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**FOR IMMEDIATE RELEASE:**  
***Impressionists Immersive***

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**OPENING SEPTEMBER 25TH AT THE DISCOVERY CENTER OF IDAHO**

**Boise, ID** - Calling all art aficionados! The Discovery Center of Idaho is thrilled to announce the arrival of a new exhibition, [\*Impressionists Immersive\*](#), opening September 25th, 2023. With more than 1,000 masterpieces from important Impressionist artists like Van Gogh, Monet and Renoir, among other esteemed artists, visitors will completely immerse themselves in a realm where famous artwork is brought to life by floor-to-ceiling projections, synchronized with captivating music and informative audio.

This extraordinary exhibition goes beyond the conventional focus on individual artists, offering a comprehensive exploration of an entire artistic movement. A movement that radically changed the world of art and our way of looking at it, from biblical or historical subjects, to everyday life. Impressionist artwork portrayed tender, intimate moments that expressed the joy of living, and the constantly changing effect of light on the beautiful world around us. It was the most radical change in art since the Renaissance, influencing and enabling all of the changes of later artistic movements in the 20th-century, and this Fall, we're bringing it to Boise, Idaho.

Visitors will embark on a thought-provoking journey through art as we delve into the interdisciplinary nature of Impressionism. Throughout history, technological advancements have shaped artistic movements, introducing new knowledge, ideas and capabilities. With large-scale artwork projected throughout our galleries, visitors of all ages can delight in this visual symphony, while children will have the opportunity to engage with elements designed to foster their early connection to art. Additionally, our young visitors will find the perfect photo opportunities to share on their social media platforms.

The *Impressionists Immersive* exhibition offers a unique opportunity to dive into the world of vibrant colors and striking contrasts. It celebrates the ways late 19th-century artists captured changing light and

the natural world—inspired by the rise of photography and made possible by the invention of portable paint tubes. Each piece conveys movement and challenges perspective, allowing the viewer’s brain to formulate a coherent picture from a distance more effortlessly than up close. Impressionism is thought to have been the precursors of the pixel and the filter, so common to us now in social media applications.

*Impressionists Immersive* will captivate your visual senses in two of our four galleries, while our remaining galleries continue to buzz with our highly popular hands-on exhibits, featuring all-time favorites like *BRICKS!*, *Classics Collection*, *Young Learners* and more! Prepare to step into a world where STEM and the arts seamlessly intertwine at the Discovery Center of Idaho.

### **About the Center**

The Discovery Center of Idaho is a private non-profit 501(C)3 organization. Our mission is to inspire lifelong interest and learning in science, technology, engineering, math (STEM) and the arts. We believe learning is fun and expands minds and lives. Because of the opportunities and exhibitions we provide, our community is more scientifically literate, curious and empowered to explore.

### **Admission Prices & Hours**

Admission is FREE for [members](#). For non-members, admission is \$25.50 for adults ages 18+, \$22.50 for seniors ages 65+, \$17.50 for youth ages 2-17, FREE for children under age 2. \$2 discounts for active military and veterans. We also offer the *Museums for All* subsidized program available for those with a valid EBT card. We’re open 10am to 4:30pm Monday-Saturday and 12pm to 4:30pm on Sundays.

Our pricing supports our ability to bring world-class traveling exhibitions to the Treasure Valley. Thank you for your support!

### **Other Updates**

Thank you for supporting lifelong learning in STEM and the arts! The Discovery Center of Idaho is thrilled to provide this exhibition to the community. There are some items you should know before your visit:

- Timed entry ticket purchases with limited capacity
- Contact-free payment options at the door (Debit or Credit Card only please)
- Floor staff busy cleaning all surfaces throughout the day
- Automatic hand sanitation stations and hand washing throughout the Center

For more information: [dcidaho.org](http://dcidaho.org) | 208.343.9895 | 131 Myrtle St. Boise, ID 83702