

# RENAISSANCE 3D

Immersive Art Experience

The genius of Michelangelo Leonardo and Raffaello

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## Immersive Art Experience

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# 3D RENAISSANCE THE EVENT

The fifteenth century was marked by great political, economic, cultural and social changes. An epocal shock that marks the end of the medieval era and the beginning of the modern age: the Renaissance. The term expresses the desire for the rebirth of ancient civilization. The rediscovery of the Greco-Roman world puts the idealized model of the ancient world at the center of attention. Florence becomes the capital of the new movement which will take the name of the Renaissance and will spread throughout the European continent for the next few decades.

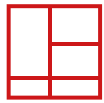
The Florence of the period of Lorenzo the Magnificent can be compared to the Athens of Pericles, and thus becomes the most desired city for the artists and intellectuals from all over Europe. They come to Florence to learn from the greatest and most famous personalities such as Brunelleschi, Donatello,

Leonardo da Vinci, Michelangelo Buonaroti, Raffaello Sanzio, Leon Battista Alberti etc. The exhibition "3D Renaissance, the genius of Michelangelo, Leonardo and Raphael" puts the three giants of the Italian Renaissance at the center of attention: Michelangelo Buonarroti, Leonardo da Vinci and Raffaello Sanzio.

**Modern technology, which goes hand in hand with the traditional exhibition methodology, offers an emotional experience based on the activation of three senses: seeing, hearing and touching. Apps, holograms, virtual reality and augmented reality offer the visitor the opportunity to make surprising discoveries regarding art and the artists. The completely innovative language offers a new way of learning based on classical teaching that is made more engaging through entertainment.**



