

THE FACTORS CONTRIBUTING TO THE CHOICE OF VAN GOGH'S WORK FOR IMMERSIVE EXPERIENCE EXHIBITIONS

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Abstract. That Van Gogh's works have been chosen for tech-infused exhibitions is influenced by three main factors. Firstly, the artist's intense use of colors and vigorous brushstrokes makes them well-suited to large-scale projection, creating interactive and appealing showcases. His emotion-filled and expression-driven style resonates profoundly with audiences, generating strong emotional responses that are even maximized in an immersive context. In addition, Van Gogh's personal life with mental struggles and financial challenges adds a deep layer of relatability for young people facing similar issues. His work explores universal themes, such as beauty, suffering, and resilience, regardless of cultural and temporal barriers. Therefore, his art becomes accessible and meaningful to a larger audience community, helping them in the process of self-recovery and discovery. The combination of these elements makes Van Gogh's art collection compatible with virtual reality displays, offering a multi-sensory experience that appeals to and inspires people.

Keywords: Van Gogh, immersive experience exhibition, colors, brushstrokes, emotion/emotional, mental health issues, youth, resonate/ resonance.

1. Introduction

Vincent Van Gogh's immersive experience exhibitions go viral across countries and become a global phenomenon. This way of showcasing attracts millions of visitors in metropolitan cities, such as Paris, London, and Tokyo (Peterson, 2021) [1]. Advanced digital technologies are employed at these exhibitions to make Van Gogh's masterpieces accessible to a larger group of audiences and to enhance the public appreciation of his genius for art (Mondloch, n.d) [2]. It is noted that audiences of different generations have been inspired by Vincent Van Gogh's art life making it meticulously explored by professionals in a wide range of studies such as art, history, psychology, and aesthetics. Researchers have delved into his impressive use of color and brushstrokes, and innovative portrayal of light, studying how these factors combine to evoke deep emotions among viewers. Although significant attention is paid to the remarkable qualities of Van Gogh's paintings, a gap still remains in research with regard to how his masterpieces are adapted for large screen projections such as digitally projected exhibitions, virtual reality experiences, and immersive showcases. These innovative approaches to experiencing art have become widespread, giving viewers opportunities to enjoy Van Gogh's artworks in a more technologically-advanced way. Therefore, this essay addresses the questions about how Van Gogh's artistic styles, including textured impasto techniques and the combination of natural and Van Gogh-created lighting, are compatible with digital media. Specific questions include how technologies amplify or dilute the

essence of Van Gogh's paintings and how audiences perceive the deep emotions (stemming from his dramatic life story) conveyed in his works when they are transferred from physical canvas to digitally projected backdrops. In brief, the novelty of this essay focuses on exploring the compatibility between technology and Van Gogh's artistry, as demonstrated in the immersive exhibitions experienced by audiences.

By means of using traditional specialized, as well as electronic specialized references, this essay analyzes the key factors contributing to this widespread phenomenon, particularly focusing on the close connection between Van Gogh and the modern youth in terms of mental health issues. It reveals that the attraction of this digital technology-based exhibition lies in three factors related to Van Gogh's artistic gift and personal life. They are his use of bold colors and liberal yet strong brushstrokes, profound emotions hidden behind his paintings, and his challenging life experiences. The last one is the most compelling aspect as it provides a comprehensive explanation for the tight bond between the artist and today's youth, especially concerning their mental well-being. Whether experiencing Van Gogh's exhibition in any form (traditional or digital) young visitors can find emotional solace to overcome the hardship of their life. Apart from self-discovery by Van Gogh's works, they can also look forward to a brighter tomorrow. This not only enhances their mentally damaged health but also promotes their overall well-being. Van Gogh's work, therefore, is considered timeless and universally appealing as its immense collection of paintings carries out both artistic and social significance.

