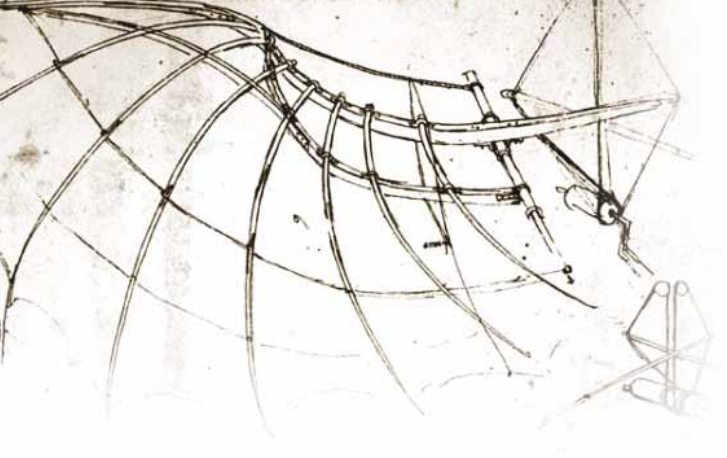




THE GREAT MASTERS

MICHELANGELO • LEONARDO • RAPHAEL

... fascination, inspiration; an exciting exhibition for all.



THE GREAT MASTERS

THE GREATEST MINDS OF THE RENAISSANCE

Once in a while, somewhere in the world, there is an opportunity to see the work of one of the three Italian masters Leonardo da Vinci, Michelangelo and Raphael. The attention and curiosity is always enormous and people from all parts of the world gather to catch a glimpse of the works by these famous men. The masters will now join forces and bring the world an exciting journey back to Renaissance Italy and show us how they have affected us in how we look at the world today.

The Great Masters is an exploratory exhibition for both young and old. Using the latest in modern technology, and with the added asset of being able to offer the ability to have some of the most valuable Renaissance paintings and sculptures in the world at the exhibition if wanted, the spectacular show explains how great of an impact the three masters have had on the development of many facets in science and art. Still today – 500 years later – we see the traces of the Italian Renaissance all around us.

With its block-buster size, a projected attendance figure of 150,000 to 300,000 visitors as well as a very beneficial economic model for the venues, with low risk, low investment in time, money and manpower, and the unique opportunity to add original art by the three masters as well as their contemporaries, this exhibition will be a major highlight event.

The Great Masters is a revised and developed version of the exhibition :*And There Was Light*, which was held in Gothenburg, Sweden, in 2010. Being a great success with critics as well as with the audience, the exhibition attracted over 130,000 visitors from all parts of the world.

AN EVENT THAT COVERS MANY DIFFERENT TOPICS

A wide range of people, irrespective of age, gender or interest will find something in the exhibition. There is something for everyone, from testing the mechanical principles of Leonardo's inventions to learning about how difficult it was to paint the ceiling in the Sistine Chapel. One can study the over 40 amazing, newly built and historically accurate models of Leonardo's famous inventions or see the magnificent drawings Leonardo and Michelangelo made for their anatomical studies. Michelangelo's plans for a gigantic, inhabited statue with shops and living quarters can be examined, and the visitor will also be able to flip through touch screens showing the many paintings that Raphael made during his short life, his work to measure and organize old Roman ruins as well as gaining an understanding of the differences between a fresco and a secco.

The extensive and spectacular exhibition areas or rooms are divided thematically into several units, dealing with topics typical for the Italian Renaissance such as architecture, anatomical studies, the Last Supper as well as models and high tech visual and audio aides which will make this exhibition something that has never been seen before. The visitor will get a great insight in the brilliant minds of the three masters in a unique, fun and unexpected way. The exhibition is a unique opportunity to go deeper and explore how the masters' work and thoughts have affected even our present life and raises the question: are the things we make today something that will have the same impact in 500 years?

2



Michelangelo

Leonardo

Raphael



TO RAISE QUESTIONS AND TO ENTERTAIN

SOMETHING FOR ALL

Regardless if the interest is in technology, history or art, this exhibition will show the visitor that there is something new and fun to learn in each area. The Great Masters uses cutting edge technology such as an interactive audio guide system with an infra red remote control, interactive touch screens, hands-on exhibits and computers to be interactive and informative in a fun and entertaining way, connecting thoughts of today with discoveries from the Renaissance. The exhibits are designed so that initiated people can get a deeper understanding of the subjects, while the inexperienced can be inspired to learn more.

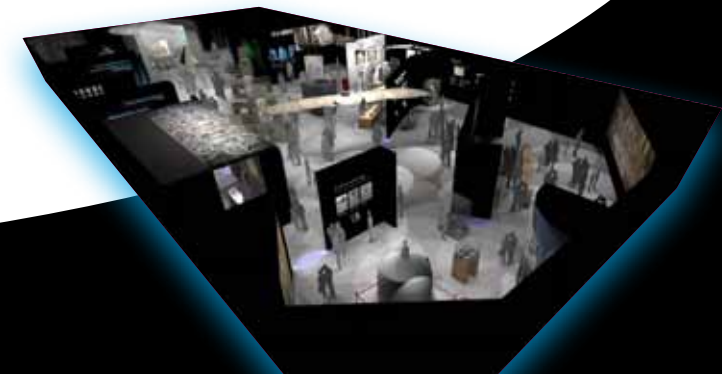
OUR PHILOSOPHY AND MISSION

We believe that learning should be fun and inspiring, and this philosophy is reflected through out the exhibition. Not only will you have fun walking around the rooms, you will also learn about many different areas that may raise an inspiration to create and innovate. We want to show how the modern can be influenced by the past, how learning about the past can create an understanding of contemporary life and a sharp readiness for the future!

The Renaissance will never be outdated. On the opposite, the period has never been more interesting, since comparisons can be made almost daily about our everyday life and what the three masters accomplished 500 years ago. But the exhibition is not just telling the story of the three masters – it also raises questions for the visitors about our own present and future.



Full size replica of the David by Michelangelo 17 ft (5,2 m)



ADDING ORIGINAL ART

A SPECTACULAR OPPORTUNITY

The Great Masters offers one unique opportunity that is rarely seen in exhibitions of this nature: the possibility for the museum to add a collection of original, signature art from the hand of the three masters. To display some of the most valuable Renaissance paintings and sculptures in the world at the exhibition will add not only value but also another dimension that further enhances the experience for the visitor.