# 3D RENAISSANCE THE EXHIBITION ROOMS

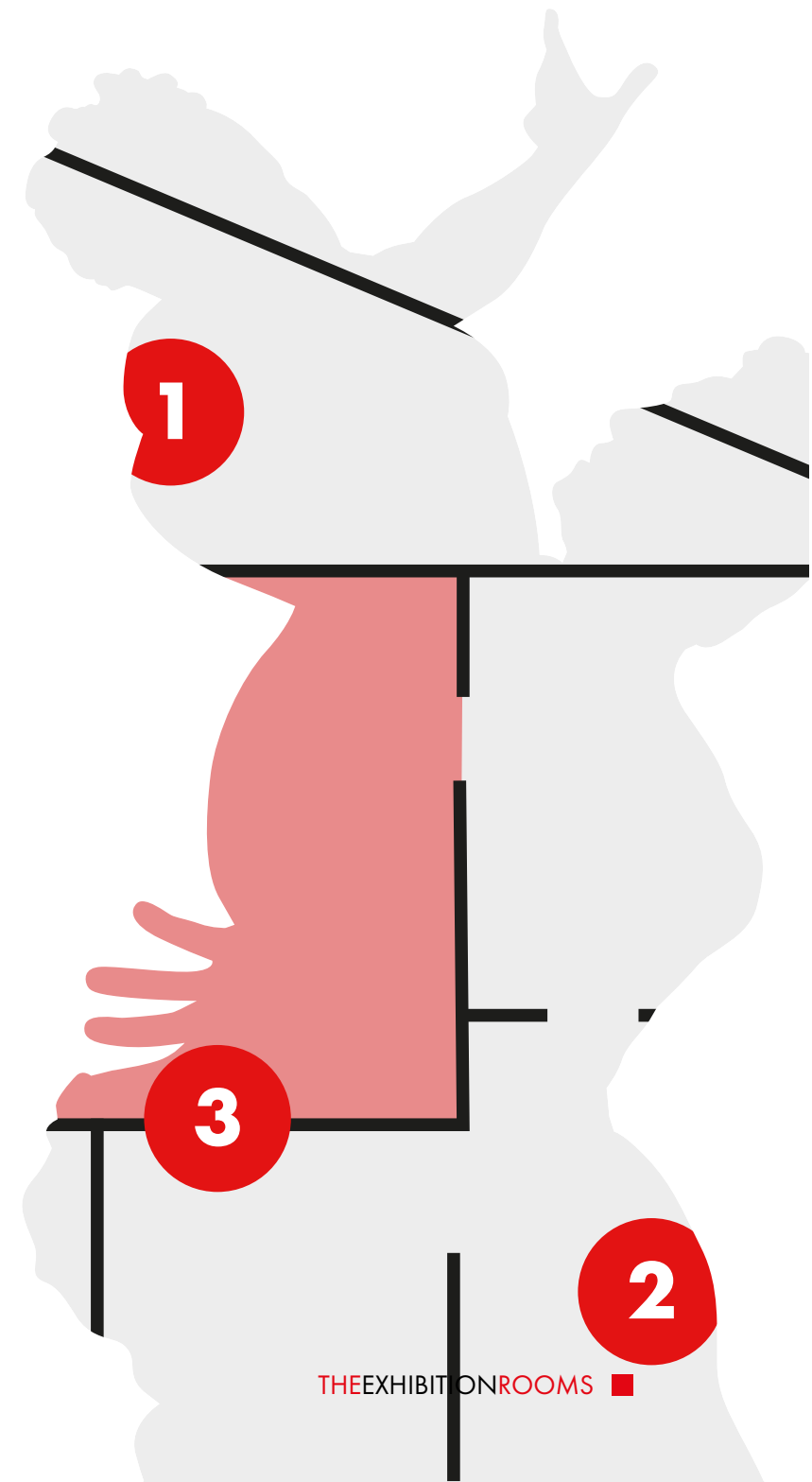


There is no dimensional standard but to host the exhibition the area should be divided into several communicating rooms for a minimum area of 150 square meters, according to the chosen modules, thus allowing the development of a path that follows a didactic and emotional logic.

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THE EXHIBITION ROOMS ■



# 3D RENAISSANCE

## THE EXHIBITION ROUTE



### Introduction Room

The tour begins with a video and an information panel on the Renaissance. The engaging language introduces the visitor to the historical and artistic period of the Renaissance, preparing him for an **exciting and educational visit**.

