



**FOR IMMEDIATE RELEASE**

*Images available upon request.*

***THE LUME Indianapolis Debuts July 27, Comes with Several New DEIA initiatives***

*Tickets on sale July 1 for members & July 6 for public*

**INDIANAPOLIS**, June 29, 2021—The Indianapolis Museum of Art at Newfields is pleased to announce the multi-sensory digital technology experience, [\*THE LUME Indianapolis\*](#), will open July 27, 2021. *THE LUME* is a brand new exhibition experience that will transform the museum's entire fourth floor with nearly 30,000 square feet of immersive digital art. The first year's content will feature the legendary artworks of Vincent van Gogh, with images such as *The Starry Night* (1889) and *Sunflowers* (1888) displayed from floor to ceiling by 150 high-definition projectors.

Created by Australian-based Grande Experiences, *THE LUME* will be the largest continuous exhibition space in Newfields' 138-year history and is part of the museum's commitment to reach new audiences through innovation. The content of *THE LUME* will rotate annually, but the technology and infrastructure for the digital galleries are permanent. In partnership with Grande Experiences, Newfields will curate exhibition content in the coming years to include the works of other master artists, as well as emerging artists, local artists and artists from communities that have been often underrepresented.

"We are beyond thrilled to bring this incredible, groundbreaking, technology-fueled experience to the Indianapolis Museum of Art at Newfields," said Darrienne Christian, Chairwoman of the Board of Trustees. "From the opening exhibition, to future programming, exhibits, and partnerships in the works, *THE LUME* represents Newfields' commitment to the community to become an empathetic, multi-cultural and anti-racist institution. We're excited to engage new visitors and art lovers alike with this immersive, high-tech way of experiencing works of art. Moving forward, we're laser focused on showcasing contemporary, local, and diverse artists and creating programming that truly reflects our community and engages all audiences. The opening of *THE LUME* is a major milestone for the IMA at Newfields as one of the country's most prestigious art and nature institutions, and we are delighted to be partnering with Grande Experiences on this inaugural event. We also look forward to the opportunity this space creates for building deeper, lasting connections with our neighbors and community."

*THE LUME*'s operation and programming will reflect Newfields' commitment to its larger set of Diversity, Equity, Inclusion and Access (DEIA) goals. Newfields is focused on the following initiatives related to the new exhibition space:

- **Opportunities for Emerging Artists:** Beginning in Summer 2022, Newfields will partner with emerging and established digital artists, with a focus on artists from communities that have been underrepresented at Newfields, to develop companion exhibitions that will be displayed alongside future content in *THE LUME*.
- **K-12 Student Engagement:** Newfields is also planning the design of integrated arts and technology curricula, as well as other educational programming for K-12 students with a focus on Marion County schools.
- **Employment Opportunities:** *THE LUME* will create approximately three dozen permanent jobs. Newfields is working with community partners as it seeks to fill these positions with residents of nearby neighborhoods.
- **Business Opportunities:** Newfields has reached out to ensure that businesses owned by women, minorities, veterans and individuals with disabilities and LGBTQIA-owned businesses (XBEs) have opportunities to bid on and work on the development of *THE LUME* as part of Newfields' procurement policy focusing on inclusivity. There will also be an emphasis on working with local business owners representing these diverse communities.
- **Access:** Newfields will distribute 10,000 free tickets through its community partners during the run of *THE LUME* its first year. This is part of Newfields' broader commitment to distribute more than 50,000 free tickets to Newfields' programs annually to community partners. In addition, Newfields is currently collaborating with community

organizations in neighborhoods across the city and close to its campus to develop a new Community Membership program, which is expected to launch later this summer.

### **Exhibition & Ticket Information:**

*THE LUME Indianapolis* will be open in the IMA Galleries beginning July 27, 2021. Beyond the visual, a choreographed soundtrack, fragrance, uniquely curated food and drinks, innovative interpretation elements and retail items all add to this 360-degree experience.

