

DA VINCI 

Il Genio





# LEONARDO da VINCI

Leonardo da Vinci Immersive Emotional Experience is a multisensory event for the whole family, a revolutionary exhibition telling the story of this Renaissance genius in contemporary language with holograms, immersive experiences and educational videos where visitors follow an innovative path in the footsteps of Leonardo, exploring his life and work in image, sound, music, light and colour.

The exhibition also hosts reconstructions of some of Leonardo's war machines, hydraulic devices and flying machines, manufactured by a traditional Florentine craftsman on the basis of the Renaissance genius's drawings and using such typical period materials as wood, iron and cotton. These truly unique pieces bring added value to the exhibition as a whole.





# HISTORICAL INTRODUCTION and DA VINCI MACHINES

An introductory video describes the Renaissance, the historical period in which Leonardo da Vinci lived and worked. The Renaissance brought with it a change in art unique in its genre which affected all the arts from literature to painting and sculpture, and Leonardo was one of its most revolutionary artists. A timeline illustrates his life, the cities in which he worked and his most important works of art

*"Quando camminerete sulla terra dopo aver volato, guarderete il cielo perché là siete stati e là vorrete tornare"*

*"When you walk on the earth after you have flown, you will gaze on the sky because once you have been there you will want to return"*







# GALLERY OF PAINTINGS AND DIGITAL PAINTINGS

The Gallery, designed to resemble a genuine Italian museum, hosts all of Leonardo's painted works reproduced on a scale of 1:1 to form what has rightly been called a virtual art gallery. In 2023, many digital and animated paintings have been included transforming the painting gallery into a colorful and animated space that the public really likes.



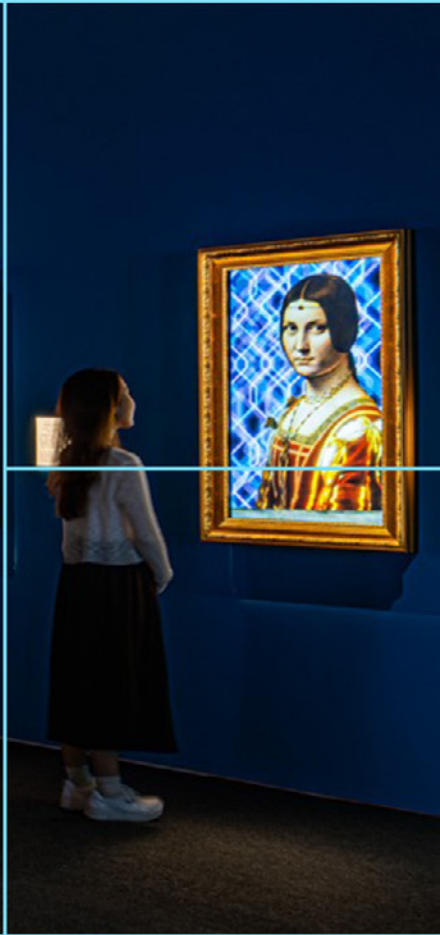


# Paintings Gallery





# Digital Gallery





# Digital Paintings









# HOLOGRAM

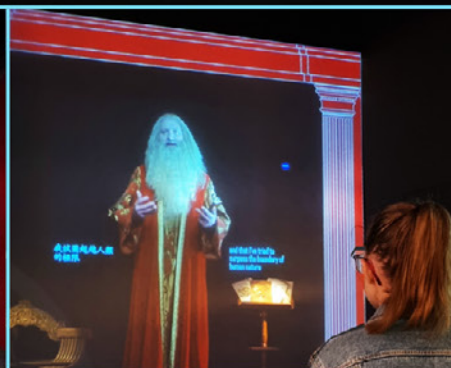
Leonardo in person appears in the shape of a hologram, telling the story of his life from his birth in the hills of Vinci and his move to Florence where he trained as a painter, to the artistic maturity that he achieved in Milan.



