



**RAFFAELLO**  
il divino 3D

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# RAPHAEL THE DIVINE **THE EVENT**

When Raphael died in 1520 at only 37, also the Pope cried. Giorgio Vasari reports this, while defining him “The Mortal God” and praising the gracefulness and harmony of his art.

**500 years after Raphael’s death, it has not diminished the fame of the artist who has been crowned as the indisputable prince among the artistic giants of the Italian Renaissance.**

The interactive exhibition “Raphael the Divine, the beauty of the great renaissance painting”, produced by Medartec Distribution, has been produced in the year of the celebrations for the 500th anniversary of the artist’s death, and it exhibits the elegance of Raphael’s art through a combination of a traditional representation with modern multimedia technology.

The exhibition is aimed at viewers of all ages, from school kids onwards, involving a large audience through an easily

understandable language.

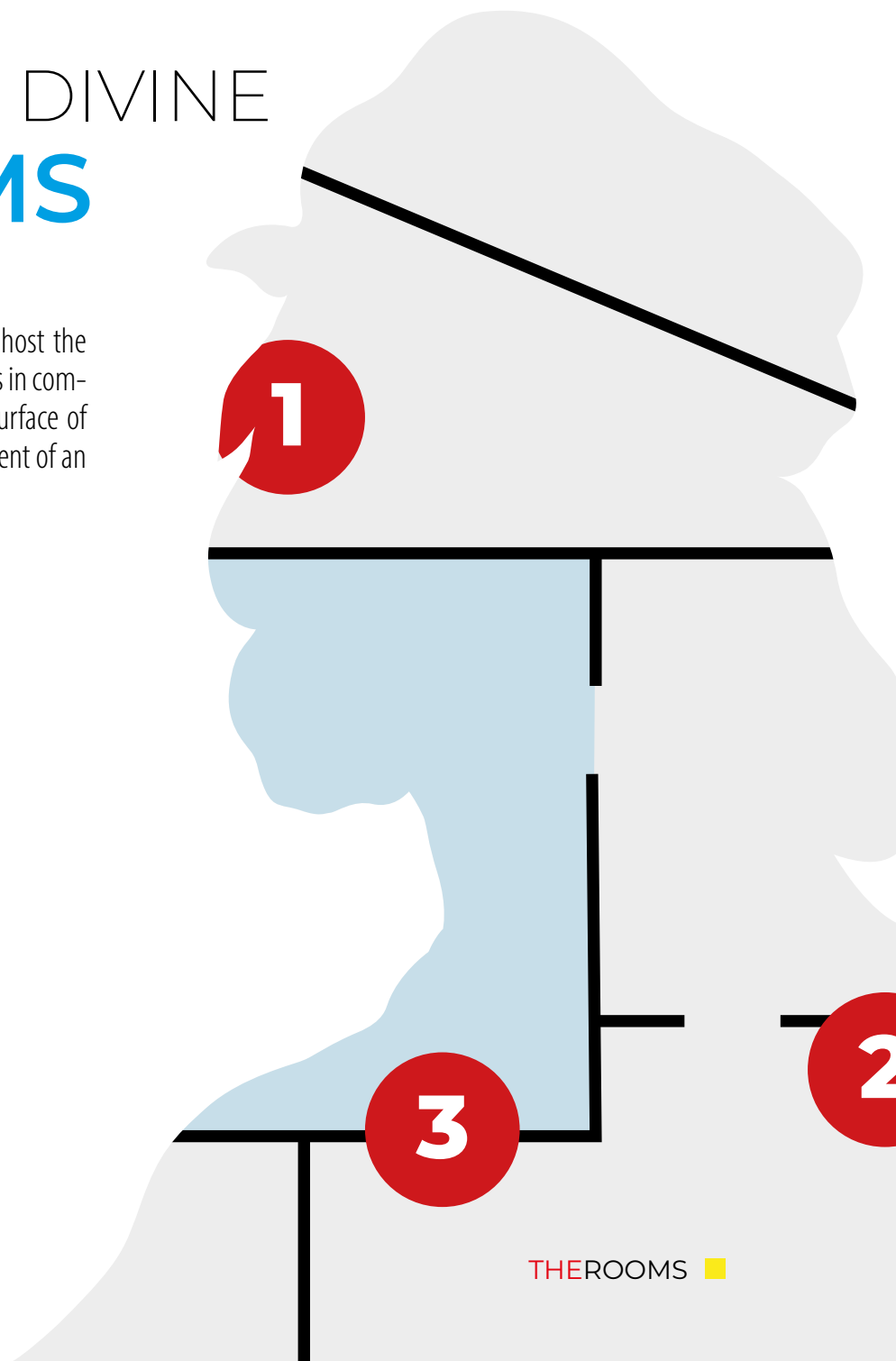
The exhibition provides a broad explanation of the Italian Renaissance, one of the most important periods in the history of art, connecting Raphael to the other Renaissance giants like Michelangelo, Leonardo, Bramante, Ghirlandaio.