2. Content

2.1. Related Background Information

2.1.1. Van Gogh's Brief Biography

Vincent Van Gogh was born on March 30, 1853, in Groot-Zundert, Netherlands. He is recognized as one of the most renowned and influential artists in the world. He started working as an art dealer, teacher, and preacher and then pursued painting until his late twenties. Although gaining little recognition while he was alive, he made a huge collection of over 2,100 artworks, among which 860 oil paintings are notable for their vivid colors, bold brushstrokes, and emotional profundity. Van Gogh's life was marked by his mental and emotional disorders, so he was sent to the Saint-Paul-de-Mausole asylum. During his time in the asylum, he produced some of his most celebrated paintings. His brother Theo, the one he had the closest and most supportive relationship with, always kept a strong belief in his art genius. As documented in their correspondence containing an insight into Van Gogh's thoughts and experiences, Theo offered emotional and financial support with no condition for Van Gogh's pursuit of art (Naifeh and Smith, 2011) [3].

Tragically, Van Gogh died young at the age of 37 from a gunshot wound on July 29, 1890. It was believed to be a suicide. After his death, his legacy has grown tremendously, and he now is recognized as a leading artist of modern art. His immense work has deeply influenced contemporary artistic expression (Van Gogh Museum, 2016) [4].

2.1.2. Van Gogh's Iconic Artworks.

Being celebrated for the intense colors, striking brushstrokes, and powerful emotion in his body of work, Van Gogh is considered one of the most masterful artists in history. His "Starry Night" is the most renowned one, painted in 1889, during the time he stayed in Saint-Paul-de-Mausole asylum. "Starry Night" is famed for its swirling night sky and expressive colors, reflecting Van Gogh's chaotic state of mind (Naifeh and Smith, 2011) [3]. Another remarkable work is "Sunflowers" (painted in 1888). In this painting, the vibrant flowers evoke the fascination with joy and life within the artist's soul. Van Gogh's "The Bedroom" (also painted in 1888) describes his personal space in Arles with an intimate glimpse. This painting is characterized by

its unordinary perspective and strong colors, conveying a sense of peacefulness and isolation. “Dr. Gachet” and other his self-portraits capture the depth of emotion and complexity of his subjects. The struggles with his own mental health are reflected in these portraits (Blumer, 2002) [5]. “Wheatfield with Crows” (painted in 1890) is believed to be the last work of Van Gogh. The dark skies and ominous crows in the painting imply the artist’s foreboding and despair during the most challenging period of his life. These iconic paintings from his rich art collection have not only cemented Van Gogh’s position in world art history but also generated great inspiration and influence on contemporary art and culture (Van Gogh Museum, 2016) [4].

2.1.3. Immersive Experiences at Art Exhibitions

Immersive experiences at art exhibitions are the transforming approach that engages the audiences with artworks by offering a deeper interaction. Employing advanced technologies, such as large-scale projections, virtual reality (VR), and augmented reality (AR), allows the viewers to immerse themselves in the artworks and experience multi-sensory viewing, transcending the traditional one. For instance, Van Gogh’ works with impressive colors and brushstrokes are showcased with the application of large-scale projections and dynamic lighting at the “Van Gogh Alive” exhibition. This new experience enhances the viewers’ emotional and visual connection to the artist (DaRosa, 2022) [6].

A stronger emotional response and a deeper understanding of the artist’s vision are evoked in the immersive settings (Bishop, 2012) [7]. Similarly, Leja (2011) [8] argued that immersive exhibitions pave the way for art by making it more engaging and accessible to a larger number of viewers. Moreover, this approach also enhances a stronger appreciation for the artworks because the viewers can interact with and discover the pieces of art in a more innovative way. The combination of art and technology represents a remarkable evolution in the demonstration and consumption of art in the technologically based time.

2.2. Factors Contributing to Van Gogh’s Artworks as the First Choice for the Worldwide Immersive Exhibition

The widespread of Van Gogh’s artwork immersive exhibition puts a question on why he has been first chosen for it among many other outstanding artists of the world. There are three factors for this question to be answered, which are vibrant colors and brushstrokes, the emotive power in his paintings, and the universal appeal of his own life story. The combination of these three reasons creates compelling and transformative feelings among audiences while experiencing his works. And these emotions have made his paintings ideally fit in such innovative demonstrations.

