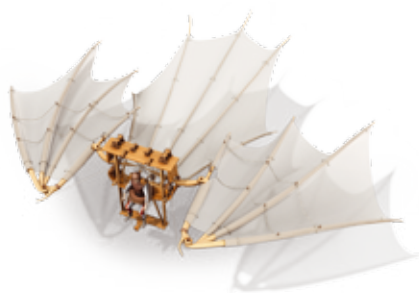




Leonardo 3



The *Great Kite* is Leonardo's "definitive" flying machine. It was discovered by Leonardo3 scholars, who unveiled it to the world for the first time in 2009

Exhibitions and museums
 Research center and workshop
 Historical and scientific studies
 Popularization through innovative media
 Publishing company

Leonardo3 (L3) is an innovative research center and media company (encompassing a center and workshop for research and study; exhibition and museum production; editorial, television and multimedia production; and a publishing company) whose mission is to study, interpret and make cultural heritage available to the public through the use of avant-garde, internally-developed methods and technology.

All of **L3's** research workshops and products (physical and digital models, books, multimedia materials, documentaries, exhibitions and museums) are dedicated to the work of Leonardo da Vinci. The center's results are of global significance: we've created the first working prototype in the world of Leonardo's *Self-Propelling Cart*; we've discovered and reconstructed the *Great Kite* and the *Harpsichord-Viola*, the first physical model of the *Multi-Cannon Gunship* and the first real models of the *Mechanical Bat*, the *Mechanical Lion* and the *Robot-Soldier*; and we've carried out unprecedented virtual and physical interpretations of countless other machines designed by the Da Vinci genius. We've also discovered and reconstructed all the machines of Arab scientist Al-Muradi from the year 1000.

On the popularization front, we've created a digital edition of the *Codex Atlanticus*, which represents the widest dissemination of a Leonardo codex in history. With the *Codex on Flight*, we accomplished something even more extraordinary, since the codex is presented in High Definition and every single element is interactive. In fact, we developed special **L3 HyperView** technology for the express purpose of letting the public interactively explore drawings and paintings in a museum setting.

Hundreds of thousands of people have visited our exhibitions in cities like Milan, Turin, Livorno, Vigevano (Italy), Tokyo, Chicago, New York, Wichita (USA), Doha (Qatar), Manama (Bahrain), Riyadh (Saudi Arabia), Kuwait City, Mexico City and São Paulo (Brazil). We have designed and are working on creating and managing three museums/"edutainment" centers in Milan, the United States and Asia.

L3 studies the past and creates innovative tools of communication for stimulating public interest. This is why we weave together physical models, three-dimensional reproductions and interactive software. We believe, in a word, in "edutainment" as a tool for enjoying our cultural patrimony, without limits. **L3's** success in Italy and around the world make its achievement the first solid "case" in which artistic-cultural heritage is enhanced by the use of high technology.





Press conference held by the President of the United States at the entrance to the L3 show in Chicago



The opening at the Ambrosiana Picture Gallery in Milan



The L3 exhibition in the Raphael Cartoon Room of the Ambrosiana Picture Gallery, Milan



The Museum of Science and Industry in Chicago

October 2005

New York, USA: the **Municipality** and the **Chamber of Commerce of Milan** commission **L3** to create a Leonardo exhibition in New York, on Fifth Avenue, to help celebrate Columbus Day. The same show is also presented in the Rainbow Room at **Rockefeller Center** for a gala evening also organized by the Municipality of Milan.

Milan, Italy: in collaboration with the **Ambrosiana Library**, **L3** designs and produces the show *The Virtual Codex Atlanticus*, which opens at the Ambrosiana Picture Gallery (sponsor: **FOCUS** magazine).

November 2005

Milan, Italy: **FOCUS Extra** magazine (Gruner&Jahr/Mondadori Group) co-publishes the **L3**-produced CD-ROM *Codice Atlantico* (Codex Atlanticus) with **L3**. With a print run of more than 100 thousand copies, it becomes the largest distribution of a single work by Leonardo in history.

December 2005

Milan, Italy: **L3** reaches an agreement with Feltrinelli and Electa to publish *Codice Atlantico* (Codex Atlanticus) and *I Ponti di Leonardo* (The Bridges of Leonardo), both of which are released in major bookstores and museums throughout Italy. **L3** gives an interview for a Discovery Channel documentary. **L3** grants permissions (for its images, books, videos, etc.) in Canada, Croatia, Germany, Great Britain, France, Japan and Sweden.

