



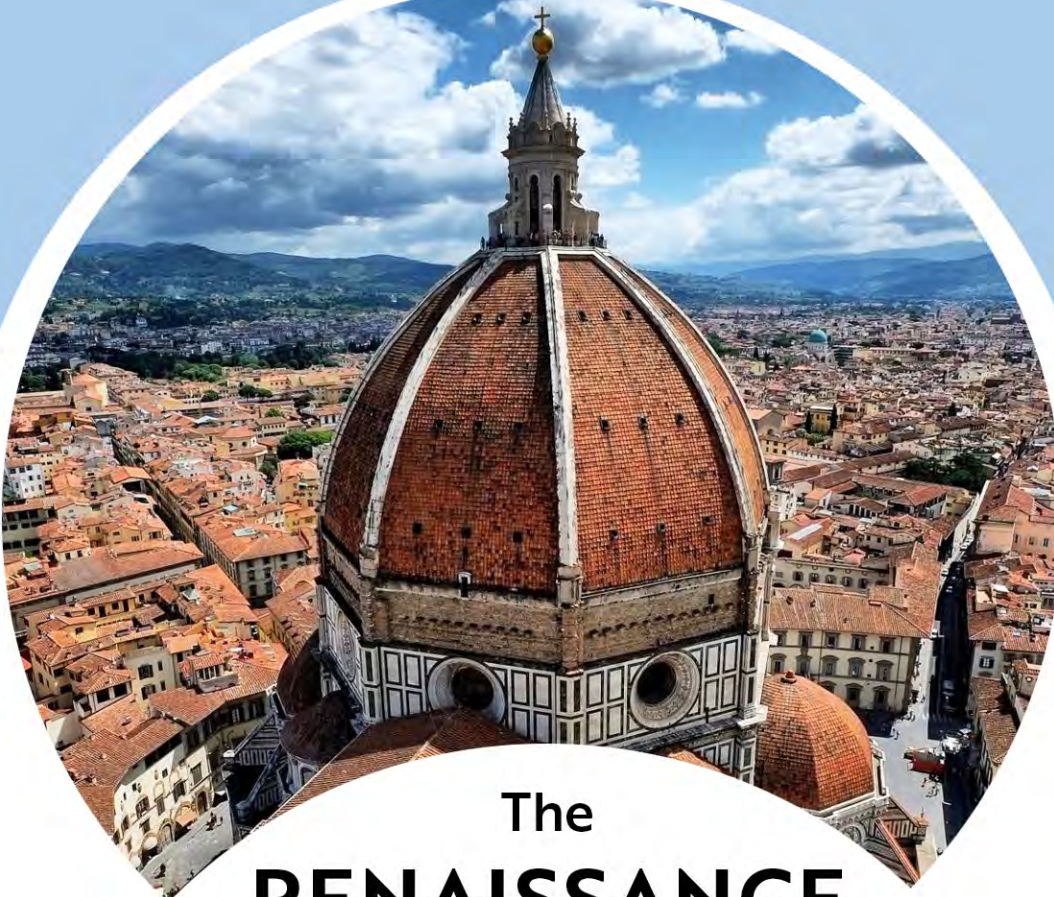
# RENAISSANCE

**Immersive  
Art Experience**



**ART MEDIA STUDIO**

[www.artmediastudio.org](http://www.artmediastudio.org)

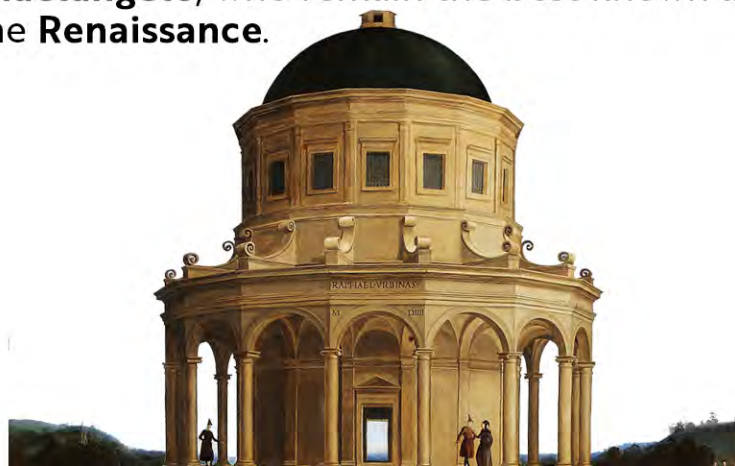


## The **RENAISSANCE**

The **Renaissance** was a period of "**rebirth**" in arts, science and culture, and is typically thought to have originated in Italy. The most powerful city-states were **Florence**, the **Papal States** (centered in Rome), **Venice**, and **Milan**.