We will present pieces of work as an added attribute to the exhibition. There will be paintings, sketches, terracotta pieces and sculptures. Some of the pieces are fairly newly discovered and some have been known since the 16th century. To have the original pieces of work in the exhibition will bring a whole new level of quality and will attract an even broader range of visitors.



*The art catalogue from
And There Was Light*



The sacred family, Raphael



Lanfranchi Arrotino, a sculpture in Golfolina sandstone, attributed to Michelangelo circle



MEDIA

RESOUNDING SUCCESS

The exhibition is a once in a lifetime opportunity and can trigger a media circus rarely seen since we have the possibility to display original pieces of art, but just as much because it is an amazing exhibition that speaks to everyone, regardless of interests, age or gender. The Great Masters is a world-traveling, block-buster sized exhibition and will attract 150,000–300,000 visitors on each location.

Media interest for the exhibition in Gothenburg was enormous with over 220 internationally known newspaper and media channels, such as NBC, FOX and CNN reporting on the exhibition.

Swedish newspapers write:

“... get a fascinating cultural-historical enlightenment by completely revolutionizing decades in Northern Italy through three artists that has come to personify the glorious highlight that is the renaissance.”

“we can inspect both Leonardo’s passionate anatomical sketches and his visionary wooden models of war- and flying machines.”

“The exhibition shows ... how the masters still influence - still today. It is also a show with a message. The need to enlighten the dark and think new thoughts has no expiration date.”

Media interest for the exhibition in Gothenburg with over 220 internationally known newspaper and media channels, such as NBC, FOX and CNN reporting on the exhibition.



... fascination, inspiration; an exciting exhibition for all.





FLEXIBILITY

KEY SOLUTION WITH A HIGH LEVEL OF FLEXIBILITY

The Great Masters is designed in thematic modules or areas, making it highly flexible and suitable for all venues. Each theme area can be positioned individually. The flexible design makes it easy to create an individual and completely unique exhibition, giving the visitor a special and memorable experience. The modules can be arranged in one or several rooms to suit the particular museum or space in the best possible way. The areas are meant to function as individual units and are not depended on each other. The idea is to let the visitors explore the rooms in their own pace and not be guided by a special route to follow.

TO SUIT A VENUE OF 6,500–12,000 FT² (600–1,100 M²) IN ONE OR SEVERAL ROOMS

The exhibition is designed to suit most venues with a total available floor area of 6,500–12,000 ft² (600–1,100 m²) disposable in one or several rooms. We want to emphasize the modular concept of the exhibition, with the different theme areas being designed according to the idea that they can be positioned to suit the venue at hand, and therefore, the layout you see in the material is just a suggestion as to how the different areas could be arranged in a hypothetical, continuous floor plan. We welcome any input that the museum may have when it comes to laying out the rooms as well as with regards to content. The different theme areas are autonomous units in themselves and can thus be placed as required.

The building technique with easily assembled aluminum frames; quick release couplings and plug-in lighting enhance the modular concept further and makes assembly and takedown easy, quick and safe. The exhibition can be erected in 1–2 weeks by a handful of personnel.

BEHIND THE EXHIBITION



Alessandro Vezzosi



Francesco Buranelli

A TEAM OF EXPERTS

An international team of experts from the world of Italian art and culture is behind the Great Masters. The team includes some of the world's leading experts in Italian Renaissance art, specializing in the three masters.

The team of experts has worked on high-level international science, art and culture projects for decades. Their resumes are impressive and they possess all the knowledge and experience required to create an interesting, large-format exhibition. Last but not least, they have a unique international network of contacts making the knowledge even deeper and helping the content in the exhibition reach a world-class level.

ALESSANDRO VEZZOSI

Alessandro Vezzosi is a world known expert on Leonardo da Vinci and is behind a number of exhibitions regarding Leonardo da Vinci. Mr. Vezzosi is the founder and owner of the museum Museo Ideale Leonardo Da Vinci in Vinci where Leonardo was born. His dedication to- and interest in the Italian Renaissance and Leonardo Da Vinci has made him famous in the art world. His connections in the sphere of international art make him invaluable to the exhibition since this will help with loaning original pieces of artwork.

Alessandro Vezzosi has written several books that have been published in over 20 countries on the subject of Leonardo da Vinci. Mr. Vezzosi is an honorary member of the Academy of Design in Florence and an honorary member of the Italian ministry for culture and environment. Worldwide, he is a popular lecturer and can be found in several expert committees and scientific boards. Being an expert on museology, he helps contribute to make the visit to The Great Masters an unforgettable time for everyone.

FRANCESCO BURANELLI

Francesco Buranelli is one of the foremost experts on Michelangelo and Italian Renaissance art. He is highly respected in the art circle and has been involved in many honorable exhibitions and art shows around the world. As the Secretary of the Pontifical Commission for the Cultural Patrimony of the Church, he is directly subordinated the Pope Benedictus XVI in the Vatican. He holds a degree with honors in Etruscology and Italian Antiquities and a doctoral degree in Archeology, both from the University of Rome La Sapienza. Mr Buranelli has been head of the Vatican museums for a decade, with over 4 million visitors per year.

EXCELLENT EXHIBITIONS; THE PRODUCERS

The producers behind The Great Masters, Excellent Exhibitions AB, has extensive experience in creating international shows and possesses high competence in design and communication. The organization is working very closely with our Italian experts in order to provide the best exhibition possible. The company was also responsible for the hugely successful art show *And There Was Light*, which The Great Masters is a development from. Working out of Malmö, Sweden, but with a very wide spanning network of scientists, curators and lenders of art all over Europe we are able to provide a unique experience, which is rich in European tradition and sense of quality.

The White Oak Associates in Marblehead, Ma, has been a big part of creating the visitor experience and ensuring the quality of the exhibition.

With this team of experts on the project, it has all the requirements to create a blockbuster exhibition that will attract a wide range of people as well as meeting the expectations of visitors who already have a high level of knowledge.

SERVICES

The exhibition can be made to suit almost any venue and can be erected in one large, or several smaller rooms. Of course, the museum is more than welcome to influence the layout and content beyond the choice of adding original artworks. Excellent exhibitions will help arrange the areas in a way that will best suit the floor plan at hand. There is a possibility to have a full-scale, 16.5 ft (5.20 meter) replica of Michelangelo's famous David statue in the entrance hall or even in the exhibition if the ceiling height allows it.

