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Lighthouse Immersive and National Cowboy & Western Heritage Museum Announce Partnership to Create Immersive Experience of The American West

*The World's Leading Creator of Projection-Mapped Immersive Exhibits to Install Large-Scale
Permanent Exhibit in Museum's West Hallway*

OKLAHOMA CITY – The National Cowboy & Western Heritage Museum (NCWHM) and Lighthouse Immersive today issued a joint announcement that the two entities have established a partnership to develop a new projection-mapped exhibit that will allow museum guests to experience the unique cultures and fascinating stories of the American West in an entirely new way. Situated within the museum's West Hallway, the large-scale, floor-to-ceiling exhibit will encircle visitors in western vistas, immersing them in the sights and sounds of the American frontier before they venture into NCWHM's extraordinary galleries.

The exhibit will be developed by the producers of the blockbuster *Immersive Van Gogh* exhibit, which was recently presented at the Oklahoma City Convention Center for a 6-week holiday run. This project is part of NCWHM's "Live the Code" capital campaign announced last month, which will raise \$40 million to modernize the Museum's guest experiences and infrastructure.

"The National Cowboy & Western Heritage Museum's collections allow us to tell the stories of the West better than anyone, and now we're advancing the museum-going experience to make sure those stories connect with our guests," said Museum President Pat Fitzgerald. "Today, museums are not just repositories for the important archives of our past, they are increasingly interactive. Collaborating with a world-class creator of experiences like Lighthouse Immersive will elevate our storytelling and set the bar for museum-based immersive experiences."

"Following our successes with a wide range of immersive presentations, including *Immersive Van Gogh* presented here in OKC, we are both proud and eager to partner with the National Cowboy & Western Heritage Museum," added Lighthouse Immersive Co-Founder Corey Ross. "Our audiences have consistently shared that our presentations give them the sense that they have stepped inside a whole new world, whether it's the artistic works of Vincent Van Gogh and Frida Kahlo or the imaginative settings of Walt Disney Animation Studios. We are excited to see the western frontier brought to life by our top-tier creative talent who have dazzled and delighted millions with their previous works."

NC&WHM approached Lighthouse Immersive with the idea of developing the new immersive exhibit after witnessing the tremendous mass appeal of *Immersive Van Gogh*, which has been experienced by more than 6 million visitors in over 20 different cities across North America. The new exhibit is currently in development and the first phase of the multi-pronged project has a projected launch date of March 2024. Additional details will be announced at a future date.

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About the National Cowboy & Western Heritage Museum

The National Cowboy & Western Heritage Museum in Oklahoma City is America's premier institution of Western history, art and culture. Founded in 1955, the Museum collects, preserves and exhibits an internationally renowned collection of Western art and artifacts while sponsoring dynamic educational programs to stimulate interest in the enduring legacy of the American West. Nationally accredited by the American Alliance of Museums (AAM), the Museum is located only six miles northeast of downtown Oklahoma City in the Adventure District at the junction of Interstates 44 and 35. The Museum offers annual memberships beginning at just \$50.

About Lighthouse Immersive

Lighthouse Immersive creates, produces and distributes innovative digital immersive art experiences through its experiential multiplex digital art galleries, aiming to cultivate community and creativity through large-scale events and exhibitions of all art forms. Lighthouse Immersive has produced the world premieres of *Immersive Van Gogh*, *Immersive Monet & The Impressionists*, *Immersive Frida Kahlo*, *Immersive King Tut* and *Immersive Klimt: Revolution* in 23 North American cities, including Toronto, New York City, Los Angeles, Chicago, Dallas, Las Vegas, Boston and Denver, and is currently expanding into additional markets. To date, they have sold over 6 million tickets to *Immersive Van Gogh* across North America, with Artnet calling it "one of the largest coordinated art phenomena of all time." For more information, visit lighthouseimmersive.com.