



MICHELANGELO

THE HARMONY OF A REBELLIOUS GENIUS

IMMERSIVE ART EXPERIENCE **3D**

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3D

Pag.

3

MICHELANGELO 3D

3 The events

4 The exhibition rooms

5 The exhibition route

Pag.

8

**MEDIA
PLAN**

Pag.

9

THE COMPANY

Pag.

10

CONTACTS

MICHELANGELO 3D THE EVENTS

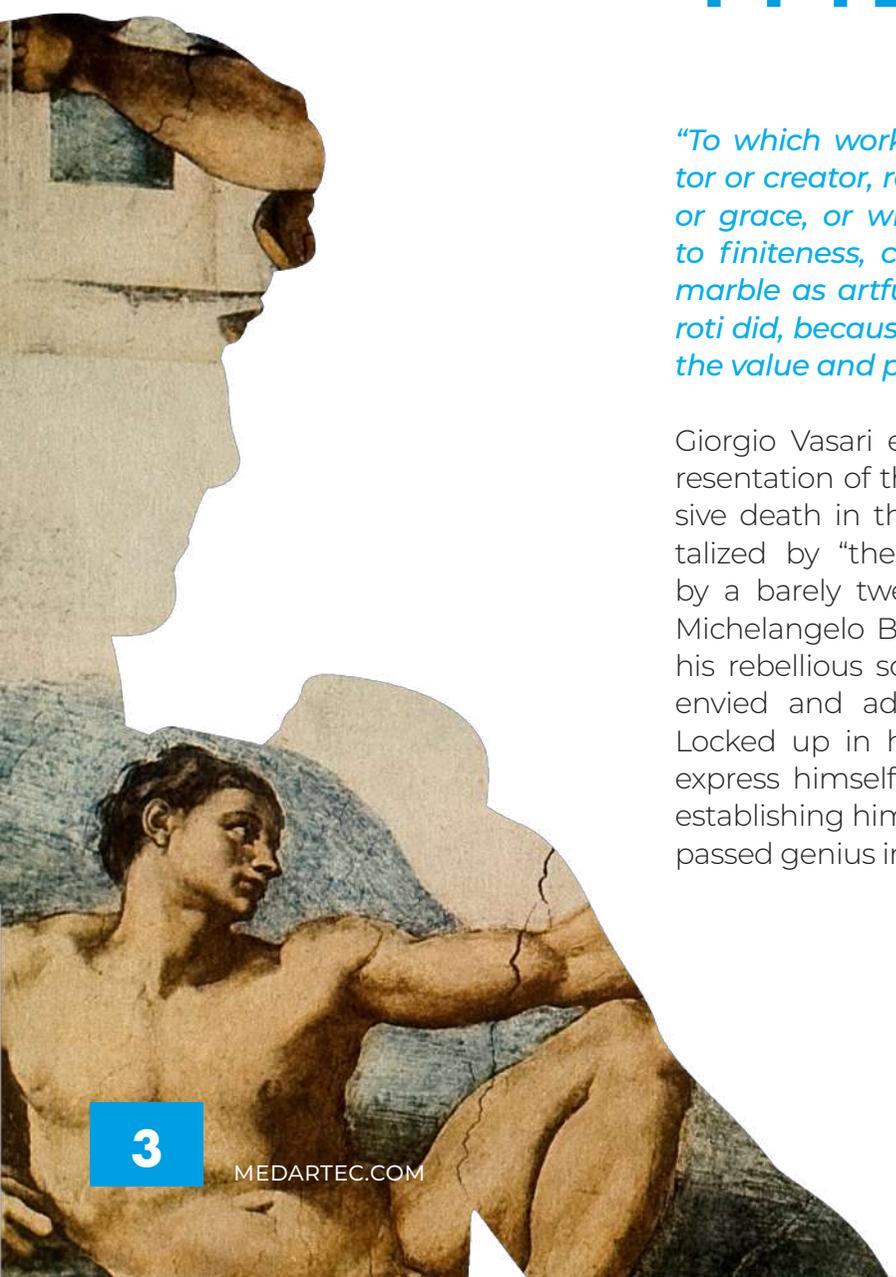
“To which work you never think of a sculptor or creator, rare being able to add design, or grace, or with difficulty ever being able to finiteness, cleanliness and to pierce the marble as artfully as Michelangelo Buonarroti did, because you can see everything in it the value and power of art.”