Unlike other immersive Van Gogh experiences in the country, guests will round out their experience while exploring paintings from the IMA's permanent collection in the final gallery, including [\*Landscape at Saint-Rémy \(Enclosed Field with Peasant\)\*](#) by Vincent van Gogh (Dutch, 1853–1890), [\*House in Provence\*](#) by Paul Cézanne (French, 1839–1906) and [\*Landscape near Arles\*](#) by Paul Gauguin (French, 1848–1903).

"*THE LUME* is an invitation to experience art in a new light. Together with Newfields we have established the very first, large scale, permanent, multi-sensory digital art gallery of this size and scale in the USA. While there's nothing that can replace original art, the reality is that today's audiences want something more. People are seeking experiences, they want to explore, play, dance, marvel and be immersed in the color, the movement, the music, the aromas and the vibrancy. At *THE LUME Indianapolis* the art of storytelling will burst to life as light ripples across every surface and masterpieces come alive," said Bruce Peterson, Owner of Grande Experiences.

Celebrate the opening of *THE LUME* at Member and Community Partner Days on July 24 & 25. Newfields members are invited to see the new exhibition first on two special days with the purchase of a \$20 Member Preview ticket. Newfields is also partnering with several community partners to extend the invitation to experience *THE LUME* before it opens to the public.

[Tickets](#) for *THE LUME* go on sale for Members on July 1 at 11 a.m. EST and to the public on July 6 at 11 a.m. EST. Pricing will follow Newfields' seasonal experience ticket model, including:

- Member Adults: \$20
- Member Youth (ages 6-17): \$13
- Public Adults: \$25
- Public Youth (ages 6-17): \$17
- Children ages five and under are free

*THE LUME Indianapolis* is made possible through the generous funding from Lilly Endowment Inc. Additional support is provided by Ms. Nancy L. McMillan, and Monna Quinn & David Spoelstra. In-kind support is generously provided by Show Sage LLC.

###



### **About Newfields**

Newfields offers dynamic experiences with art and nature for guests of all ages. The 152-acre cultural campus features art galleries, lush gardens, a historic home, performance spaces, a nature preserve and sculpture park. From inspiring exhibitions in the IMA Galleries, to concerts in The Toby, to a stroll through The Garden with a glass of something cold, guests are invited to interact with art and nature in exciting new ways. Newfields is home to the Indianapolis Museum of Art, among the ten largest and ten oldest general art museums in the nation; the Lilly House, a National Historic Landmark; The Garden, featuring 40 acres of contemporary and historic gardens, a working greenhouse and an orchard; and The Virginia B. Fairbanks Art & Nature Park, one of the largest art and nature parks in the country. The Newfields campus extends outside of Indianapolis with Miller House and Garden in Columbus, Ind.—one of the nation's most highly regarded examples of mid-century Modernist architecture. For more information, visit [DiscoverNewfields.org](http://DiscoverNewfields.org).

**About [Grande Experiences](#)**

Grande Experiences, the creator and producer of *THE LUME*, is a world leader in the creation, design, production, promotion and installation of large-scale exhibitions and immersive experiences with broad cultural appeal along with engaging, entertaining and educational content. From concept to completion, Grande Experiences creates visually and technically stunning masterpieces and presents them around the world. Its exhibitions and experiences have been displayed more than 200 times in over 150 cities, in 32 languages, across six continents enthraling audiences of over 18.5 million people. Grande Experiences is based in Melbourne, Australia with satellite offices in the UK, Italy and the USA. Grande Experiences also owns and operates Museo Leonardo da Vinci, a prestigious permanent museum in central Rome, Italy and plans to open several permanent immersive galleries in North America, Europe and Australia in 2021.

**Media Contacts:**

Mattie Wethington

Public Relations Manager

317-923-1331 ext. 265

[mwethington@discovernewfields.org](mailto:mwethington@discovernewfields.org)

Sarah Cox

Dittoe PR for Newfields

765-546-1036

[sarah@dittoepr.com](mailto:sarah@dittoepr.com)