January 2006

Milan, Italy: due to its great success with the public, the closing date for the *Virtual Codex Atlanticus* exhibition is extended from January to June.

February 2006

The insurance group **Commercial Union/Aviva** choose the *Virtual Codex Atlanticus* exhibition as the event and venue at which to announce its re-branding to the banking world.

March 2006

L3 brokers a national distribution deal with PDE. Its publications are consequently released in bookstores throughout Italy.

April 2006

Chicago, USA: **L3** creates the most important and innovative part of the exhibition *Leonardo: Man, Inventor, Genius* at the prestigious **Museum of Science and Industry** (the largest of its kind in the world). Due to the show's success, the **NBC** television network sends its crew to Milan to interview the associates of **L3**. The report is broadcast nationally on **NBC Nightly News** (with an audience of 12 million people).

Tokyo, Japan: **SONY** chooses the **L3** show *The Virtual Codex Atlanticus* to help celebrate the 40th anniversary of the **SONY Building** in Giza, in the heart of Tokyo. Within the first 10 days, the show logs a record crowd of more than 20 thousand visitors.

May 2006

Chicago, USA: the city of Chicago invites **L3** associates to hold a series of talks on Leonardo da Vinci and organizes meetings to discuss the possibility of creating an **L3** museum in the United States. The meetings are so successful that an announcement is already made at the lectures regarding the forthcoming construction of a **Leonardo3** museum in Chicago.

Tokyo, Japan: **SONY** moves the *Virtual Codex Atlanticus* show to the exploraScience Museum. Extensive clips from interviews with **L3** associates are broadcast on the renowned TV show *Sekai Fushigi Hakken* on the TBS channel during primetime (9-10pm).

The **New York Times** publishes an enthusiastic review of the exhibition in Chicago created by **L3**. It reports: "An enormous touch screen provides one of the smartest, most elegant interfaces for exploring complex material. Created by the company **Leonardo3**".

June 2006

Chicago, USA: a "pro **L3** museum" committee is formed of institutional members and entrepreneurs.

Milan, Italy: **L3** wins the important "Contagious Beauty 2006" **Telecom Italia Award**, which celebrates commitment to enhancing Italian cultural heritage, the transmission of values and the discovery of beauty and the emotions thus provoked. The award is meant to emphasize and promote quality of cultural communication based on richness of content, expressive originality and emotional impact. The jury is chaired by renowned essayist and professor **Umberto Eco** (who also



The Leonardo3 exhibition at the Sony Building in downtown Tokyo



awards the prize along with Pirelli president Marco Tronchetti Provera) and comprised of Riccardo Chiaberge, Dario Del Corno, Philippe Daverio, Andrea Kerbaker, Marco Magnifico, Renato Mannheimer, Mario Raimondo, Vittorio Sermonetti, Andrée Ruth Shammah, Massimo Vitta Zelman and Ugo Volli. They are unanimous in awarding the prize to “Leonardo3’s Virtual Codex Atlanticus” project, distinguished for its ability to “make beauty contagious” through art and culture. The *Virtual Codex Atlanticus* show at the Ambrosiana Picture Gallery is extended to October, demonstrating how even in the place that houses the original *Codex Atlanticus*, its digital version enjoys unprecedented popularity with the public.

July 2006

Tokyo, Japan: L3 (in collaboration with Atum) releases the Japanese edition of its *Codex Atlanticus* book + CD-ROM. SONY re-opens the show *The Virtual Codex Atlanticus* at the SONY Building (closing in early September).

Milan, Italy: new L3 publications arrive in bookstores. In the meantime, the *Codice Atlantico* (Codex Atlanticus) book + CD-ROM has entirely sold out of its first print run and is already in its second edition.

October 2006

Milan, Italy: the innovative book *Il Laboratorio di Leonardo* (Leonardo’s Workshop) is published. Intended for kids and adults of all ages, it invites readers to discover the Genius of Leonardo via exclusively 3D images and includes paper models to be assembled and a video game.

February 2007

Milan, Italy: art critic and columnist **Vittorio Sgarbi** asks L3 to produce an event on Leonardo at the Palazzo della Ragione. The show is called *Leonardo’s Workshop* and Sgarbi defines it as “an important and significant exhibition, a kind of six-month-long museum”.