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# Hologram





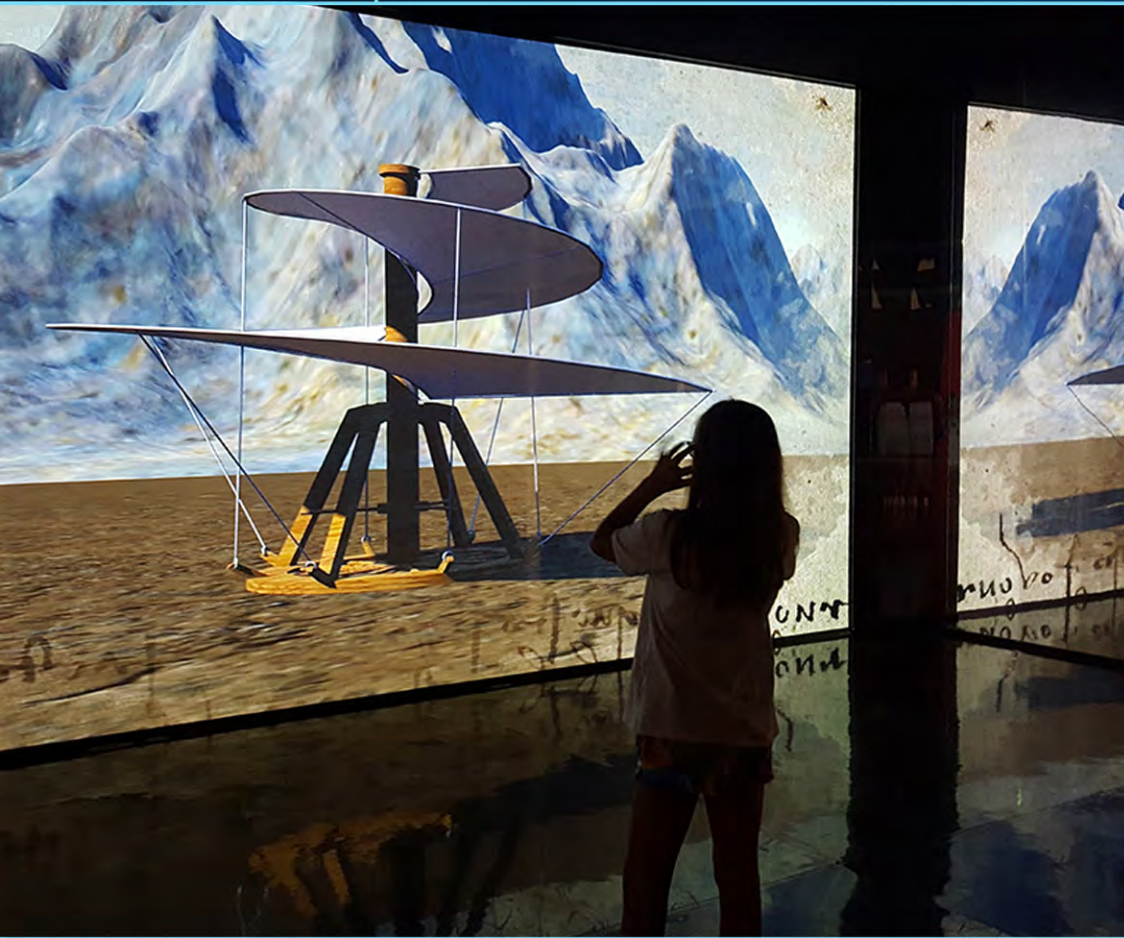
# FLIGHT ROOM

Leonardo was fascinated by the flight of birds and studied their movements from his early youth. In this room we bring to life (with 3D reconstructions) the flying machines designed by Leonardo (the ornithopter, the propeller, the parachute and other inventions), flying over the "shaded" Leonardo countryside and the first landscape drawn from the house where he was born in Vinci. In 2023, interactivity was integrated, much appreciated by children who draw their own flying machines that fit and fly together with Leonardo's machines.