2.2.1. The Vibrant Color Palette and Vigorous Brushstrokes in Van Gogh’s Paintings

The bold, dynamic colors and expressive brushstrokes were used by Van Gogh in his craft style, which suit perfectly to the format of an immersive experience. In his work “Starry Night”, taken for granted, two main colors in the painting (the swirling blues and yellows) make it a dynamic scene (Willsher, 2024) [9]. So, “Starry Night” is credited for the vivid hues and dramatic contrasts conveyed on the canvas. These features are even magnified when being projected on large screens or through virtual reality. Van Gogh developed a painting style with an intense color palette and energetic brushwork, which generated an appealing visual spectacle. And this captivating effect can surround and engage the audiences in such a way that no static exhibition would do (Capps, 2021) [10]. Furthermore, the contrasting and complementary colors in Van Gogh’s paintings make them best fit the immersive technology. The bright yellows and subtle greens and blues of his “Sunflowers” are juxtaposed but opposite in tones, and this bold color combination is even better colorized through digital projections. The “Sunflowers” become more vivid and striking in the immersive space, making the viewers feel so engaged and appreciate Van Gogh’s gift of coloring, as did his friend – fellow painter Paul Gauguin (Siegal, 2019) [11]. The depth and richness of his choices of colors accelerate the effectiveness of the immersive experience, leaving behind the traditional way of viewing.

Antoni (n.d) [12] stated that Van Gogh's art style is not only visually arresting but also emotionally charged. These qualities in Van Gogh's artworks make them heightened in immersive settings. The bold colors and dynamic brushstrokes demonstrated in Van Gogh's work capture strong sentiments, resonating deeply with the audiences. This, again, explains why Van Gogh's paintings, carrying intense sentimental responses, align with modern art exhibitions (namely immersive ones), in which the viewers are deeply engaged with a high level of emotion. The overall impacts of Van Gogh's paintings are, therefore, even enhanced. In his "Wheatfield with Crows", Van Gogh painted dark and dramatic skies above and contrasting golden fields below which make the viewers feel as isolated and obsessed with foreboding as the artist did while painting this masterpiece (Arifa, 2007) [13]. And these details are even accentuated in the immersive environment.

2.2.2. The Emotional Effects in Van Gogh's Artworks

The emotional motion is deeply felt while watching Van Gogh's craft works. This emotional vibration makes his works renowned and surprisingly compatible with the immersive experience in art exhibitions. There is a visceral connection between viewers and Van Gogh's use of vibrant colors, drastic brushstrokes, and his inner poignance. This connection allows them to experience the same intense emotions that Van Gogh underwent while making his artworks. This is viewed as an emotional resonance, which incredibly suits the immersive set-up. In the virtual environment, the viewers are surrounded by Van Gogh-painted trees, flowers, leaves, clouds, stars and winds. They can fully experience the emotional journey at a higher level of intimacy.

"The Starry Night" is the most notable example of Van Gogh's emotional depth to be expressed. The swirling skies with the luminous stars generate a sense of wonder and turbulence. Also, the undulating patterns of the bold blues and yellows show how Van Gogh was trapped in a tumultuous state of mind at the Saint-Paul-de-Mausole asylum. In the immersive settings, the viewers are wrapped by the night sky, feeling so strongly the artist's presence nearby with his longing and turmoil (DaRosa, 2022) [6]. The movement and energy generated from the original painting are amplified with the dynamic projections and animation at the exhibition. This compatibility of the handicraft with technology allows the audiences to step into a deeper emotional engagement.