May 2007

Turin, Italy: with the assistance of the Italian Ministry of Cultural Heritage, Leonardo3 presents *Leonardo’s Self-Portrait* in L3 HyperView and the *Codex on Flight* in interactive 3D format. It’s the first time in history that cultural patrimony is made available in an interactive high-definition format. The event is sponsored by the EMC Corporation, a world leader in computer solutions for data management.

June 2007

Rome, Italy: a forum is held at the headquarters of the ICE foreign trade institute regarding a collaboration between **Italy and China**, on the occasion of the Italian visit of Ou Xinqian, the vice chair of China’s National Development and Reform Commission. L3 produces an exhibition and two of its founders speak at the conference along with Minister Emma Bonino and other institutional representatives.

Wichita, USA: Leonardo3 opens a new show at Exploration Place in Wichita, Kansas, the “Air Capital of the World” and home to the headquarters of aircraft corporations like Cessna, Learjet and Beechcraft.

Milan: *I Ponti di Leonardo* (The Bridges of Leonardo) goes into its first reprint.

July 2007

Rome, Italy: L3 signs an agreement to work with the Italian **Ministry of International Trade**. Ministry expert Cristina Molinari declares: “We will present the work of Leonardo3 all over the world”.

September 2007

Milan, Italy: the 3 September edition of the *Corriere della Sera* newspaper devotes an entire page to Leonardo3. World-famous Leonardo scholar **Carlo Pedretti** writes: “When it comes to interaction, everyone is enthusiastic and this work is very rigorous. The computer is an indispensable tool. At Leonardo3, they must be bold and forge ahead. In the city of Leonardo, where he lived from 1482 to 1500, we need a systematic project devoted to the artist and the scientist. A permanent one...”.

Milan, Italy: the new and highly-anticipated book *I Robot di Leonardo* (Leonardo’s Robots) is released in bookstores. At over 450 pages, it’s the fruit of extensive and complex work, illustrated by never-seen-before 3D images that throw new light on designs like the Mechanical Lion, the Robot-Soldier and the Self-Propelling Cart. The book receives primetime/front-page coverage on the Italian news program TG3, the *Corriere della Sera* newspaper and *FOCUS* magazine, among others. Leonardo expert Carlo Pedretti writes:

“Leonardo’s Robots is a wide-ranging and lavish review that comes off as the virtual achievement of a grandiose museum with the most innovative aspects of Da Vinci technology”.



Umberto Eco awards Leonardo3



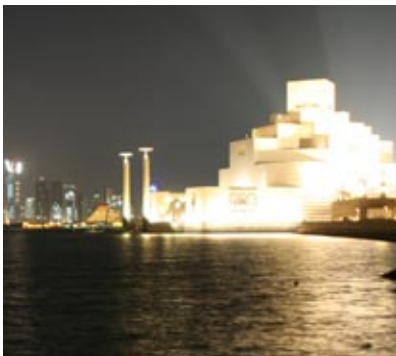
The exhibition in Tokyo



The ICE (Italian foreign trade institute) conference in Rome



"Os Segredos Dos Codigos de Leonardo da Vinci" at the Museu da Casa Brasileira in São Paulo



The opening of the Museum of Islamic Art in Doha on 22 November 2008, attended by dignitaries from around the world



The holographic touch screen used for the Book of Secrets

October 2007

Milan, Italy: the new interactive digital book *Il Codice del Volo* (The Codex on Flight) comes out in bookstores, giving the wider public a chance to understand an important masterpiece of Leonardo's for the first time.

November 2007

Doha, Qatar: Italian President of the Republic **Giorgio Napolitano** and Minister of International Trade **Emma Bonino**, in the company of the **Emir** and the **Sheik of Qatar**, inaugurate the **L3** exhibition *Leonardo, Machines and Design* at the Fahad Bin Ali Palace. The show is organized by the Italian **Ministry of Foreign Affairs** and Cultural Heritage, on the request of the Italian Ministry of International Trade and with the assistance of the ICE foreign trade institute, for the express purpose of highlighting the talents Italians have long shown in mechanics, engineering, innovation and design. The news of this exhibition receives national and international media attention.

Milan, Italy: I Robot di Leonardo (Leonardo's Robots) comes out in bookstores with a wooden model of Leonardo's Self-Propelling Cart included. No one has ever created such a kit for a Leonardo machine before.

Tokyo, Japan: a Japanese television channel broadcasts a documentary about Leonardo da Vinci in which more than 20 minutes are devoted to **L3**.