A great asset is the ability to have some of the most valuable Renaissance paintings and sculptures in the world at the exhibition if wanted. Our network of contacts allows us to loan original pieces to the exhibition that are otherwise rarely shown to the public. Our close contact with private lenders and museums around Europe allows us to offer this unique and thrilling opportunity.

The Great Masters is a large sized exhibition, which is developed and scaled to suit the American market. Hosting the exhibition, the museum will have the chance to create and enjoy a blockbuster exhibition with an exciting content, which will contribute long term to the museum's brand as well as being a money maker.

For more information please call our sales office +46 40 631 43 70
Or email us at info@excellentexhibitions.com

Now, please enjoy our exhibition folder!



... fascination, inspiration; an exciting exhibition for all.



AN EXHIBITION OVERVIEW



Introduction

MEDIA ROOM

MOOD-SETTER

This room contains a film that will set the mood for the visitor, which will be consistent throughout the exhibition. The 3-minute, looping film will be informative for adults and perhaps more of an exciting thrill for younger kids and teenagers. The film will show a time tunnel that leads back to the age and works of the masters, and a narrator will tell the story of the era of the Renaissance and the one of Michelangelo, Leonardo and Raphael. The music that is played in the film is made to enhance the images and will also further be a mood-setter for the exhibition as a whole. The music played is nominated in the category “Best Promotion Score” at the seventh international film music festival in Spain.

Setting the scene for things to come.

A JOURNEY BACK IN TIME

The film will take the visitor on a 500-year journey back to a time where creative minds could achieve great things with little means. It is designed to wake the interest for the Renaissance but also for nurturing creativity and thinking in new directions.

The purpose of the film is to be informative about the Renaissance and the masters and also to prepare the visitor for what’s to come in the exhibition, and to give the visitor an introduction to that time in an exciting way.

It is not necessary to see the film before entering the rest of the exhibition but it is advised since it gives a good idea of what’s to come.

THE AUDIO GUIDE SYSTEM

The Audio Guide is a central part of the exhibition experience, with a narrator that further explains the topics chosen. The visitor can create a personal journey by using it to his or her discretion. Aiming the infrared device at receptors in the different rooms, the Renaissance is just a click away.

The Audio Guide system is easy to use, is self-explanatory and will enhance the experience further for the visitor.

The room contains

- One projector showing a film introducing the Renaissance
- One big film screen
- Audio Guide listening points



The Audio Guide system is easy to use, is self-explanatory and will further enhance the experience for the visitor.



Setting the scene for things to come. The three-minute film lets the visitor find the mindset for taking in the rest of the exhibition.



An orientation

TIMELINE AND THE ITALIAN STORY

PUTTING HISTORY INTO PERSPECTIVE

This area will go deeper in the Italian Renaissance and the three masters lives. The visitor is met by a timeline that will put important historical events in perspective. The timeline will show how far back in time the Masters lived in comparison to world history.

The visitor will also have a chance to know more about how the situation was in Italy in the 16th century and the common man's situation during the Renaissance. How much did a worker earn? How many people could read? How did people travel? Also, information about Michelangelo, Leonardo and Raphael, their history, discoveries and art as well as further facts about the Renaissance ideas is provided for the visitor in a simple manner on a three-sided display.

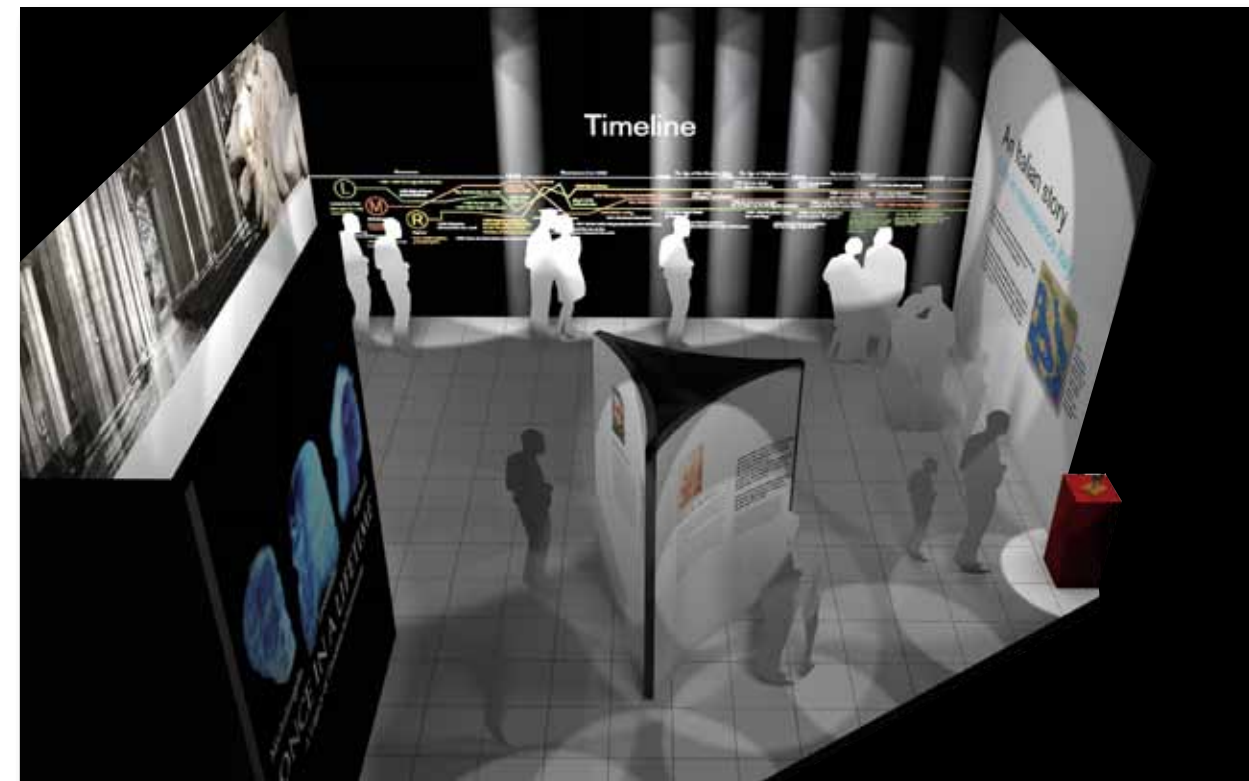
A PEDAGOGICAL MEAN

The purpose of this room is to be educational and reminding. It is a place to put the Renaissance in perspective against other events in world history. It will be a pedagogical mean for teachers as well as parents to teach pupils and children about the era and to put it in relation to their own lives. Older teenagers and adults will be reminded of what they once learned in school, and might also learn something new!

