



LEONARDO



Leonardo
DA VINCI 3D

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LEONARDO DA VINCI 3D THE EVENT

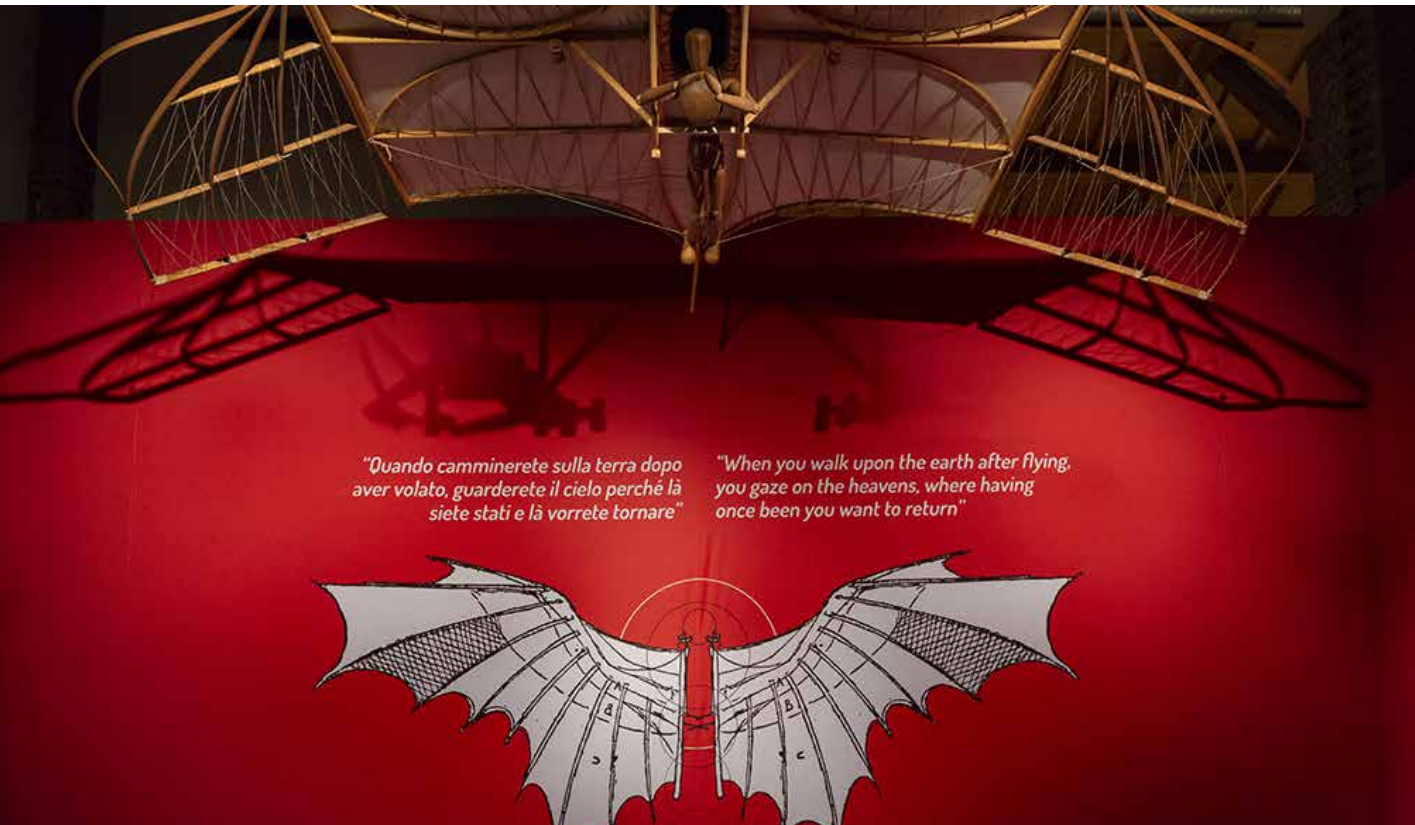


Leonardo Da Vinci 3D is a revolutionary and futuristic exhibition that tells the absolute genius of Leonardo Da Vinci through a multisensory language between augmented reality, holograms and immersive paths to unhinge traditional boundaries and take visitors on a journey which follows and traces the 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.

LEONARDO DA VINCI 3D THE ROUTE



Introductory room

In this room a timeline with the dates of the most important events in the life of Leonardo da Vinci are displayed. Here his most important works are mentioned and where they were produced.

LEONARDO DA VINCI 3D THE ROUTE



The Gallery

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



LEONARDO DA VINCI 3D THE ROUTE



Hologram

From the room with the paintings you'll get to the hologram of Leonardo who talks to the visitors about his life and his works. The hologram is particularly appreciated by the younger crowd, that remain like hypnotized by the figure of the great master communicating directly to them.



LEONARDO DA VINCI 3D THE ROUTE



Flight room

In the flight room, also called the mirrors room, are projected inventions and drawings of the flying machines conceived by Leonardo.



LEONARDO DA VINCI 3D THE ROUTE



Leonardo's inventions

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

LEONARDO DA VINCI 3D THE ROUTE



Leonardo's drawings

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

LEONARDO DA VINCI 3D THE ROUTE



The Last Supper

In the room dedicated to The Last Supper, perhaps the most important fresco in the world, the work is projected at full size, also showing the original drawings made as a preliminary study of the fresco.