Giorgio Vasari expresses himself on the representation of the most beautiful and impressive death in the universe, the Pietà, immortalized by “the most divine hands” (Vasari) by a barely twenty-three-year-old Florentine: Michelangelo Buonarroti. Already at the time his rebellious soul, often misunderstood, was envied and admired by his fellow citizens. Locked up in his solitude, he was forced to express himself in a completely original way, establishing himself as an absolute and unsurpassed genius in both sculpture and painting.

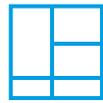
The interactive exhibition “Michelangelo Buonarroti 3D, The harmony of a Rebel Genius”, produced by Medartec, is dedicated to the genius of the artist. The exhibition is aimed at viewers of all ages, from school onwards, involving a large audience with a language that is easily understood by all cultural levels.

The exhibition itinerary involves the visitor in Michelangelo’s universe, also introducing him to the art of the Italian Renaissance.

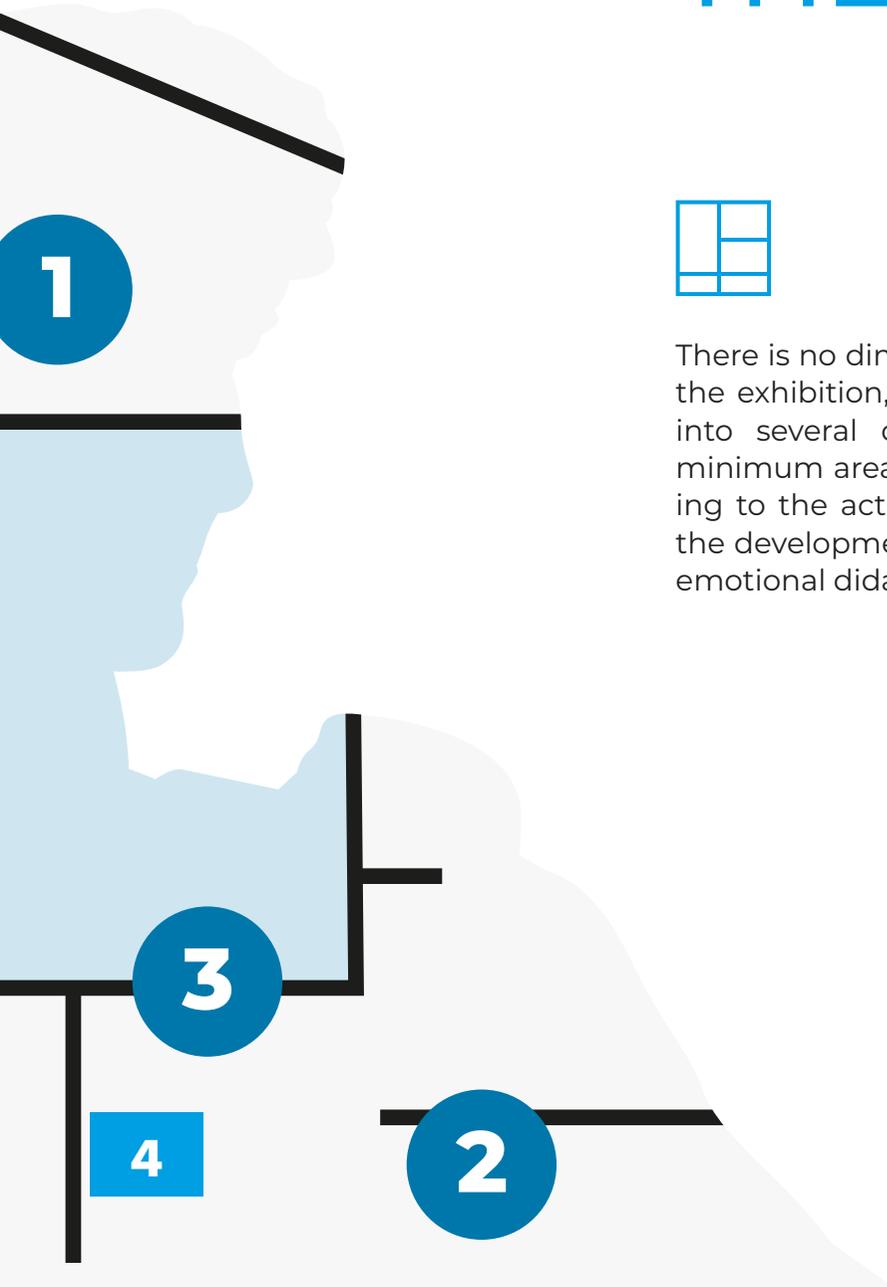
This happens through intense artistic experiences, with an introductory video, a trip to the Carrara marble quarries, holograms, didactic panels, a gallery with his paintings, the artist’s drawings, augmented reality sculptures, the wooden crucifix from the historic Florentine workshop of Grassi Nesi, an installation of virtual statues and an immersive journey through VR. The itinerary ends with an immersive room on the Renaissance.