The itinerary of the exhibition offers the visitor not only a clear image of Raphael’s art, but underlines the importance of the Italian Renaissance for all humanity.

**This is achieved through introductory videos, holograms, didactic panels, a gallery composed of paintings and drawings by the artist, and an immersive experience to be lived through Virtual Reality devices.**

# RAPHAEL THE DIVINE **THE ROOMS**

There is no dimensional standard, but in order to host the exhibition halls should be divided into several rooms in communication with each other and for a minimum surface of 140 square meters, thus allowing for the development of an emotional and didactic pathway.





# RAPHAEL THE DIVINE **THE PATHWAY**

## Historic Introduction

A video traces the main stages of Raphael's life connecting them with the artist's greatest works. This comes screened on a loop following the video on Renaissance. Information's panels describing Raphael as painter and architect, and a timeline showing the milestones of the life of the artist.

**The informational texts, edited by the Scientific Committee of Medartec, explain the work of Raphael and its influence on the Italian Renaissance together with the other geniuses of Italian art, such as Michelangelo and Leonardo.**



## The Hologram

In the hologram, which lasts about 10 minutes, Raphael turns to visitors while talking about himself with an engaging language.

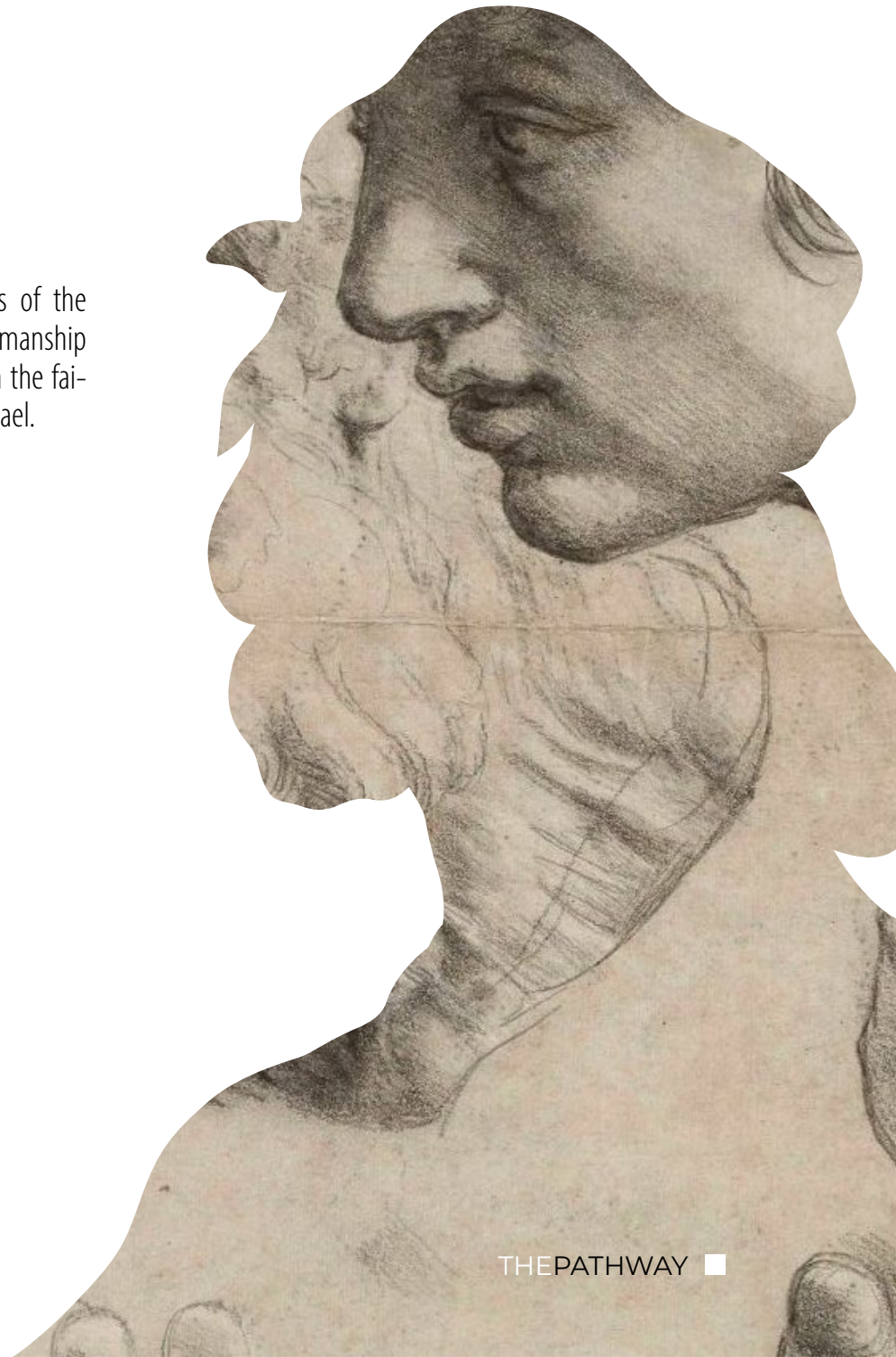
The hologram is particularly well liked by visitors, especially kids,, which remains hypnotized by the figure of the great master speaking directly to them.





