



LEONARDO



Leonardo DA VINCI 3D

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LEONARDO DA VINCI 3D

THE EVENT

Leonardo Da Vinci 3D is a revolutionary and futuristic exhibition that tells the absolute genius of Leonardo Da Vinci through a multisensory language between augmented reality, holograms and immersive paths to unhinge traditional boundaries and take visitors on a journey which follows and traces the footsteps of Leonardo through the modern language of images, sounds, lights, music and colors. An exhibition that is also a challenge to the laws of physics, of time and space; an immersive experience which catapults the visitor into Leonardo's extraordinary mind and in its daring evolutions.

A highly technological multi projections system brings back the futuristic spirit of Leonardo and offers an educational and entertaining experience at the same time, where images and music run along ceilings, walls and columns to cross over into the immaterial spaces of holography and of augmented reality.

The exhibition is an exciting journey into the life and works of the Genius through dynamic storytelling and digital magic. An innovative way of EDUTAINMENT - education + entertainment – that engages and entertains the visitor.

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The background of the page features a large, dark, curved surface, possibly a dome or a large screen, covered in a dense pattern of small, glowing, golden-yellow circular lights. In the lower-left corner, there is a smaller, dark, curved surface showing a close-up of a person's face, likely a reproduction of a painting, with a small, glowing light source visible.

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THE PATH



Introductory room

In this first room a timeline is exhibited with the dates of the most important events in the life of Leonardo Da Vinci. Here his most important works are mentioned and also where they were produced.

Gallery

The paintings of the great artist are exhibited in the Gallery. These are printed on fabric and are backlit, thus highlighting the details of each work.

Hologram

From the room with the paintings, you arrive to Leonardo's hologram that talks to visitors about his life and works. The hologram is particularly appreciated by younger people, who remain as if hypnotized by the figure of the great master who addresses himself directly to them.

Flight room

In the flight room, also known as the mirror room, are projected the inventions and designs of the flying machines designed by Leonardo.

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Machine room

In this room the wooden reproductions of Leonardo's inventions are exhibited.

Leonardo's drawings

Through his drawings Leonardo da Vinci produces the experimentation of forms and solutions that add up the different areas in which he engages in his artistic life. The copies reproduced here are sensationally identical to the originals, not only in content but also in flavor, in history, in soul.

The Last Supper

In the room dedicated to the Last Supper, perhaps the most important fresco in the world, the work is projected in its original size.

VR and AR room

The interactive room includes a book with drawings from the Codex Atlanticus which, when viewed through the Application of the Exhibition on your phone, come to life in a three dimensional form. In this room there is also the virtual experience - VR - through which the visitor enters directly into Leonardo's studio, to then fly over the Tuscan countryside with the wings designed by the master.



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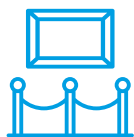
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Alinari collection

The exhibition ends with a room dedicated to photographs from the oldest photographic archive in the world, that of the Alinari brothers. Photographs are exhibited here that describe two important moments in Leonardo's work. The first refers to the theft of the century, or the theft of the Mona Lisa from the Louvre museum in Paris by Vincenzo Peruggia, an Italian worker at the French museum. The second describes, through original images, the destruction by German bombers of the refectory of Santa Maria delle Grazie in Milan where Leonardo frescoed "The Last Supper".

Immersive room

In this room, 360 ° images are projected, with enveloping effects that immerse the visitor in the life and works of Leonardo.

Da Vinci Codes

A unique reproduction, created by Apocrypha da Vinci with unique techniques, refined over many years. A precious and meticulous manual workmanship that does not leave out any detail, touch, color, antiquing, reproducing, on every single sheet, everything from the stains of time to the originally reported drawings.

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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

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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**.

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