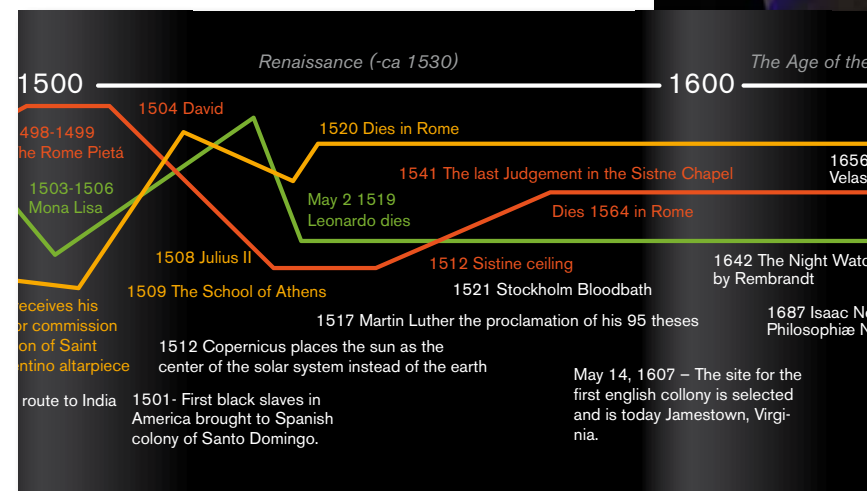
It is a great way to start the exhibition or a place to come back to, to refresh the memory. It should be seen as a fun attribute but at the same time be educational.

The room contains

- One timeline print with historical events put in relation to each other.
- One print with "The Italian Story" – about life in Italy in the 16th century
- One three sided display with information about Michelangelo, Leonardo and Raphael.
- Audio Guide listening points



The timeline is a simple but effective way of relating historic events to each other.



... fascination, inspiration; an exciting exhibition for all.

Be Creative

WORKSHOP /THE ENVIRONMENTAL DISCUSSION

USE YOUR HANDS

Here is a place to discover, reflect and be creative. This area is designed to let the visitor play with materials and create simple models based on Leonardo's drawings. In addition, the visitor can also learn more about how our environment can destroy ancient valuable statues and other artifacts. Two stone artifacts in a glass case will show the difference between a polluted and degraded stone and one that hasn't been exposed to acid rain and the elements. This is a way to show how years of pollution can make artwork virtually disappear. The environmental impact is a current topic that is discussed on a daily basis. Our illustration will make the visitor realize that we need to take care of our environment; otherwise everything that we create today may be lost in 500 years.

FUNCTIONAL MODELS TO TRY

This is also an area where 15 function models inspired by Leonardo's principles will be available to try. These models are a fun way to learn about simple physics and mechanical principles from 500 years ago. Many of Leonardo's ideas were ahead of their time, but pointed toward things that we see as given today. Principles that Leonardo refined 500 years ago still apply to our daily life. He talks, among other things, about creating mechanics for power transfer, power enhancement or reduction, and rotation force, which are principles that we take in consideration often when we deal with modern-day physics.

A CLASSROOM IN THE EXHIBITION

The area can be used as a classroom for school classes, a place for guided tours to ask and answer questions and have discussions as well as a place for families to be creative together.

The purpose of the area is to be a place for discovery but also to gather thoughts as a group or on your own. We have created an area where not only pens and papers, but also some building materials augmented by decorative and inspiring wall prints are provided. This room is an island of ideas.

Younger kids and young teenagers will see this as a fun place to be creative and the older will have the opportunity to rest their legs and take in all the impressions from the exhibition; but also enjoy the beauty of Leonardo's principles that is expressed in the functional models.

The room contains

- One glass case with degraded and non degraded stone artifacts
- Four touch screens
- Models to manipulate
- Audio Guide listening points



Learning by doing, or just having fun; the workshop is a place to digest information while playing with materials, for school classes to enjoy further study, or arranging company kick-offs.



Digging Deeper...

FORENSIC EXAMINATION

A STORY IN DETAIL

The 'Mona Lisa, among other famous paintings has been examined in detail many times, and some of the results are presented here. The visitor will get a great insight in the technology behind examining a painting in close detail. Brush strokes, underlying work and fingerprints are all part of trying to determine the age and origin of a painting. Using a special computer, the visitor can zoom in on different parts and charcoal- and paintlayers of the Mona Lisa to get a detailed look 'inside' the painting.

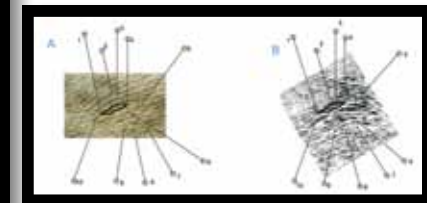
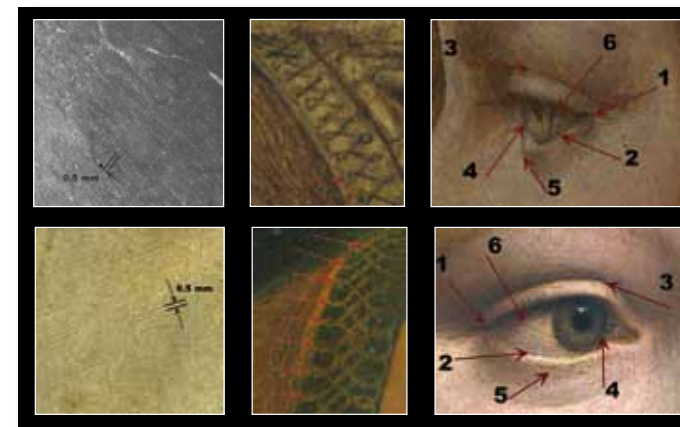
Many modern means can be employed to determine the origins of a painting. One method is using a multi-spectral camera. This camera has the ability to show far more pixels than an ordinary camera and also uses different wavelengths to see beneath the top layers and colors of the painting. This type of equipment has allowed scientists to look at the different layers and colors of paintings and these findings will be shared with the visitors.