A similar example is "Wheatfield with Crows" in which Van Gogh's emotional climax is clearly depicted. When looking at the dark, stormy skies and the golden wheatfield in the painting, a sense of isolation and foreboding is evoked. Despite the controversy, it is believed that the flying crows in the sky make the atmosphere ominous, implying Van Gogh's state of despair and loneliness before he passed away (Plessis, 2023) [14]. When being displayed at the immersive exhibition, it makes the visitors feel the rustling wind blowing through the wheatfield and hear the croak of the crows, which enhances the emotional effect of the scene. The immersive technology offers the audiences an opportunity to enter Van Gogh's world and experience how he felt about the surrounding desolation as well as beauty.

Deep emotions are also seen in Van Gogh's portraits. In his "Portrait of Dr. Gachet", the doctor's compassionate but sorrowful nature is captured by the strong brushstrokes and melancholic expression of the artist. The intense colors and textured surface of the artwork can be transmitted into life in an immersive context, where viewers themselves discover the details at a close distance and feel the artist's empathy for his subject (Gachet, n.d) [15]. This degree of engagement connects the audiences with the emotional narrative of the artwork through a more impactful and unforgettable experience.

The immersive experience of Van Gogh's art is also multiplied by the multi-sensory factors incorporated at these exhibitions. For example, background music, ambient sounds, and subtle aromas are generated to complement the visual factors. A holistic space that stimulates all senses, therefore, is created. This multi-sensory approach is effective in making a deep emotional

connection between the paintings and visitors since it simulates Van Gogh's own sensory experiences while working on the white canvas (Fancourt, 2018) [16]. By incorporating multiple senses, immersive displays can strengthen emotional responses, promoting a deeper appreciation of Van Gogh's artistic talent. With the hidden emotional depth, Van Gogh's artworks are particularly suited for an immersive experience. The impressive colors, dynamic brushstrokes, and subject matter integrate into his paintings, making them become powerful emotional narratives. And these narratives resonate strongly with the viewers. With the technological approach, these emotions are enhanced by immersing the viewers in the artworks. This immersive experience is a more intimate and effective way to a better understanding of Van Gogh's world. "Starry Night", "Wheatfield with Crows", and "Portrait of Dr. Gachet" are evidence of Van Gogh's art of conveying deep emotions through his paintings. With his art, not only Van Gogh's legacy is defined but also the immersive experience is enriched for the contemporary viewers.

2.2.3. The Universal Appeal of Van Gogh's Life Story

It is believed that the world has been appalled by Van Gogh's life story with no limit of time and cultural barriers. His life stream from obscurity to posthumous fame is full of intense personal struggles and a strong inclination toward his art, which resonates deeply with any people with any life background.

Van Gogh's early life was piled up with personal and professional failures. In the struggles to find his path, Van Gogh did many jobs as an art dealer, teacher, and preacher but none of these brought him any joy or success. However, the struggles in the early days humanized him with a marked life story, vibrating anyone who has dealt with their own hardship and disorientation (Naifeh and Smith, 2011) [3]. Van Gogh's decision to engage in art when he was 27 is a testament to his burning passion and strong determination. In spite of having no formal training, he made a self-learning of the craft, studied the works of great masters as well as tried new methods of painting. That he was committed to his artistic vision, in spite of the interminable objection, has made a great inspiration. Regardless of the immense personal challenges, Van Gogh's dedication to pursuing art has exemplified the unlimited strength of human resilience and creativity (Sooke, 2015) [17].

The battle with mental diseases is another most compelling aspect of the short life of Van Gogh. Bouts of severe depression and psychosis, caused by his isolation and financial burdens, surrounded his life. During his time in the Saint-Paul-de-Mausole asylum, Van Gogh created some great works, among those "The Starry Night" is a signature. Van Gogh's stay in the asylum highlighted the connection between his mental situation and artistic output. This detail in his life makes a deep resonance with many others, who are also in struggles with their own mental illnesses. And this resonance creates a sense of reunion and mutual understanding (Blumer, 2002) [5].

