

# Visual Culture LOOK AROUND IN WONDER!

## **Asisi Visual Culture GmbH**

The cultural organisation Asisi Visual Culture GmbH, based in Berlin Kreuzberg, has set itself the task of promoting the special field of visual culture created by Yadegar Asisi – the panorama.

Visual culture comes from visual experience – this is the message conveyed to us by the artist Yadegar Asisi – and his aim is to bring it to life in his panoramic pictures. Asisi Visual Culture GmbH makes this new and individual form of visual culture available to people of all age groups, social strata and levels of education in an attractive, understandable and – most importantly – in an emotional way. Of course, all projects are backed up by a constantly high standard of artistic realisation and sound scientific research.

Our visual projects and experiences on cultural themes aim to encourage our visitors to look around in wonder.

The managing director and artistic director of Asisi Visual Culture GmbH, Yadegar Asisi, designs his illusionistic visual dreams with the help of a team presently consisting of around 70 employees, who support him in the preparation and realisation of his projects. In the Art Department, his monumental panoramas, along with the accompanying exhibitions and other visual illusionistic spaces, are created in close cooperation with specialists from the fields of architecture, painting and art.

## **Look around in wonder! – The Asisi Panometers**

Asisi visual culture can be experienced in the Asisi Panometers®. Here, visitors with no previous knowledge can gain experience in this special form of visual culture: the hectic everyday world fades into the background, and time slows down.

At present there are two Asisi Panometers, in Dresden and in Leipzig. In each of them, the artist's enormous panoramas – the largest panoramas in the world – are on display. Both Panometers are situated in historical industrial monuments. Once inside, standing at the heart of the 360° panorama, the viewer cannot help but experience a mysterious, even magical effect.

The 360° panoramic projects are accompanied by thematic exhibitions showing a large number of anamorphoses, exhibits, films and especially composed sound effects and music by Eric Babak. Appointments can be made for special guided tours of the exhibition, both for individuals and for groups. A large number of events are also held relating to the exhibition.

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