MODERN TECHNOLOGY MEETS HISTORIC ART

The purpose for this room is to illustrate how modern technology meets 500-year-old paintings. The visitor will learn about the different steps the scientists take in order to determine whether a painting is genuine, and see how the technique of painting has evolved during the last 5 centuries. Also, with the new technology, a painting's underlying work is revealed and can be analyzed. Brush patterns, hidden sketch remnants and fingerprints can be studied without touching the delicate surface of the painting.



Brush stroke patterns, undercoats and fingerprints are all ways to determine the origin of a painting.



The room contains

- Two computers with samples of different wave-length photography
- One print which details how examination of a painting is conducted
- Audio Guide listening points



... fascination, inspiration; an exciting exhibition for all.

Reliving

THE LAST SUPPER

ONE FAMOUS PAINTING

One of the most famous pictures in the world is the Last Supper. It has been the topic for many paintings but here it is displayed as a 1:1 scale, high quality print replica of the real secco that is placed in the Santa Maria delle Grazie in Milan, Italy.

The purpose of the room is for the visitor to learn about the painting including the different perspectives that Leonardo used. The visitor will also learn about the apostles in the motive as well as why they have a certain posture or look to them. Another purpose is of course to be amazed by the sheer size of the painting and the skill it took for Leonardo to paint it.

ARE WE SEEING WHAT WE SHOULD?

One feature in this area is the eye tracker. This is a way to see what people concentrate on in a painting and then see if that "map" is consistent with what most other people see. It is also interesting to see if what we concentrate on today is what Leonardo wanted the viewer to look at when he made the Last supper in 1498. The system does not require any special glasses and is activated by the visitor's eye movements when looking into a scanner.

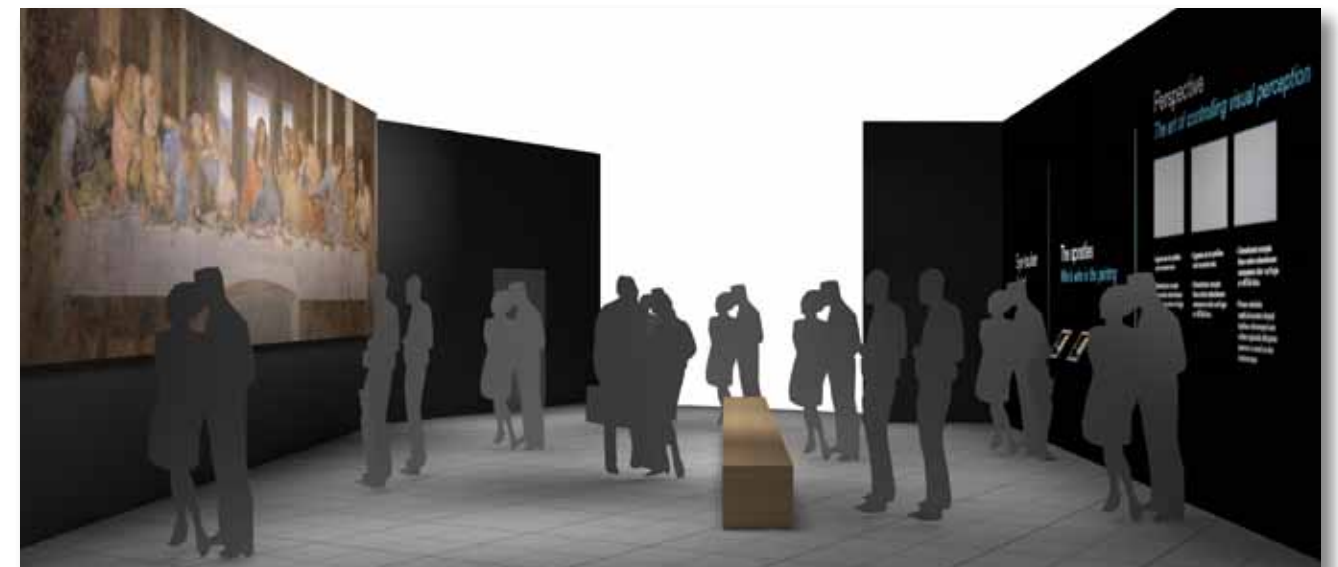
The visitor will be able to flip trough touch screens to find out more about the apostles and also about the perspectives being used in the picture. Younger children may be most interested in the eye tracking device and also the touch screens while adults and older teenagers will also be able to appreciate the art of the Last Supper and the skill required to create it.

The room contains

- 1:1 scale replica print of the Last supper.
- One eye tracker device
- Two touch screens detailing the different people in the painting
- One print detailing the different kinds of perspectives that a painter would make use of
- One perspectograph device which let visitors try to draw an object from different angles
- Audio Guide listening points



The life-size print of the original painting. On the opposite wall, the eye-tracking device can be used to gain an understanding for how a person looks at a picture. Perspective, color and composition come together to form one of the most known paintings in history.



One function of the eye tracker lets the visitor understand and compare how long the eyes linger at different parts of the composition, gaining an understanding for how a painter uses the picture to tell a story.



Building for Eternity

ARCHITECTURE

SUSTAINABLE ARCHITECTURE

This room will show the impressive and marvelous buildings that were built during the Renaissance era and still exists today. The focal point of the room will be on the St Peters Basilica in the Vatican since it has a large significance to the modern world, and also because of two of its famous architects; Raphael and Michelangelo. Many, more recent buildings, has taken inspiration from St Peters Basilica as well as from other Renaissance churches and landmarks.

A large model of the dome of the basilica will be displayed as a means to illustrate this magnificent building. There will be sketchbook facsimiles in display cases in relation to the basilica itself and other great buildings from that time.

SIZE AS A MEANS TO IMPRESS

The visitors will see a size comparison to illustrate how large the Basilica really is. They will also learn how long it took to finish, and how many different artisans and architects were involved; giving it the majestic appearance it still has today.