During the **Early Renaissance**, painters such as **Giotto**, and sculptors such as **Ghiberti** experimented with techniques to better portray perspective. Their methods were rapidly perfected and built upon by other artists of the early Renaissance such as **Botticelli** and **Donatello**.

However, the apex of artistic talent and production came later, during the **High Renaissance**, in the form of **Leonardo da Vinci**, **Raffaello Sanzio** and **Michaelangelo**, who remain the best known artists of the **Renaissance**.





**Renaissance Experience** is an immersive journey into the Italian Renaissance. An **emotional journey** that leads the visitor to the discovery of one of the most important historical periods of Western art.

In the exhibition, through various multimedia experiences, the visitor will be able to admire famous masterpieces by the greatest artists of the Renaissance art: **Raffaello, Piero della Francesca, Botticelli, Brunelleschi, Leonardo da Vinci, Michelangelo** and many others.





## 1 Intro Room

In this room the visitor will find **didactic panels** and **high resolution reproductions of paintings**. You can find also a **video** on the history of Renaissance. You can also watch a **video** that provides information on the Renaissance and takes the visitor on a journey to explore one of the most important eras in Western art.





## 2 GALLERY

### *Icons of the Renaissance*

An **Ideal Museum** with the most iconic and famous paintings of the Renaissance.

Works visible only in the **most important museums** in the world, here you can see them together in the same room.

The *Birth of Venus* by Sandro Botticelli, the *Mona Lisa* and the *Lady with ermelin* by Leonardo da Vinci, the *Madonna of the Goldfinch*, the *Marriage of the Virgin* by Raphael and a detail of Michelangelo's frescoes in the *Sistine Chapel*, are the works that you can admire in our ideal Renaissance museum.



**works**  
printed on  
canvas.  
**Very high  
resolution**



## 2 GALLERY

### *Icons of the Renaissance*

Absolute masterpieces of art history; thanks to the very high resolution reproduction, the details of the paintings and the colors will be rendered even more visible and intense.

### WORKS IN ORIGINAL SIZE





### 3 IMMERSIVE ROOM

The heart of the journey is reached in the **Full Immersion Room** inspired by the architecture of a church with a semicircular screen in the centre and a circular screen symbolising a dome on the ceiling.

Here the depiction of the Renaissance comes alive in images. The Renaissance, in which all of the arts – **painting, sculpture and architecture** – played a crucial role, is staged on the front and side walls and on the dome above for fully **30 minutes**.