Vincent Van Gogh's close relationship with his brother Theo is another poignant point in his story of life. Theo offered unconditional financial and emotional support to his brother with a strong belief in Vincent's talent, despite others' skepticism. The correspondence between the two brothers, recorded in "The Letters of Vincent Van Gogh", shows a strong bond between them and provides an insight into Vincent's thinking and emotions. Their letters signal a unique perspective on the artist's inner world and the important role of systematical support in nurturing creativeness (Grant, 2014) [18]. Although Van Gogh could sell only one painting when he was alive, his artworks were widely recognized after he died thanks to Theo's efforts and Johanna's (Theo's wife's) advocacy. Nowadays, Van Gogh is being celebrated as one of the greatest artists in the world. His paintings are priced at millions at auctions and displayed in the world's most prestigious museums. The posthumous success story of Van Gogh is a convincing narrative of perseverance and the idea that true talent will definitely be recognized, no matter sooner or later (Hulsker, 1980) [19].

Van Gogh's art is viewed as a universal appeal because of its emotional intensity and the themes it explores. The ordinary people and daily scenes are often depicted in his paintings, full of a sense of deep beauty and remarkability. The dignity of the simple life is reflected in "The Potato Eaters" and "Bedroom in Arles", making resonance with viewers from different backgrounds. Van Gogh was so observant as he could find the beauty even in the mundane and convey profound emotional truths in his art. This ability, therefore, makes his artworks timeless and universally appealing (Bekker et al, 2009) [20].

Van Gogh's enduring appeal also comes from the narrative of the "tortured artist". His life story is compatible with this romanticized notion, referring to the artist who devotes his life to art by suffering. This type of artist produces works of unparalleled beauty and emotional depth. Although this notion is viewed as problematic, for it glamorizes suffering, it anyway creates a fascination with Van Gogh's lifestory and artworks. The phenomenon of Van Gogh embodies the sophisticated interplay between creativeness and mental sickness, pushing us to take our perception of genius and madness into account (Silverman, 2016) [21]. The story of Van Gogh's life continues its vibration to contemporary life, in which the matters of mental health, artistic struggle, and the quest for meaning still remain in every corner of the world. His life story is referenced in pop culture in any form of demonstration such as movies, books, social media, or exhibitions. The widespread of Van Gogh's immersive experience exhibitions, using digital technology to make his paintings closer to audiences, is solid proof of his ever-lasting relevance and the universal appeal of his artworks and personal life (House, 2024) [22].

2.3. The Deeper Connection Between Van Gogh and the Modern Youth in Terms of Mental Health

The life and work of Van Gogh have made a deep resonance with many people from generation to generations. His biography holds a poignance, particularly relevant to young people in contemporary life. The mental health problems he struggled with, the profound expressions of emotion in his works, and his effort to seek meaning and purpose mirrors the challenges of many people in modern society.

2.3.1. Bipolar, Borderline Personality Disorders and Temporal Lobe Epilepsy

Bipolar disorder, borderline personality disorder (BPD), and temporal lobe epilepsy are different but often mistakenly considered the same. These conditions affect mental and neurological health. Bipolar disorder is defined by extreme mood swings with manic episodes of high mood and energy and other ones of depressed mood and lethargy. These fluctuations can severely impact everyday functioning, relationships, and overall life quality. The exact reason for this disorder is still not well understood, but it includes a combination of genetic, environmental, and neurochemical factors (Grande et al., 2016) [23].

In contrast, borderline personality disorder is viewed as a mental health condition, noticed by pervasive instability in moods, self-image, and attitude. People with this disorder may go through intense episodes of anger, depression, and anxiety which can happen from a few hours to days long. These symptoms may cause impulsive actions and unstable relationships. It is believed that the condition arises from a complex interaction of genetic predisposition, brain structure, and function or surrounding factors such as early trauma or abuse (Leichsenring et al., 2011) [24].