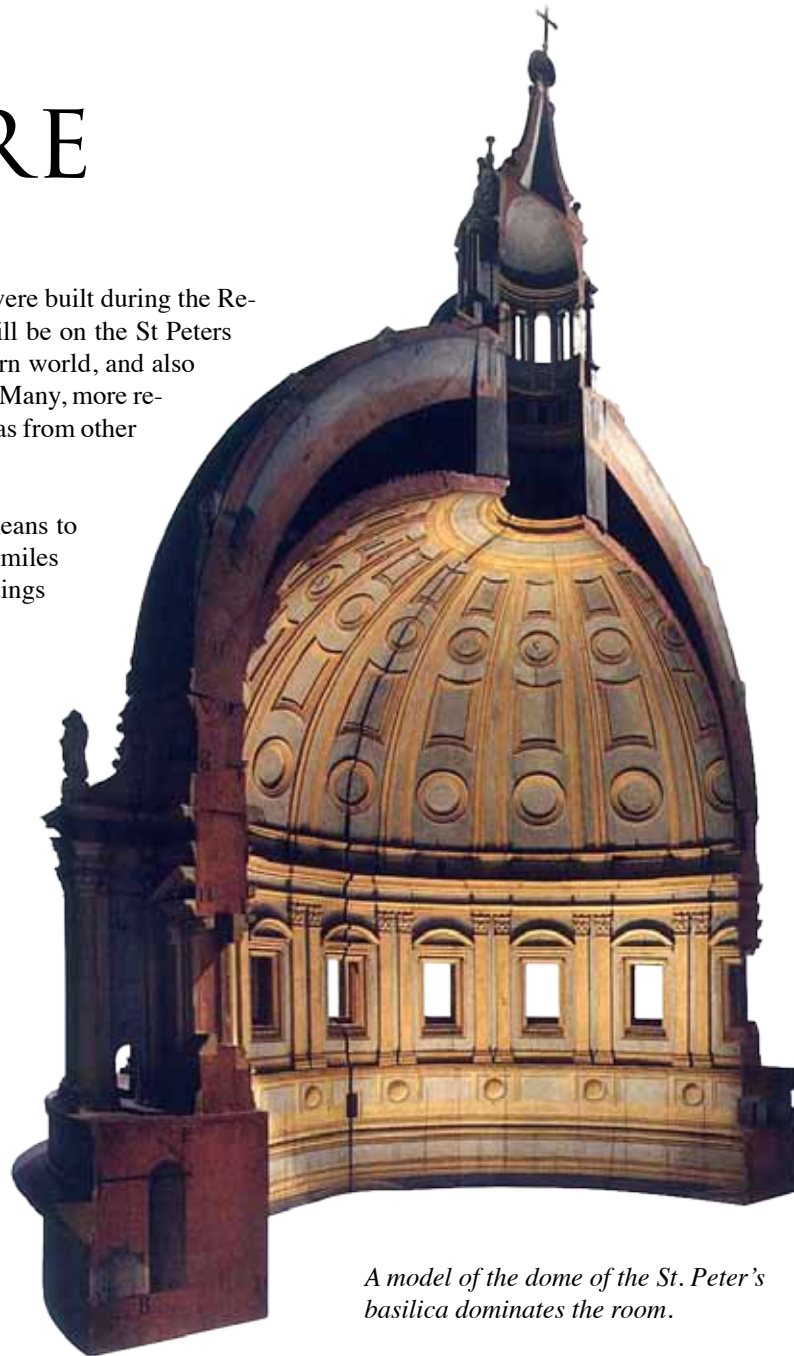
The purpose of the room is to show the audience what an incredible amount of work it took to finish the basilica but also what an effort it must have been to make these beautiful buildings with little means compared to today.

Adults will appreciate the art and the intricate construction of the buildings that were being erected during the Renaissance. They will also understand what an important role religion played at that time, and its impact as an incentive to create buildings of this nature.

Children and teenagers will appreciate the size comparisons and will be impressed and intrigued by the intricate model. They will also learn that it was much more difficult to build something that large 500 years ago than it is today, and what it took to achieve it.

The room contains

- A model of the dome of the St Peters' Basilica
- 2 sketch book facsimiles in a glass case
- 2 touch screens explaining building techniques and size comparisons
- One print with size comparisons and facts about the dome
- Audio Guide listening points



A model of the dome of the St. Peter's basilica dominates the room.

Many facets of the art of architecture can be studied in this room. Touch screens, the audio guide as well as sketches and models let the visitor thoroughly examine this impressive part of the cultural legacy.



... fascination, inspiration; an exciting exhibition for all.

Creation

THE SISTINE CHAPEL

CREATING ART UNDER HIGH CIRCUMSTANCES

The aim for this room is to leave the visitor with an appreciation and fascination for the difficulty of the artwork that is the Sistine Chapel.

The visitor will stand under the ceiling of a proportioned reproduction of the Sistine Chapel and will come very close to the details of the ceiling and the wall. With size indicators, the appreciation of its immense dimensions will be even greater.

Children and teenagers will understand how high up it is in reality and how difficult it must have been to finish the ceiling. In addition, older people will also appreciate the significance of religion since it is biblical story that is represented in the pictures. A touch screen will show what story from the bible the different areas in the picture are describing. There will also be a film to show Michelangelo's hard work in an environment very different from ours.



On the touch screen, each part of the painting and its place in Biblical history can be examined.



A short BBC film lets the visitor understand the hardships of creating the amazing painting in the chapel.



The room contains

- 1:9-scale, lighted reproduction of the ceiling and wall from the Sistine Chapel
- Two touch screens
- Audio Guide listening points



Room of the VITRUVIAN MAN

The Vitruvian Man is recognized by most people, but maybe primarily not as a Leonardo da Vinci drawing. The visitor will be met by a large print of the Vitruvian Man as well as two large faces, sketched by Leonardo da Vinci, on either side.

The purpose of the room is to illustrate that Leonardo, being a child of his time, was eager to figure out the coincidences of the different proportions of the human body that he put to use in his paintings. We know today that the proportions and coincidences he thought he found are not entirely accurate, but they have been used as fun facts through the years.

Children will find it fun to see if a foot is really as long as one's underarm and if the distance between their fingertips with arms outstretched represent the full length of the body. Adults will be surprised that Leonardo was not the first to think about these proportions but rather it was Marcus Vitruvian, who was active in the 1st century BC. There will be opportunities to test the measurements against one's own body. Children will find this area amusing. Everybody will also appreciate the picture as a piece of art in itself.

Touch screens will detail all the measurements that Leonardo described, and a film will show an unveiling of a person posing as the Vitruvian Man. interesting. The film is an interesting way to show how Leonardo thought about these proportions.