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# Flight room or mirror room



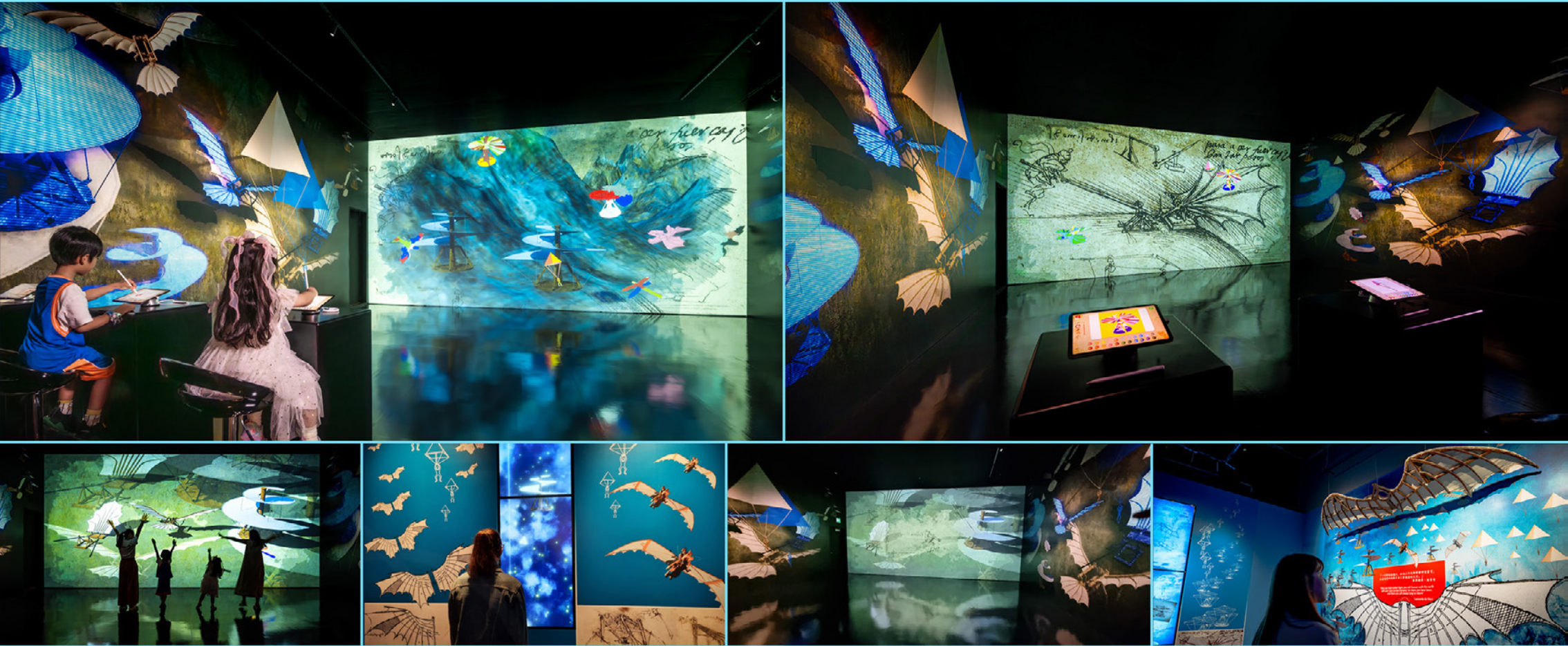


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# Flight room or mirror room