MICHELANGELO 3D THE EXHIBITION ROOMS



There is no dimensional standard but to host the exhibition, the rooms should be divided into several communicating rooms for a minimum area of 150 square meters, according to the activated modules, thus allowing the development of the path of a logical and emotional didactic.



MICHELANGELO 3D THE EXHIBITION ROUTE

Michelangelo. History of the man who sculpted the Italian Renaissance with his artistic genius

Information on panels concerning Michelangelo sculptor, painter, architect and a timeline will show the important stages of the artist's life. The texts, edited by the Scientific Committee of Medartec, explain the work of Michelangelo and how much this has affected the Italian Renaissance.



Historical introduction

An information panel on the Renaissance and the significant changes it has contributed to the history of humanity, as well as an introductory video that traces one of the most important periods of humanity.



Room of the Quarries

An emotional video set in the Carrara quarries takes the audience back to the time of Michelangelo. Through the documentary, the visitor enters the world of the artist and accompanies him into the mysterious universe of the quarries



Room of Painting and Drawings

Set in Renaissance architecture, the room informs about Michelangelo as a painter and architect. The environment should be enriched with faithful replicas of manuscripts and backlit drawings as well as replicas of details from the Sistine Chapel, the Tondo Doni and the wooden crucifix - a reproduction in ebony of the crucifix of Santo Spirito.