Touch screens, a BBC movie showing Leonardo's unveiling of the Vitruvian man and the enormous wall prints make learning fun and exciting.



Even though many of the notions of a general size- and measurement unity of the human body have shown to be wrong, the concept is exciting in itself and well worth exploring.

17



Realizing how art and scientific exploration can go hand in hand.

The room contains

- One large print of the Vitruvian Man
- Two touchscreens
- Audio Guide listening points



... fascination, inspiration; an exciting exhibition for all.

Area of ANATOMY

LEONARDO'S AMAZEMENT OVER THE HUMAN BODY

This room will show Leonardo's talent not just as an artist but also as a pathologist. Double rows of facsimile sketches of his studies of the human body cover the walls. The purpose of the room is to show yet another of Leonardo's talents but also show that he was well before his time in this area as well as many others. His sketches show details that other artists and pathologists could only dream of in that time. He was a pioneer in that field and made many discoveries that has later shown to be true but for which he has received little or no credit.

FASCINATION FOR THE INSIDE

Visitors of all ages will be fascinated and amazed by Leonardo's drawings since they are very graphic. Adults will also be amazed by the artistic nature of his sketches. The visitor will understand that he was the originator of a form of anatomic illustration we see as a given today.

Touch screens and a film will tell the story of Leonardo's discoveries and the grisly, and half- illegal circumstances under which his studies were conducted.



Working under grisly conditions, Leonardo still managed to create a format for anatomical study and illustration, which have been the norm for over 500 years.

The room contains

- 40 facsimile sketches of human anatomy
- One touch screen with further information
- One TV screen with a film showing the artist working
- Audio Guide listening points



A Life in Art

ROOM OF RAPHAEL

RAPHAEL; A MAN OF MANY TALENTS

The visitor will in this room get an appreciation for the enormous talent that Raphael possessed and how hard he had to work to achieve all that he did. A timeline of his life and what he created will be helpful in further understanding the many facets of talent that he was blessed with. Touch screens will allow the visitor to flip through his work in an easy fashion.

THE DIFFERENCE BETWEEN A FRESCO AND A SECCO

The difference between a fresco and a secco will also be discussed in this area. A wall is covered by a print depicting a “fresco” in different stages of readiness. In front of the fresco is a scaffold and some tools to help create the environment of when a fresco being created. The visitor will get an insight to what it took to finish a piece of art of that size and complexity during the Renaissance. There is also information about the differences between a fresco and a secco. The Last Supper is a secco while most other large wall paintings of the same kind are frescoes.

THE SCHOOL OF ATHENS

Raphael’s masterpiece, the School of Athens is displayed in this area as a 1:1 replica of the famous painting. The aim is for people to understand why he painted the specific persons in the picture, who they are and how this illustrates how the Renaissance artists looked to antiquity for inspiration. A lightshow combined with the descriptive narrative in the audio guide will in an easy way describe who the different people are in the painting. Also, touch screens will show a collection of Raphael’s enormous production.



An advanced light show enhances the experience of looking at the “School of Athens”, and in conjunction with the audio guide unlocks the secrets of the painting and the people in it. Touch screens lets the visitor learn about each of the persons in the painting.



Amazing art by the master.



The room contains

- Three touch screens showing Raphael’s work
- Print of a fresco in different stages of completion
- Replica of School of Athens with an advanced light show
- Audio Guide listening points



... fascination, inspiration; an exciting exhibition for all.

Sculpture

THE PIETA ROMA

FINDING SOFTNESS IN SOMETHING HARD

A replica of Michelangelo's Pieta Roma is in focus in this room. Next to the sculpture is a block of real marble from Carrara for visitors to touch; obtaining an understanding of the skill it took to create something that has such a look of softness from something that is very hard. This will create a tactile as well as visual feel in the room together with the surrounding white fabric and its lighting.

A COMPLICATED WORK

The purpose of the room is to show the complicated work of Michelangelo as a sculptor. His ability to create something that looks soft from something so hard as marble. Films on the wall will picture marble in Carrara being quarried and will show the great effort it took to transport these large heavy blocks. These films are from the early 1900:s and the visitor can only imagine how hard it must have been in the 16th century.

Three information signboards will tell more about the Pieta Roma as well as the art of sculpting in the Renaissance. The signboards are placed around the sculpture helping the visitor to understand what a complex job it is to create something in marble or in any other type of stone.

Children will think its fun to touch the marble block and even think that the sculpture itself is interesting when explained that it comes from one single block of stone. Everybody will appreciate the artistic quality and complexity of the sculpture and appreciate the softness of shapes coming from something as hard as marble and stone.



The room contains

- Replica of the Pieta Roma or the David
- One block of Carrara Marble on wooden logs
- One film from Carrara



As an option, if the prerequisites allow it, a full-size, 17 ft (5.2 meter) reproduction of Michelangelo's 'David' statue can be used instead of the 'Pieta Roma'.



The central Area

MODELS AND GENERAL SPACE

MODELS AS PIECES OF ART

The area's focus lies on the models. These models have been made from the sketches that Leonardo did. His inventions and thoughts on how human life could be improved – or destroyed – is illustrated in his sketches and now also in models. The room will contain glass cases with wooden models that can be placed in various ways, thematically or just by choice. The themes can be divided into bridges, war machines, mechanized production machines and mechanical principles.

The glass cases are in different sizes with a darkened mirror underneath to enhance the beauty of the models. To help illustrate that they come from Leonardo's sketches, are tripods or screens where pictures connected to the models can be placed. The models can be seen as pieces of art in themselves but can also help explain some of the principles that Leonardo tried to illustrate. This is something that will suit everyone. Children will be amazed by the models while teenagers and adults will understand the principles but also appreciate them as pieces of art. There will also be two wings in the ceiling as well as a parachute based on Leonardo's ideas. The room, or area, will be filled with amazing ideas put to reality in the form of models in different sizes.

PIECES OF ART ON DISPLAY

In one area of the room there will be original pieces of art on display. One famous sculpture is the Lanfranchi Arrotino, that shows a barbarian slave whetting his knife for the sacrifice of the satyr Marsyas, and is attributed to the Michelangelo circle. Signature oil paintings by Raphael will be on display as well as sketches and paintings by Michelangelo and Leonardo.

One eight-sided mirror room will show that the careful placement of mirrors can make a reflection seem endless. This is most definitely something for everybody. The mirror room is based on principles hinted at by Leonardo.