Temporal lobe epilepsy is the one originating in the temporal lobe of the brain. It is characterized by recurrent, unprovoked seizures, affecting different functions such as emotion, memory, and behavior. Seizures in temporal lobe epilepsy can result in complex partial seizures with various symptoms such as altered consciousness and intense emotion. This disorder is typically diagnosed through medical history, neurological examinations, and imaging methods like MRI and EEG (Engel, 2013) [25].

While these disorders have some overlapping symptoms, they require tailored approaches for cure and care. By understanding their conditions, it can help to improve the sufferers' outcomes and life quality.

2.3.2. Van Gogh's Mental Health Struggles

The issues of Van Gogh's mental health have been well-recorded and thoroughly analyzed by researchers. There are bouts of severe depression, psychosis, and episodes of extreme anxiety that Van Gogh faced in his lifetime. This can be seen in his correspondence with his brother Theo and the tumultuous events of his life, for example, the time at Saint-Paul-de-Mausole in Saint-Remy-de-Provence (Blumer, 2002) [5]. His mental health challenges reached the culmination of the tragedy of suicide at his young age of 37.

There are some suggestions on diagnoses, including bipolar, borderline personality disorders, and temporal lobe epilepsy in the modern interpretations of Van Gogh's mentality (Blumer, 2002) [5]. Despite the debate on the exact nature of his mental health issues, there is no dispute on the intensity of his experiences and the impacts of these issues on Van Gogh's life and work. These are exactly the struggles that can be related to young people nowadays since mental health issues have become excessively prevalent in modern youth life.

2.3.3. Mental Health in Modern Youth and the Connection Between Them and Van Gogh

Mental health at a young age in modern society has recently reached alarming levels. As reported by the World Health Organization, of many reasons for illness and disability among young people, depression is the leading one. Meanwhile, suicide is the fourth leading cause of death of people aged from 15 to 19 worldwide (WHO, 2021) [26]. Social media pressure, academic stress, economic uncertainties, and the effects of the COVID-19 pandemic are listed as the factors leading to this growth. The above issues, or the inner turmoil experienced by the modern youth, are reflected in Van Gogh's life and artworks. Their struggles to express their own mental health challenges can be found to resonate with the deep emotional pain and intense joy conveyed in Van Gogh's works by his powerful ability. His paintings, such as "The Starry Night" or "Wheatfield with Crows" are viewed as visual demonstrations of his mental condition, full of chaotic and tumultuous feelings, which can be identified as the same among many young people. When looking at Van Gogh's paintings, young people find something incredibly inspiring about the man who (just like them) also struggled his whole life yet still found the beauty in the most ordinary things, such as the old boots, onion on the table, or the chair in the bedroom. Despite all of the mental challenges and other life darkness, Van Gogh anyway did not lose sight of the power of art, light, and color, making a strong resonance with the young people suffering from their own mental chaos in modern society (Mark, 2022) [27].

To consider from another aspect, as Van Gogh's life is associated with mental health issues, it still persists until nowadays. In the artist's struggle to find social acceptance and understanding, he was often marginalized and misunderstood. According to Finney (2017) [28], mental health can cause social isolation and eventually, a reluctance to look for help from others. The youth nowadays are coping with the same challenges and feel alienated and judged by people around them because of their mental health problems. The fear of being labeled or misunderstood makes them reluctant to ask for the help needed for their situations. So, Van Gogh's life and work can allow for addressing the matters and initiating open conversations for a better understanding of mental health.

Despite different interpretations, Van Gogh's story sounds like a warning bell about the dangers of mental illness if not being promptly treated. Any form of introduction to Van Gogh's personal and professional life draws attention to the sophistication of his mental health. It encourages people to take mental health care, as well as the attitudes of society toward this illness, into consideration. The young people, who are facing mental health issues, are recommended for art therapy. The intervention of art has been proven to be effective for healing. As shown in many

studies, the encounter with artistic activities can limit the symptoms of anxiety, depression, and PTSD (post-traumatic stress disorder), and further enhance the general emotional well-being (Malchiodi, 2012) [29]. Van Gogh's life story with his enduring pursuit of art beyond his mental state exemplifies how art can serve as a healing mechanism and a tool of self-expression. As long as the art is credited for its value of therapy, both by creating and experiencing it, Van Gogh's artwork with its vibrant colors and dynamic brushstrokes is a strong recommendation for emotionally vulnerable audiences in contemporary society. By engaging with Van Gogh's paintings, they can experience emotional release and self-expression when they find it difficult to do so in the traditional form of communication.