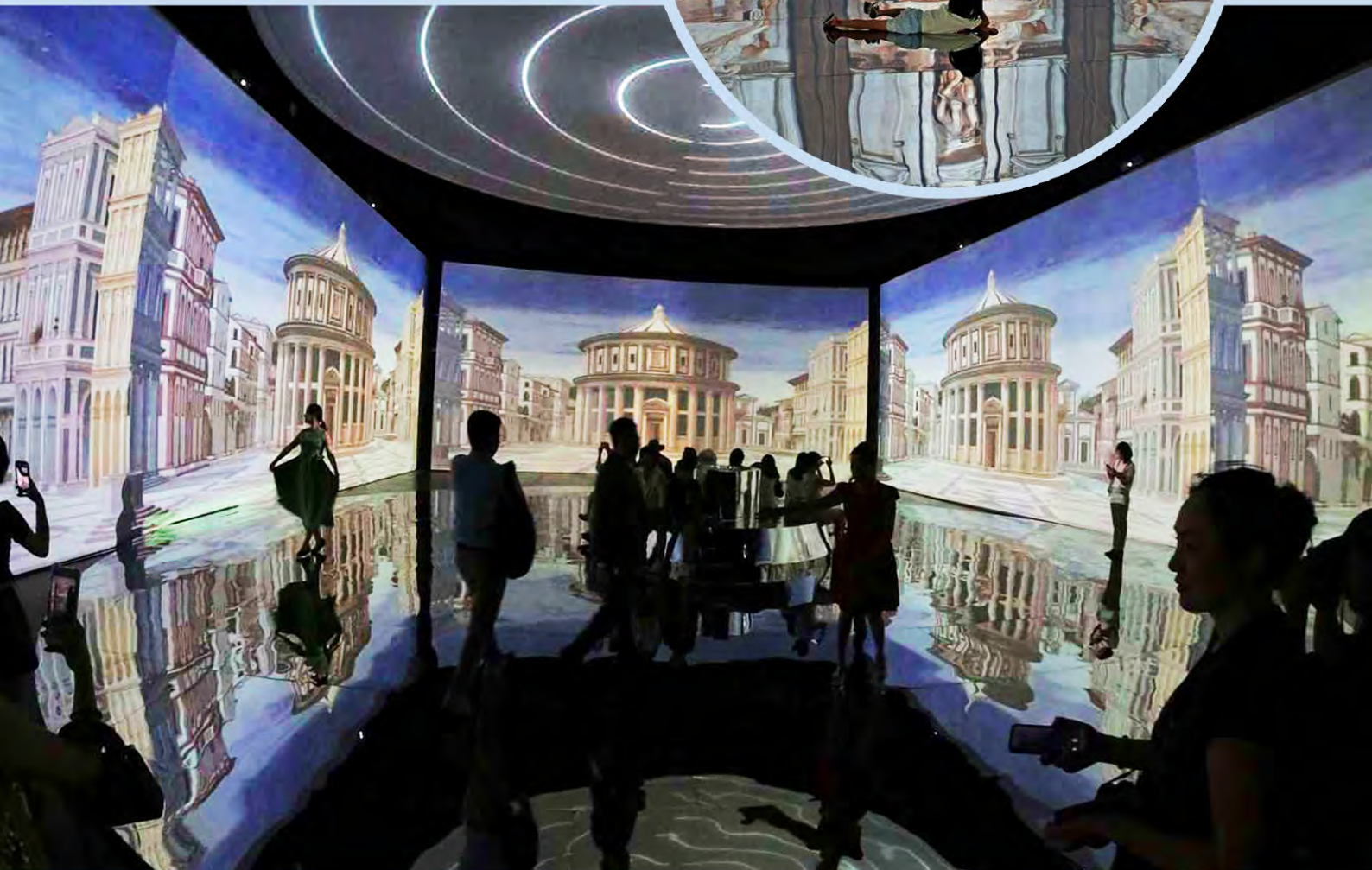


### 3 IMMERSIVE ROOM

Images and sounds follow one another on the **walls**, **ceilings** and **floors** thanks to an innovative, highly technological synchronized multi-projection system with an extraordinary visual impact.

In this room also Renaissance architecture will find its place with its domes such as that of **San Pietro** in Rome and that of the **Duomo** of Florence.

And then the **Palaces** and **chapels**, designed by the great architects of the Renaissance such as **Brunelleschi**, **Michelangelo** and **Leon Battista Alberti**.







### 3 IMMERSIVE ROOM





### 3 IMMERSIVE ROOM





## **4 THE GREAT BEAUTY**

### *The Renaissance cities*

A Mirror Room to multiply the beauty of the Renaissance. In this room you can admire the most important Italian cities of the Renaissance.

A virtual journey into the great beauty of Italian cities, Florence, Rome, Venice, Milan, Urbino, Assisi, Padua, etc.





# 4 THE GREAT BEAUTY

*The Renaissance cities*





# 4 THE GREAT BEAUTY

*The Renaissance cities*





## 5 THE GALLERY OF STATUES

The masterpieces of Michelangelo and Donatello visible with a special **holographic technique**.





## 6 THE SISTINE CHAPEL

by Michelangelo

When you enter the **Sistine Chapel** you feel an emotion that you will never forget, but not everyone can go to the Vatican to admire this absolute masterpiece by Michelangelo.

This exhibition offers an **ideal reconstruction** from the Sistine Chapel with images on all the walls and ceiling. The scenes reproduced on the walls privilege the dimension of the detail, in order to appreciate this monumental pictorial work in its most hidden aspects.

**The Creation of Adam** and other s details are reproduced in real size with the technique of high definition digital photography.





# 6 THE SISTINE CHAPEL

by Michelangelo





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Immersive  
Art Experience



# BEAUTY IS FOR EVERYONE

by  
Art Media Studio  
Italy



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Art Experience**



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