# Flight room interactive





# IMMERSIVE ROOM

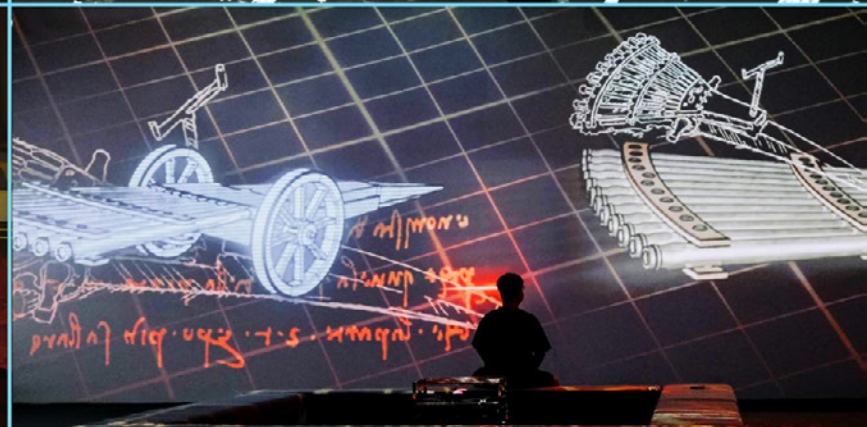
The *Immersive Room* lies at the very heart of the exhibition, launching visitors into a 360° immersive experience of Leonardo's work. A leading-edge synchronised multiprojection system provides an experience that is at once educational, spectacular and captivating, in which images, music and sounds run along the walls and ceiling, plunging visitors into Leonardo's extraordinary mind, his works, his drawings and his inventions.





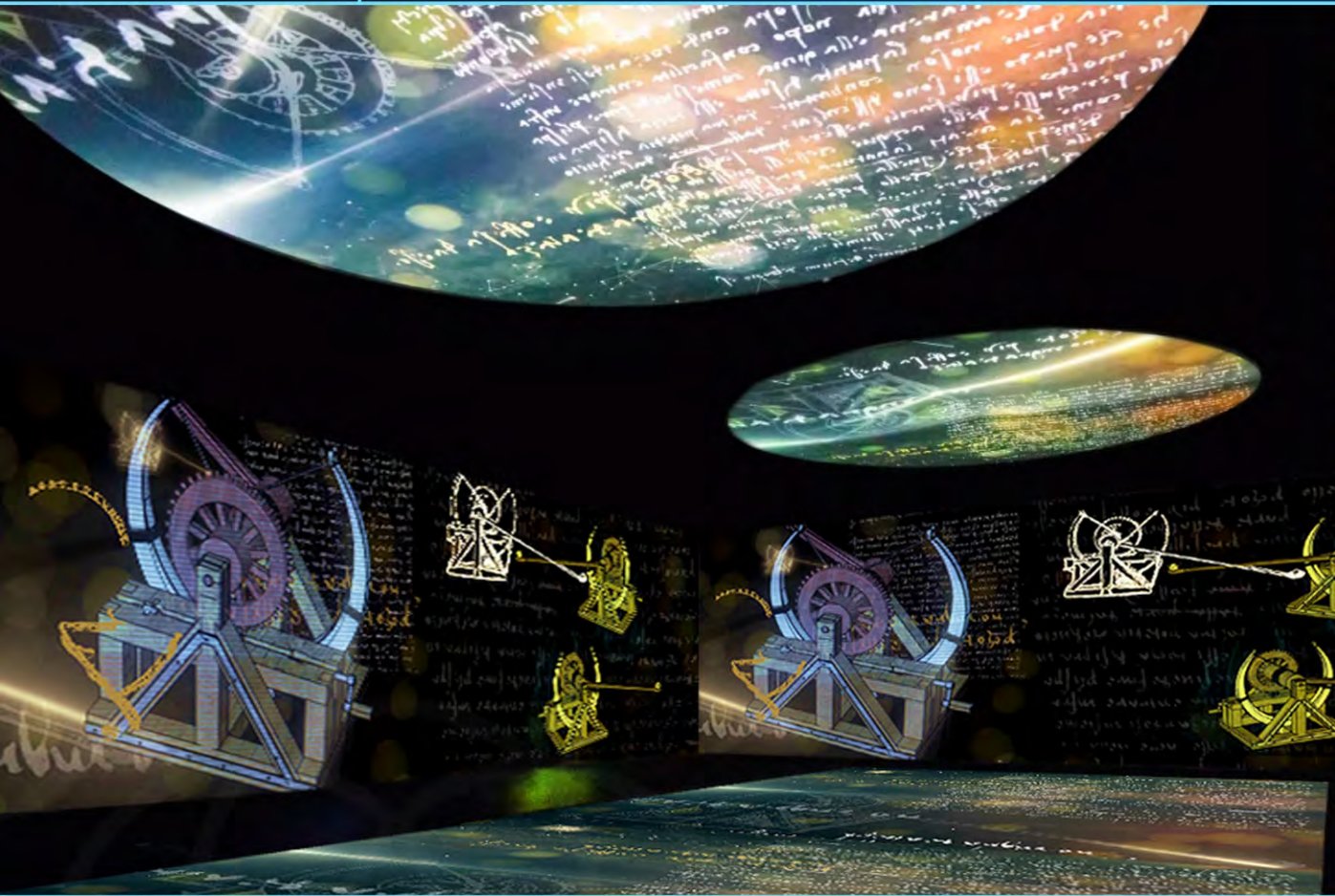
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# Immersive room