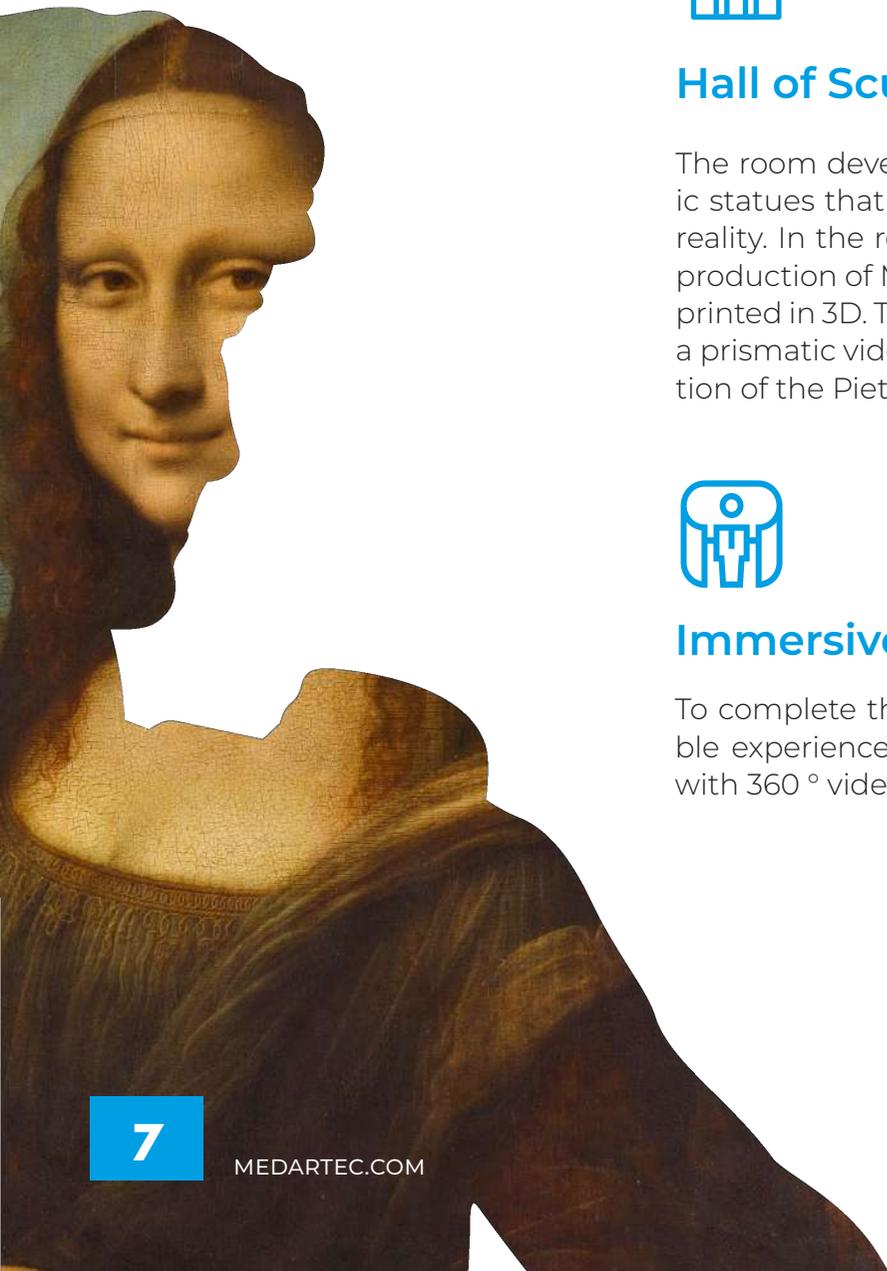
Hall of Architecture

The room is set in the reproduced Piazza del Campidoglio. The panels tell about Michelangelo as an architect and his most significant architectural works - the Piazza del Campidoglio and the dome of St. Peter. A reproduction of St. Peter's dome and a video about it illustrates the power of Michelangelo's genius as an architect.



Hologram

Michelangelo talks to the visitors outlining his character and the rivalry towards his contemporaries.



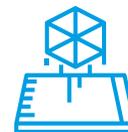
Hall of Sculpture

The room develops on a sequence of graphic statues that come to life with augmented reality. In the room there is also a faithful reproduction of Michelangelo's statue of David, printed in 3D. The experience is completed by a prismatic video installation with the animation of the Pietà, Moses and David.



Immersive room

To complete the visit there is an unforgettable experience, of great emotional intensity, with 360 ° video projections and music.



VR and playroom

To complete the visit there is an unforgettable experience, of great emotional intensity, with 360 ° video projections and music.



The kids workshop and the treasure hunt

The exhibition can be experienced by children with fun, through a treasure hunt and with creative games dedicated to them.

MEDIA PLAN

The exhibition will be preceded and supported throughout its duration by an editorial and communication plan that will guarantee a wide coverage visibility to the exhibition to partners / sponsors.

The presence of partners and sponsors will be highlighted in every aspect of communication.

Thanks to the dense media network, which includes traditional media (printed paper, newspapers, online communication, press agencies, televisions, radio) and a digital campaign through social media, the exhibition will reach a broad and heterogeneous public.

The press office activity includes:

- The development of an official press kit (press release, texts, photograph and videos)
- A constant flow of press releases about the exhibition, the general presentation, the opening of the show, and the release of support news for the duration of the event
- Press conferences organization
- Press visit and blog tours organizations

The communication strategy will also include:

- Media partnership agreements
- ADV plan
- Dynamic advertising

THE COMPANY



MEDARTEC is an Italian distribution and production company that brings Immersive Media Experiences, specializing in art and culture, to your local venue. We create awe inspiring innovative events, using the latest digital technologies that engage all ages. We distribute productions made by a team of technology experts and art historians gifted with artistic knowledge and sensibility. The company owns the distribution and image rights for all exhibitions, including for promotion and merchandising.

Immersive Media Experiences not only widen the scope of what traditional museum encounters have to offer, but also bring a new and engaging all-consuming experience of art that stands on its own. The events are curated and presented in high definition images that are coupled with emotive sound and music. This cutting edge technology ensures that visitors have a memorable

and unique sensorial connection to the art. Immersive Experiences make it possible for spectators to enjoy and explore the complete works of an artist in one location.

The creative team is made of professional architects, designers, video/film directors and software developers that integrate the technical aspects of multidisciplinary subjects of exhibition design, theatre, communication and storytelling to create a **multimedia sensorial experience**.

CONTACTS



info@medartec.com



www.medartec.com

ROBERTO LUCIANI

+39 335 138 9250

rluciani@medartec.com

ENRICO CRISTIANI

+39 335 1883444

ecristiani@medartec.com



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www.medartec.com