



Immersive art

Workshop and seminar

20. – 22. June, 2017

Art as an immersive experience

Lighting design workshop and seminar in the Art History Museum in Vienna featuring an evidence-based neuroscientific approach to lighting

Finding the right lighting solution for culturally significant works of art is a real challenge for museums and galleries. Besides curatorial, restoration and technical aspects, there is also the question of how paintings are perceived by visitors to the art galleries. State-of-the-art lighting based on the latest scientific findings is now able to convey a hitherto unknown level of experience when viewing art works. For this reason, a practical lighting design workshop followed by a one-day seminar on the topic of "Immersive Art - lighting culturally significant works of art" will take place in the Art History Museum in Vienna/A from 20. – 22. June, 2017. The educational event is organised by VIA-Events, specialists in the management of professional education programmes on a global scale, in cooperation with the Art History Museum in Vienna.

Based on current research findings in the field of neuroscience, the workshop heads Francesco Iannone and Serena Tellini from the design practice Consuline in Milan/I will be explaining and demonstrating to lighting designers, students, curators and museum staff in a two-day workshop lighting techniques which can enhance the art viewer's perception. The workshop participants then have the opportunity to apply the know-how gained, working on paintings by Rubens, Dürer and Memling in specific galleries in the Art History Museum in Vienna.

On the third day, 22. June, 2017, a seminar will be held on the importance of professionally designed lighting in galleries and cultural buildings. The programme will comprise presentations in English by international speakers, followed by a tour of the installations realised during the workshop. The seminar is targeted towards lighting designers, museum directors, curators, restorers, technical staff in museums and galleries, researchers and other professionals. Attendees and invited guests are invited to a closing reception in the museum.

The installations realised during the workshop will remain in place for three further weeks to enable visitors to the gallery to view the newly illuminated works.

Certificates will be awarded to those attending the workshop. Attendance at the workshop and seminar is recognised by the PLD Alliance PLD©PD platform as a CPD module.

To register please go to: [Registration Vienna](#)

Location: Palace of Fine Arts, Art History Museum Vienna/A
Burgring 5, 1010 Vienna/A
Workshop dates: 20. – 21. June, 2017
Seminar date: 22. June, 2017



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Fees for the workshop + seminar:

Standard price: 440 EUR

Student / museum trainee rate: 130 EUR

Fees for the seminar:

Standard price: 130 EUR

Student / museum trainee rate: 30 EUR

Students / trainees are required to provide an ID on registering

Further information can be found at [Immersive art](#)

Contact:

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General information

VIA-Events is part of the VIA Group and active on a global scale in the development and organisation of education concepts and programmes to promote high-quality professional knowledge and skills. The VIA Group are known for their innovative further education and continuing professional development concepts, which have been copied around the world. These include practical lighting workshops in the urban realm and in historic museums, as well as the Professional Lighting Design Convention – PLDC – the Thought Leadership event of the lighting design world. The VIA Group define their quality as being based on a global network of leading universities, research institutes and professional associations.

The Art History Museum in Vienna incorporates a number of museums in Vienna. The famous architects Gottfried Semper and Carl von Hasenauer were commissioned by the Habsburgs to design and build a Palace of Fine Arts in Italian Renaissance style to house their unique art collection. The building was inaugurated in 1891 by Emperor Franz Joseph I. The Art History Museum is today considered to be one of the largest and most significant museums in the world.