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THE EXHIBITION ROUTE



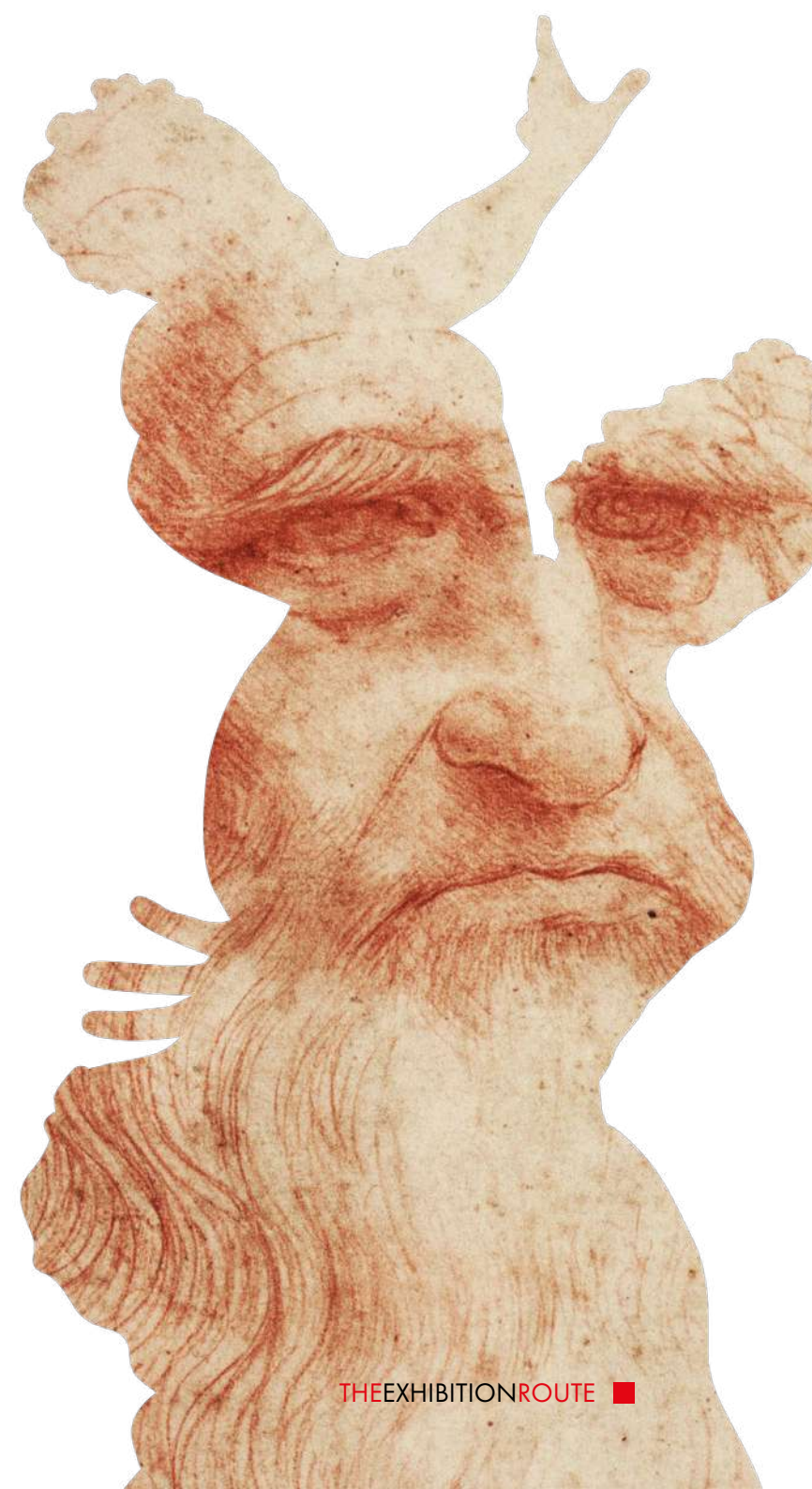
## Hall Of Artists

In the room there are panels on the life, the timeline and self-portraits of the three protagonists of the exhibition.



## Hologram Room

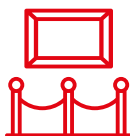
In a hologram the three artists tell their lives and then they get involved in a heated debate among them, showing all their rivalry and revealing curiosities and anecdotes.





