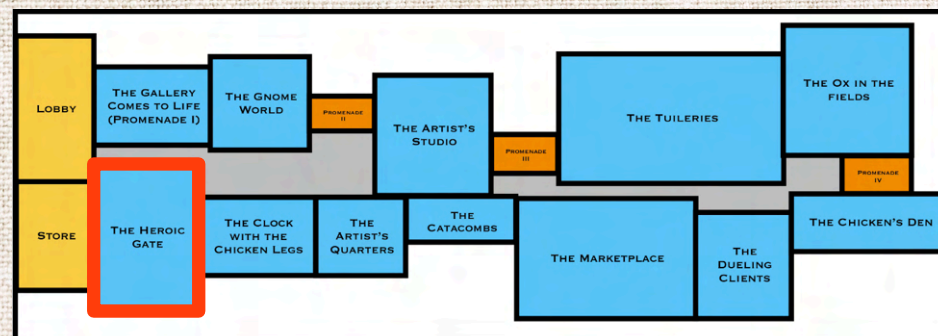
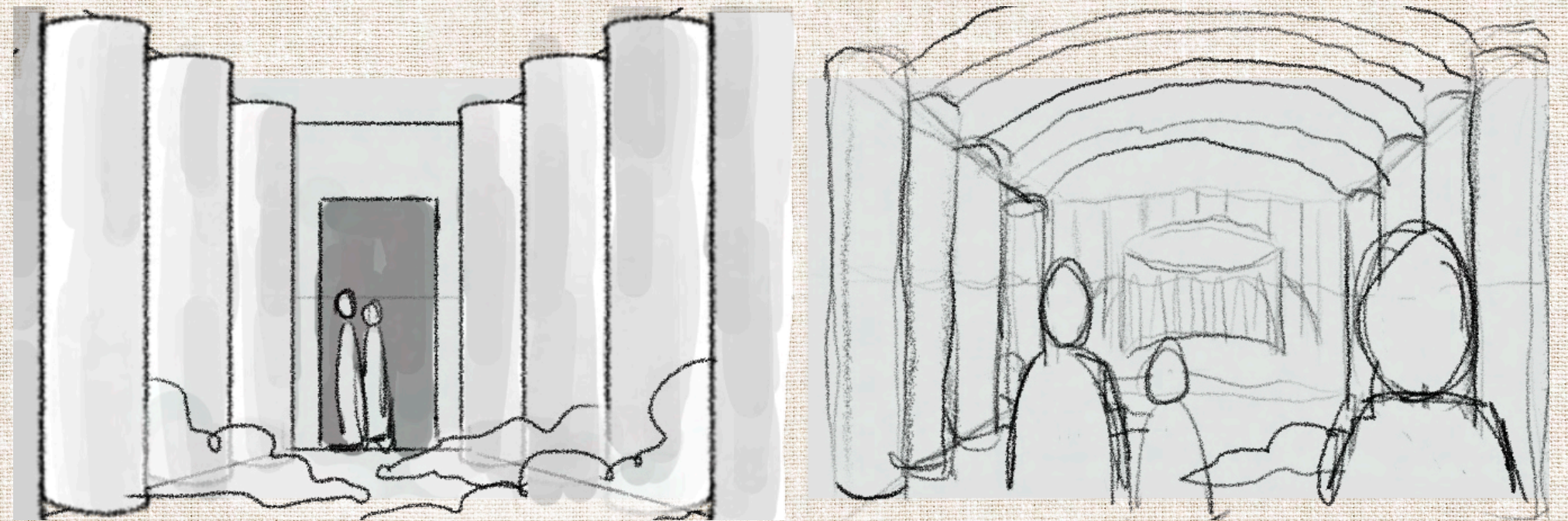
GALLERY XII - THE HEROIC GATE

Music: Pictures at an Exhibition - X. The Great Gate of Kyiv

Duration: 5 minutes

After defeating the Clock, you walk passed a series of columns reminiscent of a Greco-Roman temple. On the distance, you arrived at the Heroic Gate. A magnificent gate once designed by the artist, but never built. This is where your journey ends, as the beings in the room congratulate you on your journey, and the artist's final words stays with you beyond the exhibition.

Finally, your narrator reverts back to the exhibit curator's voice as the final notes of the music concludes and you proceed to exit the exhibition.



THE END