Although Van Gogh is remembered for the darkness in his life, his work is filled with the brightness of colors and joy, therefore it holds a certain soothing quality. By observation, Van Gogh's paintings follow a similar pattern from darker shades (at the starting point of the painting) to brighter ones (when he moved to Paris to see the Impressionists), and then to the explosion of strong colors (when he moved down to the south of France). This progression gives an overview of the people surrounding Van Gogh and the different ways he represented himself (Mark, 2022) [27]. This explains why young people nowadays can make their way for self-healing and self-expression by going to Van Gogh's exhibitions. If the young spend enough time observing Van Gogh's paintings, they will reveal that beyond the madness and struggling poverty, there is a beauty in which they can find solace no matter how dark the paintings might look at first. His "Self-Portrait with Bandaged Ear" seems to leave the message to the young that "My ear is bandaged: I'm healing; there is white canvas behind me: I'm working; there is a Japanese woodblock print behind me: I'm inspired. Don't worry, I'll be fine" (Mark, 2022) [27]. Enjoying Van Gogh's artwork is an effective way to heal, to self-recover from mental damage. When considering Van Gogh's self-portraits, there are incredible insights into different phases of the last ten years of his life. Although he never idealized himself, he tried to paint himself with blunt brush strokes on the canvas. It seems that they are different people in his self-portraits. Van Gogh represented himself beyond the tangible reality to catch something truer than the truth (Mark, 2022) [27]. Again, this is a reason why the youth look for Van Gogh in their attempt to define their own self. They found a deep resonance between them and the late Van Gogh in the therapeutic process for their mental conditions resulting from modern life. The studies on the historical and psychological aspects of Van Gogh's life show that young people can find their own experiences parallels with the artist's when he was alive. It means that they can also find validation and comfort in their mental struggles as they are not alone in this fight. Van Gogh's artwork sets a light for them to navigate their path to overcome their adversity. This is best exemplified in "Almond Blossom", painted by Van Gogh for the birth of his nephew. The mentally damaged people can feel the excitement and delicate joyfulness of the new life coming into the world in this painting. Van Gogh's sensitivity to the changing of seasons and life circles shows that there is a feeling of elation conveyed in his painting. And this nuance is seen as touching in his life of work (Mark, 2022) [27].

There are a high number of people visiting Van Gogh's exhibitions worldwide reflecting how audiences are enduringly fascinated by his personal life and art. The Van Gogh Museum in Amsterdam, housing the richest collection of his work, is visited by nearly 6000 people each day (Van Gogh Museum, 2019) [30]. This popularity has become viral worldwide leading to traveling exhibitions, at which the application of state-of-the-art technology creates immersive experiences. These mobile exhibitions have toured around the world, including the major cities like London, Beijing, or Sydney (Peterson, 2021) [1]. The deeper level through large-scale projections and interactive displays allows visitors to engage strongly with Van Gogh's paintings. This way of exhibition has particularly succeeded in attracting younger viewers who are more inclined to the integration of art and technology. In the other context, WHO (2021) [26] stated that the importance of cultural engagement (both traditional and innovative ones) can promote young

people's mental health and overall well-being eventually. Putting it together, it is undoubtedly true that there is a strong bond between Van Gogh (dying many decades ago) and young people (living a modern life), making the latter rely on the former for their mental health recovery.

2.4. Additional Experiences for Visitors at Van Gogh's Immersive Exhibition

The positive effects of Van Gogh's immersive experience exhibition mark a successful fusion of art and technology to create an impressive viewer experience. This innovative approach not only boosts the celebration of Van Gogh's artistic genius but also levels up the way to enjoy and experience art in the digital age.