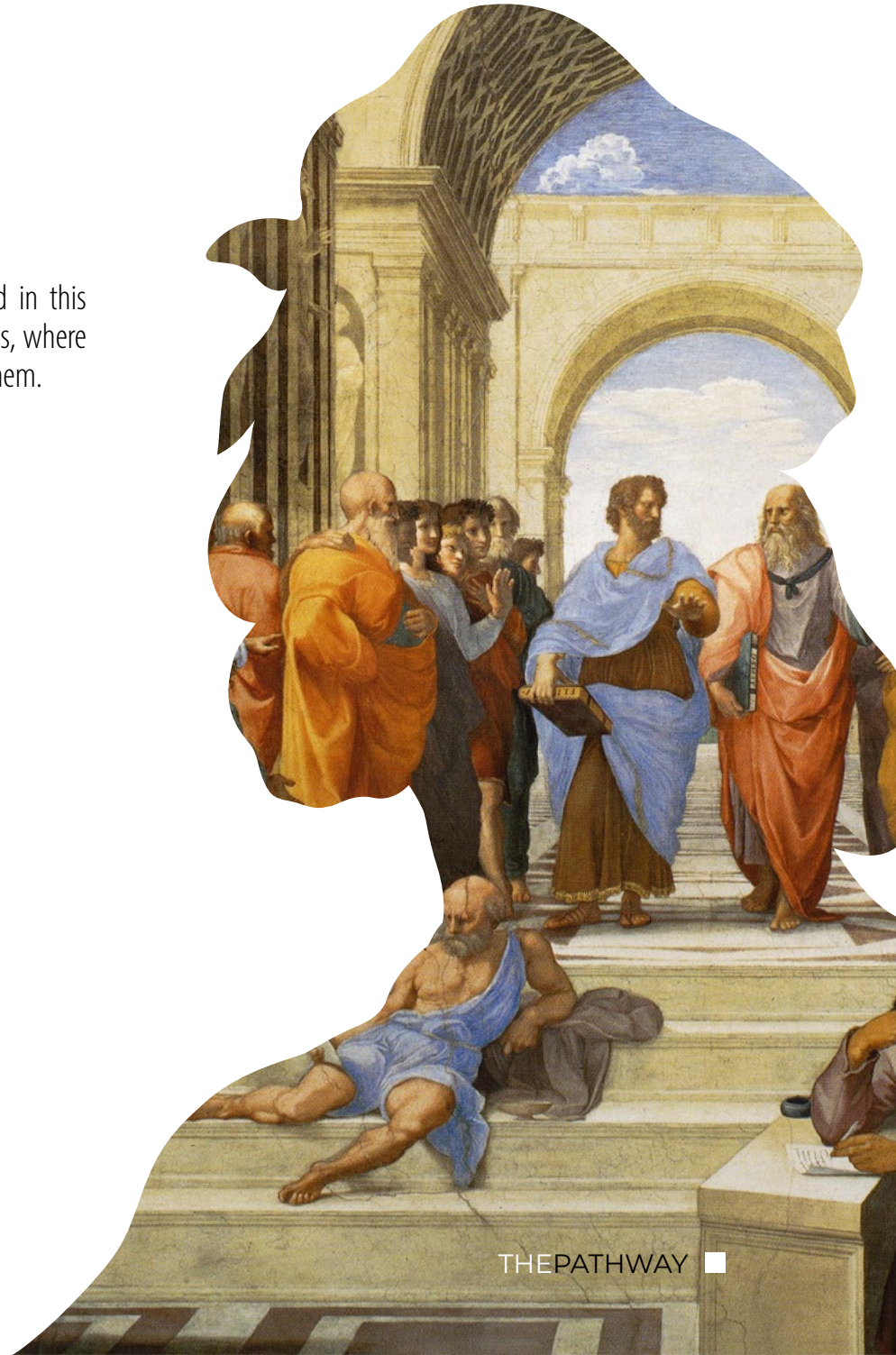
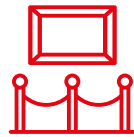
## The Drawings Room

In this room there are apocryphal reproductions of the drawings by Raphael, made with the highest craftsmanship by Alessandro Tartaglione, master in details and in the faithful reproduction of the originals works by of Raphael.



## The Gallery

Raphael's most important paintings are exhibited in this room, faithfully reproduced on photographic canvas, where they can also be backlit, with captions for each of 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

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 sen-

sorial 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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