LEONARDO DA VINCI 3D THE ROUTE



Virtual Reality and Augmented Reality room

The interactive room includes a book with drawings from the Atlantic Code which, if viewed through the application of the exhibition on your phone, come to life in three-dimensional form. In this room there is also a virtual experience - VR - through which the visitor enters directly into Leonardo's study, and then fly over the Tuscan countryside with wings designed by the master.



LEONARDO DA VINCI 3D

THE ROUTE



Alinari Exhibition

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

LEONARDO DA VINCI 3D THE ROUTE

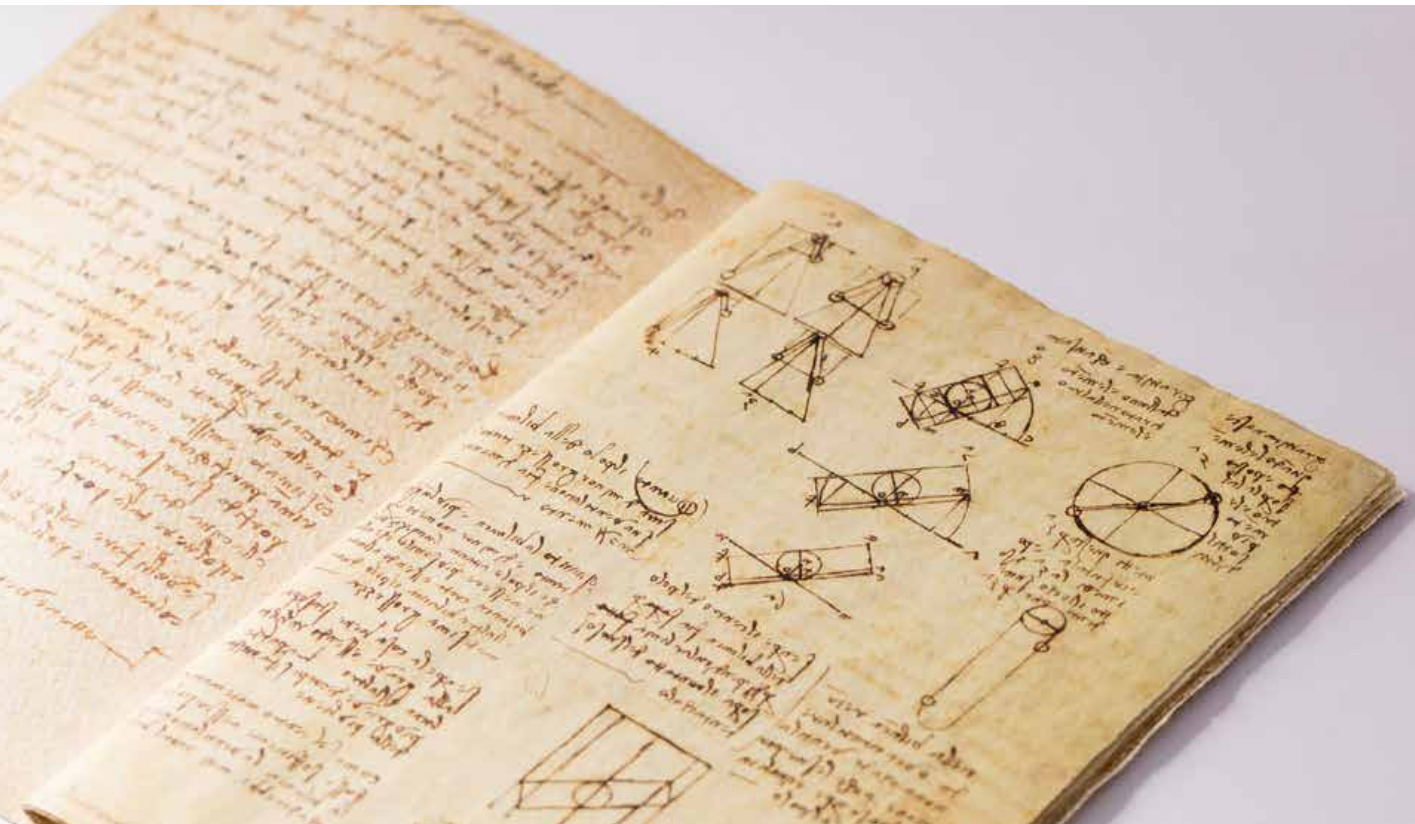


Immersive room

360-degree images are projected in this room, with enveloping effects that immerse the visitor in Leonardo's life and works.



LEONARDO DA VINCI 3D THE ROUTE



Da Vinci Codes

Unique reproductions made by Apocrifa Da Vinci with special techniques and refined over many years. A precious and meticulous manual processing that does not leave out any detail, touch, color, antiquation, reproducing, on every single sheet, everything from the stains of time to the magic originally reported.

LEONARDO DA VINCI 3D THE ROUTE



Bookshop

At the exit of the exhibition a bookshop is set up in which gadgets and books, on the life and work of Leonardo, are displayed and sold.

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**.

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