Visitors' additional experiences at Van Gogh's immersive showcases vary worldwide. In the United States, guests with their masks (because of the social distance) walk through the rooms. They cry when watching the images and experiencing the effect of being surrounded by Van Gogh's works. Groups and families often gather and sit on the floor to drink under his "Almond Blossom" or "The Starry Night over the Rhone". Meanwhile, children run around and enjoy being in "Sunflowers". The aromas of cypress, cedar, sandalwood, and nutmeg with hints of lemon and vetiver are included as if people are taken into orchards, gardens, and fields. This is a beautiful way to introduce art to children as they may not see the paintings well in the museum because of their height and large crowds. The atmosphere is tranquil, filled with music, lounging, and whispering (Morales, 2021) [31]. Also, virtual reality at the exhibition can make a visitor become a first-person painter, who would have platinumed Van Gogh's time in Arles with a broadsword or grenade launcher in his hands (Capps, 2021) [10]. For another visitor, who prefers to touch and feel to get the whole experience, the traditional museum is not his favorite choice. When attending Van Gogh's immersive exhibition in his town, his hands were soon freed because of the magical technological-made "Sunflowers" (Barlette, 2022) [32].

In Singapore, different experiences are included in Van Gogh's immersive exhibitions. For example, visitors can watch traditional tea ceremonies and then enjoy drinking freshly whisked matcha. Also, they can have ice cream with flavors inspired and named after Van Gogh's iconic painting "Blueberry Starry Night". Or in the "Bedroom in Arles" and "Starry Night Over the Rhone", visitors pop into an interactive studio to create Van Gogh's art pieces and scan their own works to make a personalized photo backdrop (Pailin, 2023) [33]. Besides, they can climb onto "Bedroom and Arles" or pose on the wooden chair in the room. Once they are done with their masterpiece creation, after scanning it on the big screen, they can stick it onto the wall with their signatures to receive the admiration from other people around. Van Gogh-themed souvenirs, like T-shirts, bags, and games, can be bought at the exhibition. Coffee and delicious bakes reflecting what they saw at the show are offered at the pop-up cafe (Walsh, 2023) [34].

Van Gogh's immersive experience exhibitions have a global spread, captivating visitors with high-tech digital projections and interactive experiences. These exhibitions have journeyed across the principal cities in the world, such as Paris, London, Tokyo, and New York (Peterson, 2021) [1], offering deep and multi-sensory interactions with Van Gogh's outstanding artworks.

3. Conclusions

Vincent Van Gogh's life and work still continue to resonate with the youth in contemporary life, specifically in terms of mental health issues. He has been selected as the first one among many other world's greatest artists whose works are immersively projected to reach massive groups of audiences. This choice of the art activists is based on three main criteria, which are, in brief, the remarkable color pallet, emotional power beneath, and (the most important one) his universally appealing life story. Separately, there is a strong empathy between Van Gogh (a deceased man) and young people (still alive up to now) in the aspect of mental life. The two target groups share the same emotional hardship (caused by mental illness) and financial burdens

(caused by the current economic and social crisis). The young people attend Van Gogh's immersive experience exhibitions worldwide to find spiritual tranquility through his masterpieces as this therapeutic approach is proven to be impactful (Malchiodi, 2012) [29]. Furthermore, cultural activities, such as immersive experience exhibitions, are emphasized by the World Health Organization (WHO, 2021) [26] as important for promoting mental health, therefore contributing to overall well-being. Van Gogh's paintings with their profound meanings beneath (conveyed through the intensive colors, dynamic brushstrokes, and emotional power) send a message to young people that they are not lonely in their mental struggles and the life ahead is always lightened up with hope, belief and inspiration. This is, again, important to note that the highlight of this essay is the analysis of the adaptation of Van Gogh's artworks to advanced technology, based on the three factors discussed above, regarding his personal and professional life.

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