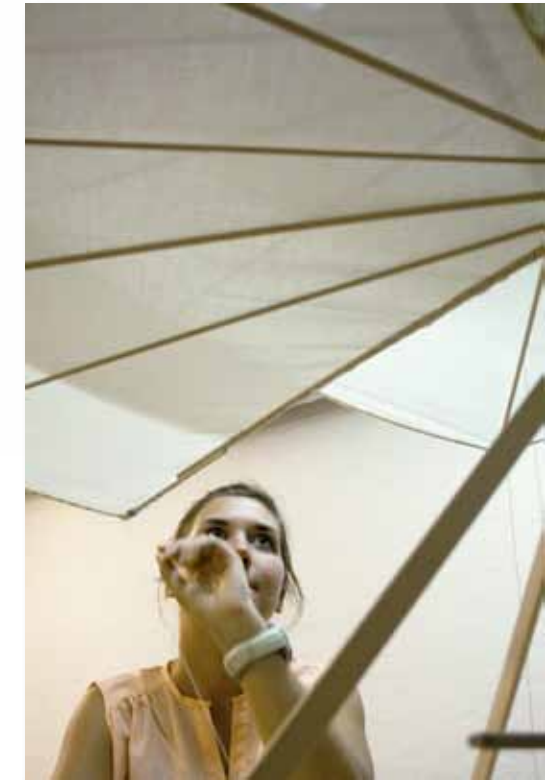
In this area, models, pictures and artifacts come together in a celebration of the genius of the three masters and their time.



The room contains

- 25 models
- One wing
- One eight-square mirror room

For full description of Models, see the appedix.



Among many other models, Leonardo's aerial screw can be studied in great detail.



... fascination, inspiration; an exciting exhibition for all.

ENTRANCE



Adapted for an exhibition space between 6,500 – 12,000 ft² (600 – 1,100 m²).
In this floor plan, each square is approximately 1 x 1m.

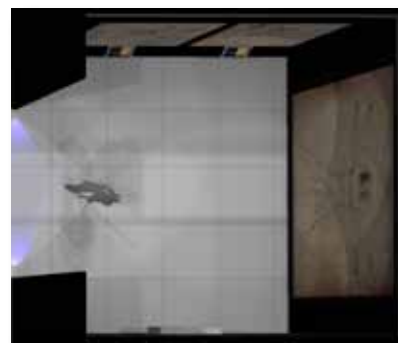
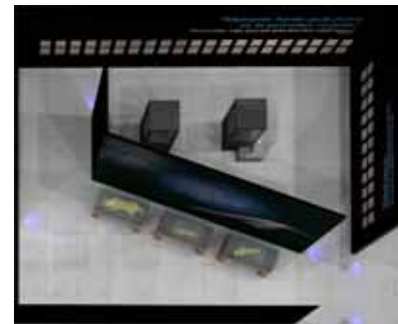


FLEXIBLE SOLUTION

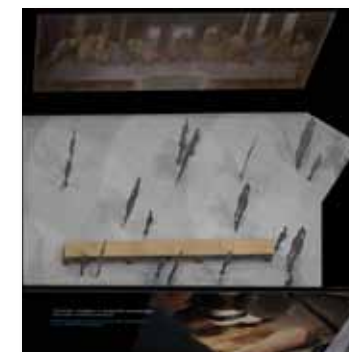
The arrangement of the theme areas shown in this catalogue is purely tentative and is mainly for illustrating how the exhibition can be set up. Any number of schemes is possible and the venue can decide entirely how to arrange the areas as best to suit its available space.

Quick facts

- Designed to fit in one or several rooms
- 6,500–12,000 ft² (600–1,100 m²) area is required. Flexible design with no need to place theme areas in a special order or in succession
- Simple build up – and deconstruction
- Exhibition wall height 10 ft (3 meters) generally



*Designed to
fit in one or
several rooms*



CONTACT

If you wish to receive more information about the exhibition or have any questions, don't hesitate to contact us.

Excellent Exhibitions AB | Södergatan 3 | 211 34 Malmö | Sweden

Phone: +46 40 631 43 70
Email: info@excellentexhibitions.com
www.excellentexhibitions.com
www.the-great-masters.com



... fascination, inspiration; an exciting exhibition for all.





1452



Leonardo da Vinci

1519

Leonardo da Vinci (1452–1519) was the oldest of the three masters. He took up an apprenticeship with a sculptor and painter in Florence at a young age and is said to have surpassed his teacher in the art of painting very quickly.

If anyone can be called a universal genius, it is Leonardo. He was not only one of the best painters the world has ever seen. He was also an inventor, an architect, an engineer and a scientist, in most cases with ideas that were way ahead of their time. As if this was not enough, he is also said to have been physically strong and to have had a good singing voice and an attractive appearance.

Although there are very few authentic paintings by Leonardo, he was responsible for some of the world's most brilliant works. The Mona Lisa and the fresco the Last Supper are the best known.

1475



Michelangelo

1564

Michelangelo Buonarroti (1475–1564) was a master with the brush but first made his name as a sculptor. Michelangelo's sculptural masterpiece Pietà is in St. Peter's Basilica in Vatican City and his four-metre tall statue of David, carved from a single piece of white marble, is in Florence.

Michelangelo faced his greatest challenge as a painter in 1508. Pope Julius II commissioned him to decorate the entire ceiling of the Sistine Chapel with frescoes. It took Michelangelo four years to complete the work and the paintings have since (for nearly 500 years) been some of the most powerful, outstanding works in the history of art.

1483



1520

Raphael

Raffaello Sanzio (1483–1520) was just as prominent an artist as Leonardo and Michelangelo, but lived a considerably quieter, more modest life. He was the youngest of the three masters, worked in Florence in the early 16th century and was heavily influenced by his two older compatriots. Among other things, Michelangelo's paintings on the ceiling of the Sistine Chapel made a large impression on Raphael.

Raphael also painted frescoes in the Vatican. His mural the School of Athens portrays major philosophers such as Plato, Aristotle and Pythagoras and one of the men in the painting is said to be Michelangelo himself.

Raphael was only 37 when he died, but despite his short life he has exerted a major influence on art. The Italian painter and art historian Vasari wrote the following about Raphael: "While we may term other works paintings, those of Raphael are living things; the flesh palpitates, the breath comes and goes, every organ lives, life pulsates everywhere."