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[Media video and images](#)

National Cowboy & Western Heritage Museum Announces *Find Your West* Immersive Exhibit Opening

Transformational gifts from the Harold Hamm Foundation, Continental Resources and Larry and Polly Nichols, allow for the creation of this large-scale permanent exhibit produced by Lighthouse Immersive.

OKLAHOMA CITY – The National Cowboy & Western Heritage Museum is pleased to announce the grand opening of its first-of-its-kind, immersive, projection-mapped *Find Your West* exhibit, with 27 projectors and 768 LED tiles made up of more than 23 million LED lights and representing work from more than 50 people from five different countries. This state-of-the-art addition to the Museum’s experience was made possible through generous donations from The Harold Hamm Foundation, Continental Resources and Larry and Polly Nichols.

The 3,000-square-foot exhibit is the first museum project for Lighthouse Immersive, the world’s leading creator of projection-mapped immersive experiences. It features four vignettes, telling the stories of Cowboy, Native American, Ranching and Rodeo cultures, showing both the historic realities and thriving contemporary facts and imagery of these diverse and distinct Western cultures. Situated within The Cowboy’s West Hallway, the large-scale, floor-to-ceiling exhibit also encircles visitors in western vistas and tells the story of the migration West of America’s early pioneers by immersing them in the sights and sounds of the American frontier.

“The long-time support of the Harold Hamm Foundation, Continental Resources and Larry and Polly Nichols has allowed the Museum to continue to be a world-class institution,” said Pat Fitzgerald, President and CEO of The Cowboy. “Their gifts provided the resources to be the first museum in the world to partner with Lighthouse Immersive to bring the future of museum experiences to our guests who come from all over the world to learn about and experience Western culture and history. This is an experience that will change how you view both historic events and the vitality of Western life today. This is just the beginning of how The Cowboy, with our partnership with Lighthouse Immersive, is changing how people will experience museums in the future.”

“Growing up in rural Oklahoma, I learned the values of hard work, grit and entrepreneurship...values that are synonymous with the West,” said Hamm. “This exhibit

demonstrates those same values through the stories of Cowboys, Native Americans, Ranchers and Rodeos and elevates the experience of visitors. And it's just the beginning of the incredible work and evolution of The Cowboy to change how museums are experienced everywhere."

This project is part of The Cowboy's "Live the Code" capital campaign announced last year, 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 Larry Nichols, museum board member and capital campaign chair. "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 elevates our storytelling and sets the bar for museum-based immersive experiences. Polly and I are honored to play a part in the establishment of this exhibit."

Lighthouse Immersive produced the blockbuster *Immersive Van Gogh* exhibit, as well as *Immersive Disney Animation*, both of which have enjoyed runs in multiple venues worldwide. The Cowboy's immersive experience is the first exhibit of its kind produced for a museum by Lighthouse Immersive.

"The Cowboy's executive staff approached us after the success of our *Immersive Van Gogh* in Oklahoma City, and we're so glad they did," said Lighthouse Immersive Co-Founder Corey Ross. "We're proud to have our best-in-class technology and capabilities to share these incredible stories of the West with the guests at The Cowboy, and we're looking forward to bringing even more experiences to life in the near future."

Lighthouse Immersive worked with David Korins, Emmy-winning creative director and principal designer of Korins Studio, to develop the layout and set design for *Find Your West*, which incorporates four vignettes: A tipi, a covered wagon, barn doors and a rodeo bucking shoot. Korins set design credits include the Broadway musical "Hamilton," as well as multiple other Broadway, television, film and concert productions.

"Working on this exhibition was, for me, not just an honor but an incredibly fruitful and educational experience as well," said Korins. "The museum staff and the curatorial team taught me so much about the legacy of the cowboy, the extraordinary depths of their collection and the magic of the West. I have always believed in the power of three-dimensional storytelling, and these are astonishing stories to tell. It's a privilege to continue new and exciting work that adds to the cultural landscape of Oklahoma. And it's thrilling to honor the rich past of the museum while solidly taking a step into the future."

The opening of this first immersive experience is the first step to bring interactive, engaging experiences to The Cowboy. The Cowboy plans to work with Lighthouse Immersive again to open an immersive theater experience in a gallery in late 2025.

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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.

About Korins Design

David Korins is the award-winning CEO and Founder of the New York-based creative studio that bears his name, which has reached hundreds of millions of people around the globe with his omnidirectional experiences. He has designed the scenery for Hamilton and 25 other Broadway shows, was the Creative Director of Immersive Van Gogh, and won an Emmy for his Production Design on Grease: Live. He has collaborated with the museum scene in venues as varied as the Georgia O'Keefe Museum and the USC Shoah Foundation at the Museum of the Holocaust. Korins has also worked with Sotheby's on numerous projects and been the creative force behind large scale exhibitions like Disney Animation: The Immersive Experience, currently being rolled out globally, the upcoming rebranded World of Coca Cola Experience in Atlanta, and the Immersive Cannabis Experience, Cannabition, opening soon in Las Vegas.