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# Immersive room





# THE LAST SUPPER

In a room devoted to Leonardo's celebrated *Last Supper* visitors can "virtually" explore the work on a 1:1 scale, along with his preparatory sketches and details in extremely high resolution, in a unique and breathtakingly beautiful experience.



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# The Last supper







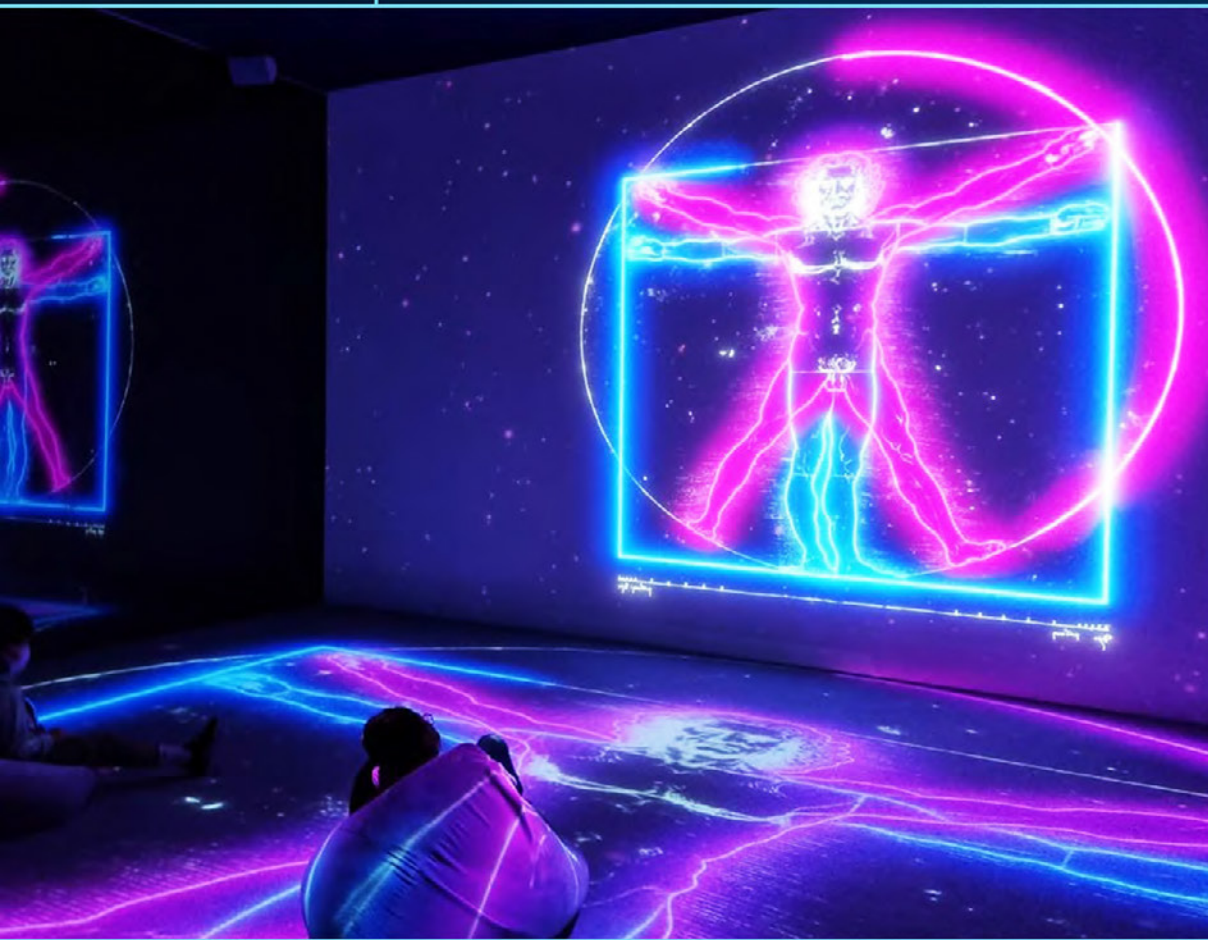
# VITRUVIAN MAN

The *Vitruvian Man Room* revisits Leonardo da Vinci's celebrated Vitruvian Man in a contemporary vein. The *Vitruvian Man Room* also prompts visitors to ask themselves what we human beings truly are and how we can fit into the great order of the universe.



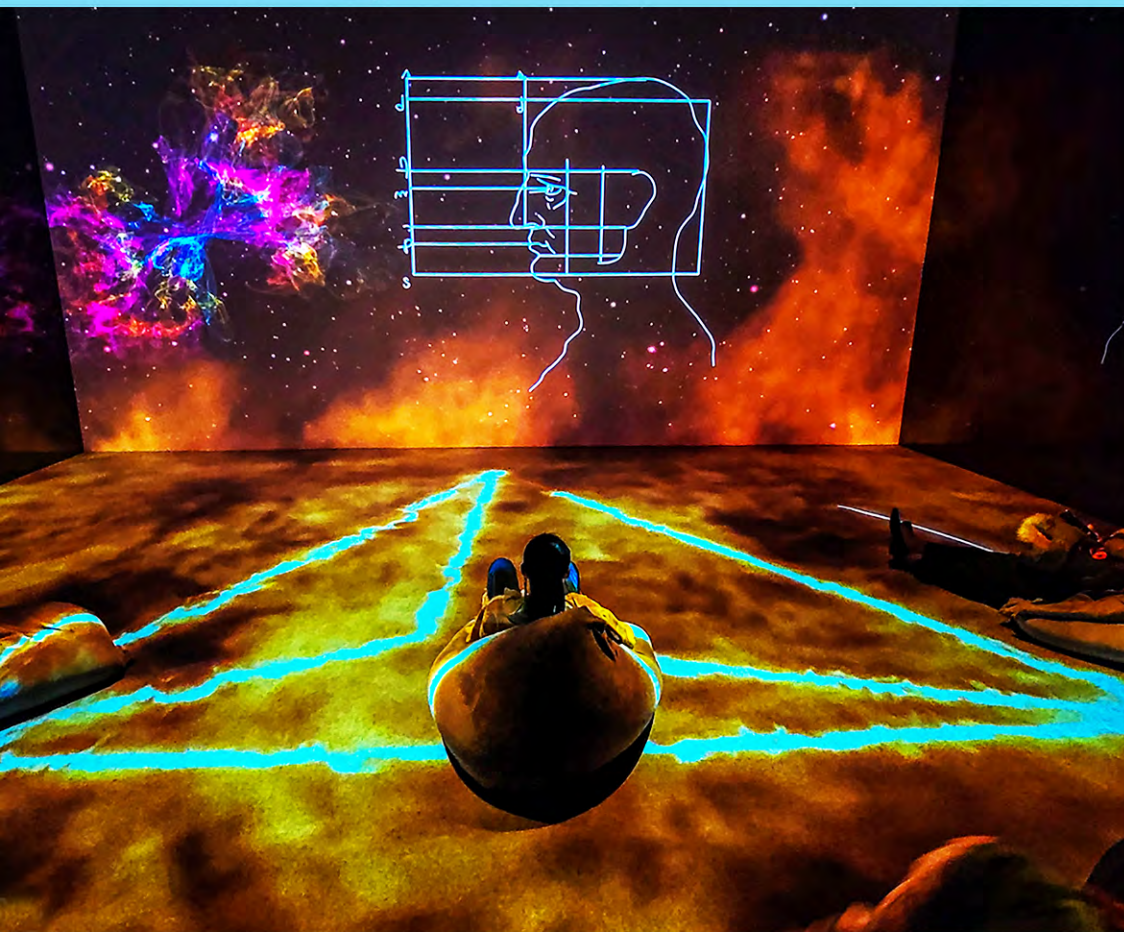
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# VITRUVIAN MAN ROOM