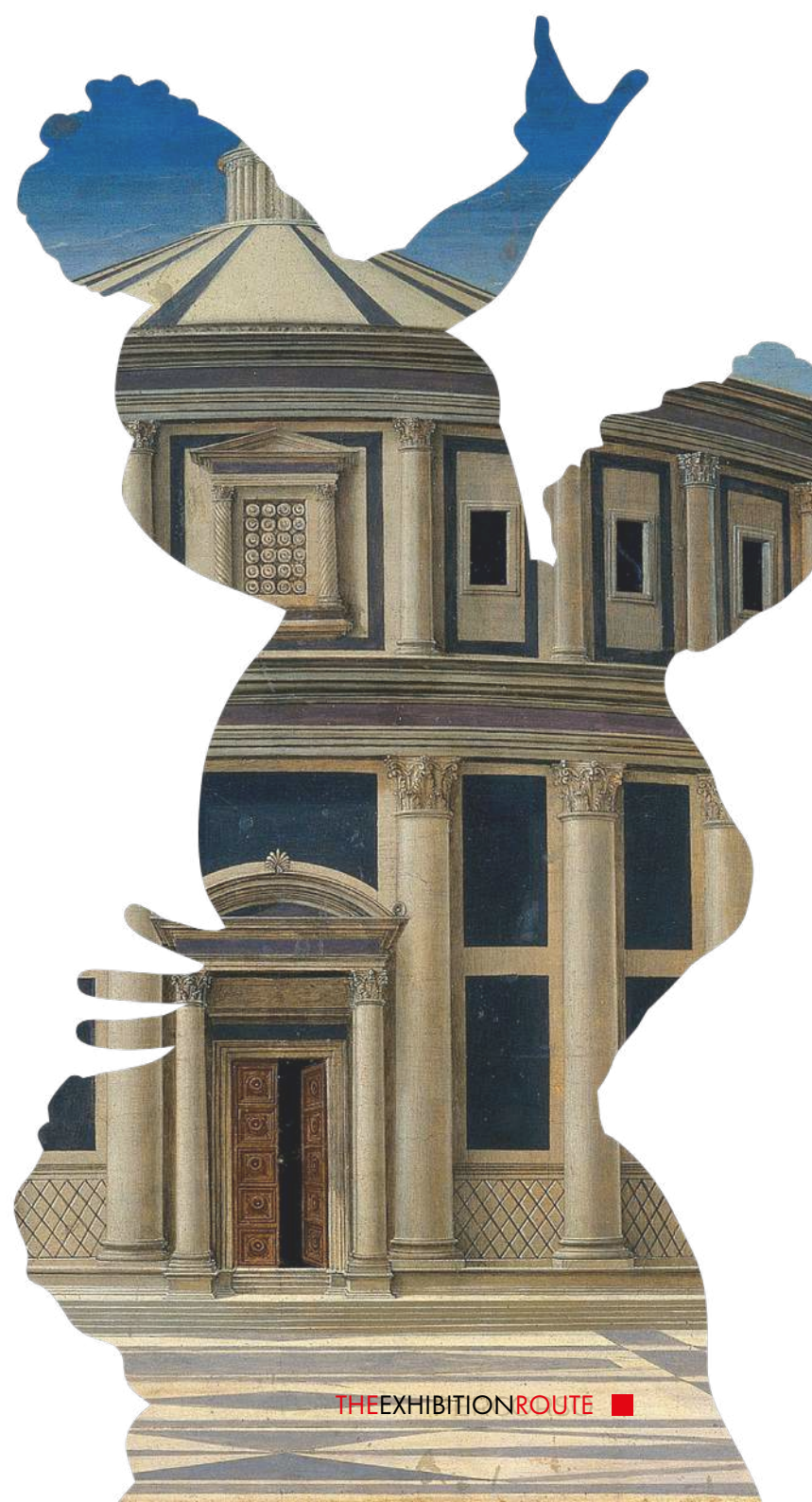
## Sculpture Room

The room displays the main architectural works of Michelangelo and Raphael. Here there is a model of the Ideal City and the Dome of St. Peter, which are illustrated with emotional videos. The room is set in a reproduction of the Campidoglio square.



## The Gallery

Information panels on the three protagonists as painters introduce visitors to their most significant artistic achievements. The gallery displays the paintings and drawings of Leonardo, Michelangelo and Raphael.





## Leonardo Engineer

Leonardo da Vinci's room of machines and inventions. An information panel explains the Florentine master's drawings and inventions that remained mostly unrealized during his lifetime. The faithful reproductions of the various war machines, flying machines and many others are a clear demonstration of how far Leonardo's mind was ahead of his time.



## 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.







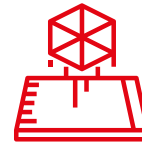
## Hall of Architecture

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 incredible and unforgettable experience, of great emotional intensity, with 360° video projections on the Italian Renaissance accompanied by engaging background music.



## VR and playroom

The Virtual Reality experience leads to a 3D journey into the world of the Ideal City with the vision of Michelangelo's statues and Leonardo's incredible inventions.



## The kids workshop and the treasure hunt

The exhibition can be experienced by the younger visitors with entertainment, 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 techno-



logy 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



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