December 2007

Chicago, USA: **Chicago Mayor Richard Daley** and President of the Province of Milan **Filippo Penati** meet in Chicago to establish a research team devoted to the **Leonardo3** museum project in Chicago.

South America: **L3** signs contracts for shows to be held in 2008 in Brazil and in Mexico.

January 2008

Kuwait City, Kuwait: the traveling exhibition *Leonardo, Machines and Design* is launched at the Al-Babtain Central Library with the assistance of the Italian Ministry of International Trade, the **Ministry of Foreign Affairs** and the ICE foreign trade institute.

Milan, Italy: Il Codice del Volo (The Codex on Flight) is published jointly by **L3** and the Gruner&Jahr/Mondadori Group and comes out on newsstands throughout Italy as a supplement to *FOCUS* magazine.

March 2008

Riyadh, Saudi Arabia: the traveling exhibition *Leonardo, Machines and Design* opens at the **National Museum of Saudi Arabia** in collaboration with the Italian Ministry of International Trade, the Ministry for Foreign Affairs and the ICE foreign trade institute.

April 2008

São Paulo, Brazil: the show *Os Segredos Dos Codigos de Leonardo da Vinci* opens at the Museu da Casa Brasileira, in collaboration with the Italian Ministry of International Trade and the ICE foreign trade institute, under the High Patronage of the President of the Republic of Italy.

Mexico City, Mexico: the show *Da Vinci Codice Atlantico* (containing never-before-seen models like the Harpsichord-Viola and the Robot-Soldier) opens at the **Papalote Museo del Nino**, under the High Patronage of the President of the Republic of Italy. The show remains open until 31 August.

Manama, Bahrain: the traveling exhibition *Leonardo, Machines and Design* makes its last stop at the Bahrain National Museum.

Milan, Italy: the official round table for the "International **Leonardo3** Project" takes place on 8 April.

June 2008

Doha, Qatar: **L3** signs an important contract with the **Qatar Museums Authority** to study the work of an Arab scientist and produce publications and a permanent exhibition for the **Museum of Islamic Art**.

August 2008

Milan, Italy: the *Corriere della Sera* devotes an important section of the newspaper to **Leonardo3's** museum project for Milan with the title: "The Expo Expands: Yes to the Leonardo museum".

November 2008

Doha, Qatar: **L3** opens its permanent exhibition *The Book of Secrets* for the inauguration of the **Museum of Islamic Art**. The extraordinary machines of an Arab scientist from the year 1000, all interpreted and brought back to life by **Leonardo3** researchers, are unveiled to the world for



The opening of the show in Qatar with the Emir and Italian President of the Republic Giorgio Napolitano



The exhibition in Mexico at the Papalote Museo del Nino

the first time in history. The exhibition presents physical reconstructions, interactive stations and a futuristic holographic mega touch-screen. The opening is attended by the Emir of Qatar and dignitaries from around the world; L3's work represents the only present-day reconstructions and modern technology to be displayed among the more than 800 antique artifacts exhibited in the museum.

December 2008

Milan, Italy: L3 publishes English and Arabic editions of the *Book of Secrets*.

April 2009

Livorno, Italy: Leonardo3's show *Leonardo and Flight* opens at the **Museum of Natural History of the Mediterranean**, in collaboration with the Province of Livorno (4 April-4 July 2009).

September 2009

Vigevano, Italy: the Municipality of Vigevano, with the support of the Banca del Monte di Lombardia and the Province of Pavia, inaugurate Leonardo3's highly-anticipated show *Leonardo's Workshop* inside **Vigevano Castle**. In less than a month, more than 13 thousand visitors pass through the show, which is scheduled to last six months.

Milan, Italy: *Il Libro dei Segreti* (The Book of Secrets) is published jointly by L3 and the Gruner&Jahr/Mondadori Group and comes out on newsstands throughout Italy as a supplement to *FOCUS* magazine.

October 2009

Milan, Italy: L3 publishes the books *Leonardo's Workshop in the Ideal City* and *The Book of the Codex on Flight*.

New York, USA: it is announced that the Leonardo3 exhibition *Da Vinci's Workshop* is scheduled to open at the **Discovery Exposition Center in Times Square** on 20 November.



"Leonardo's Workshop in the Ideal City" at Vigevano Castle, Italy



"Leonardo and Flight" at the Museum of Natural History of the Mediterranean in Livorno, Italy

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