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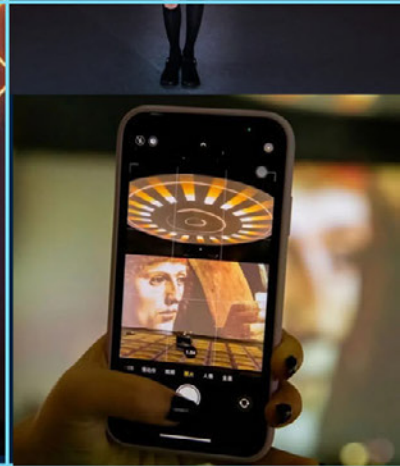
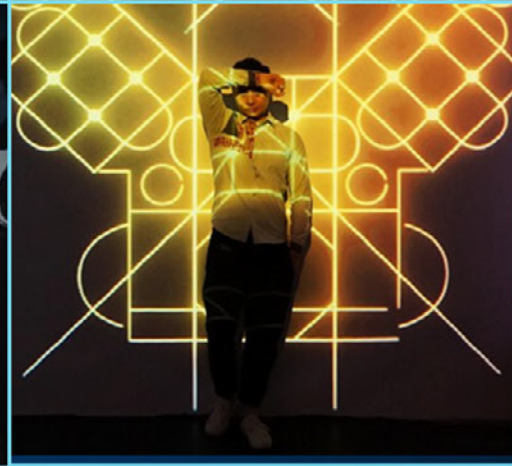
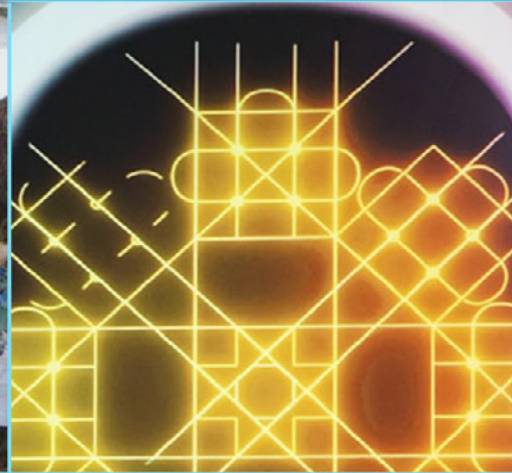
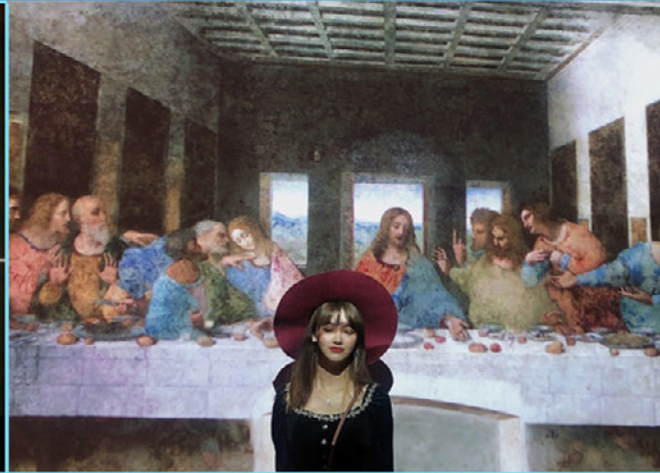
# VITRUVIAN MAN ROOM





With virtual reality it is possible to enter Leonardo's world. The space dedicated to the oculus for both adults and children to enter the fantastic world of the Genius of the Renaissance.







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