

PRESS RELEASE

# Claude Monet

THE IMMERSIVE EXPERIENCE

LIEGE



Exhibition Hub  
Edutainment

fever

## SAINT-PHOLIEN CHURCH (LIÈGE) UNDERGOES A METAMORPHOSIS TO BECOME A PERMANENT VENUE FOR IMMERSIVE EXHIBITIONS

OPENING EXHIBITION

# CLAUDE MONET : THE IMMERSIVE EXPERIENCE

An event at the heart of the Fiery City: from **13 March 2024**, the famous Saint-Pholien Church will be transformed into a brand new cultural venue. This unusual setting is well known to the people of Liège, especially from Georges Simenon's novels, and has been fitted out to host immersive experiences. Starting the series is the exhibition bringing in crowds around the world, *Claude Monet: The Immersive Experience*, a first in Wallonia.

Behind this project is the Belgian company Exhibition Hub, known for its successful immersive creations such as *Van Gogh: The Immersive Experience*, *Bubble Planet Experience*, *Dinos Alive!* and *The Art of The Brick*. All of these were created in collaboration with Fever, the leading platform for the discovery of entertainment and leisure.

### SAINT-PHOLIEN, AN UNUSUAL PLACE

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An emblematic building in the city, Saint-Pholien church offers a truly cultural and historic setting. Not only is it located in a lively and culturally rich neighbourhood (the Tchantchès district, the Saint-Pholien flea market, the 15 August festivities, etc.), it is also well known to the general public thanks to the writer Georges Simenon and his detective novel *Le Pendu de Saint-Pholien* (*The Crime of Inspector Maigret*).

Located in the Outre-Meuse district – a 5-minute walk from Place Saint-Lambert – the church has been rebuilt three times. The current neo-Gothic building was inaugurated in 1914 and comprises three naves over five bays, a transept and a three-sided apse.

From 13 March 2024, Saint-Pholien Church will be starting a new phase in its life, undergoing a metamorphosis to offer a series of sound and light experiences. The venue has been completely redesigned to fulfil its new role, without altering the building or the heritage it represents. With the exception of the choir and sacristy – which will still be used for certain celebrations – the rest of the church has been reimagined to become this new immersive setting. This is the agreement reached with the church administration and Canon Jean Pierre Pire, parish priest of Saint-Pholien and dean of the city of Liège. Making the church available in this way and sharing its use between culture and worship is fully in line with the Bishopric of Liège's objectives regarding the future of our historic buildings.

With its height and imposing dimensions, the church of Saint-Pholien is the ideal place to showcase fully immersive exhibitions. The architectural ensemble enhances the possibilities by playing on perspective and depth.

## CLAUDE MONET IN LIÈGE

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Since its creation in 2019, Claude Monet: The Immersive Experience has brought in crowds around the world. Using a 360° digital art system, it invites visitors to enter the world of the French painter, founder and leader of the Impressionist movement.

For its installation in Saint-Pholien Church, the exhibition has been redesigned to take account of the singularity and specific nature of the site. Over 300 paintings were selected and used to bring Claude Monet's work to life using a large array of projectors. On the walls, of course, but also on the floor, the paintings come to life, sometimes spectacularly, sometimes more subtly, in very large or smaller formats.

The exhibition also offers visitors the chance to experience virtual reality (VR) by following a ten-minute trail in the footsteps of the French master. Another area, featuring a reproduction of the bridge at Giverny – the painter's home and inspiration – and his studio, enables visitors to learn more about Claude Monet, his environment and his work.

The show takes an hour and a half to plunge into the life and secrets of the painter, in a whole new way, with digital projections and an incredibly memorable sound and light show.

Claude Monet: The Immersive Experience comes to Liège on **13 March**, to the delight of young and old alike, who will be eager to (re)discover iconic works of art, but also, and above all, to escape and dream...

## BEHIND THE PROJECT

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Behind this project are two experts in cultural events: Exhibition Hub (a Belgian company specialising in the design and production of immersive exhibitions) and Fever (a leading platform for the discovery of entertainment and leisure).

### EXHIBITION HUB

Founded and based in Brussels, Exhibition Hub has produced more than 120 immersive exhibitions and experiences that have already attracted more than 15 million visitors worldwide. The company organises, produces and distributes a large number of exhibitions (Van Gogh: The Immersive Experience, Klimt: The Immersive Experience, Bubble Planet Experience, Dinos Alive, The Art of the Brick, etc.) in Europe, America, Asia and Oceania. It offers experiences to a wide audience by adapting its productions to many unique locations: from museums to exhibition centres, galleries to shopping centres, cathedrals and many historic sites.

## FEVER

Fever is the leading platform for the discovery of entertainment and leisure that has been enabling millions of people to enjoy the best experiences in their city since 2014. Its mission is to spread access to culture and entertainment by enabling users to enjoy unique local experiences and events through its platform: immersive exhibitions, interactive theatre experiences, festivals and pop-up bars. Thanks to its technology and data, Fever also supports organisers in creating and expanding their experiences around the world. Discover all the experiences on [www.feverup.com](http://www.feverup.com).

## PRACTICAL INFORMATION

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### DATES

From 13 March 2024

### LIEU

Saint Pholien Catholic Church  
Rue St Pholien 9  
4020 Liège

### TICKETS

From 12,90€

Tickets available at: <https://monetexpo.com/liege/en/>

### DÉTAILS PRATIQUES

Total duration of the visit: Approximately 1 hr 30 mins

Age requirements: open to all

Accessibility: accessible to people with reduced mobility

## PRESS CONTACT

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