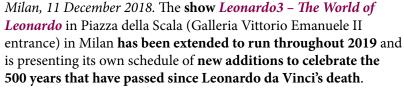
"The World of Leonardo" presents new additions to celebrate the 500 years since Leonardo da Vinci's death

Over 900 thousand individual tickets sold

Constant growth in visitors

Brand-new 2019 additions for the celebrations: Virtual Reality Paddle Boat, Continuous Organ, Virtual Reality Battle of Anghiari, Flying Machine CA176



The *Leonardo3* research center – active in scientifically studying and sharing the work of Leonardo da Vinci since 2004 – has been working for years on materials to exhibit in 2019. To mark this important anniversary the center has decided to present new **immersive reality experiences and brand-new machines**. In particular, the exhibition space will welcome two new virtual-reality stations dedicated to the **reconstruction of the** *Battle of Anghiari* and to the *Paddle Boat*, which can actually be steered, as well as physical models of the *Continuous Organ* and *Flying Machine CA176*. The plan is to fill 2019 with presentations and events dedicated to these new additions.

Over 900 thousand visitors

Going on its seventh year, the exhibition continues to attract **ever-growing public approval**. As the president of Leonardo3, **Massimiliano Lisa**, has declared:

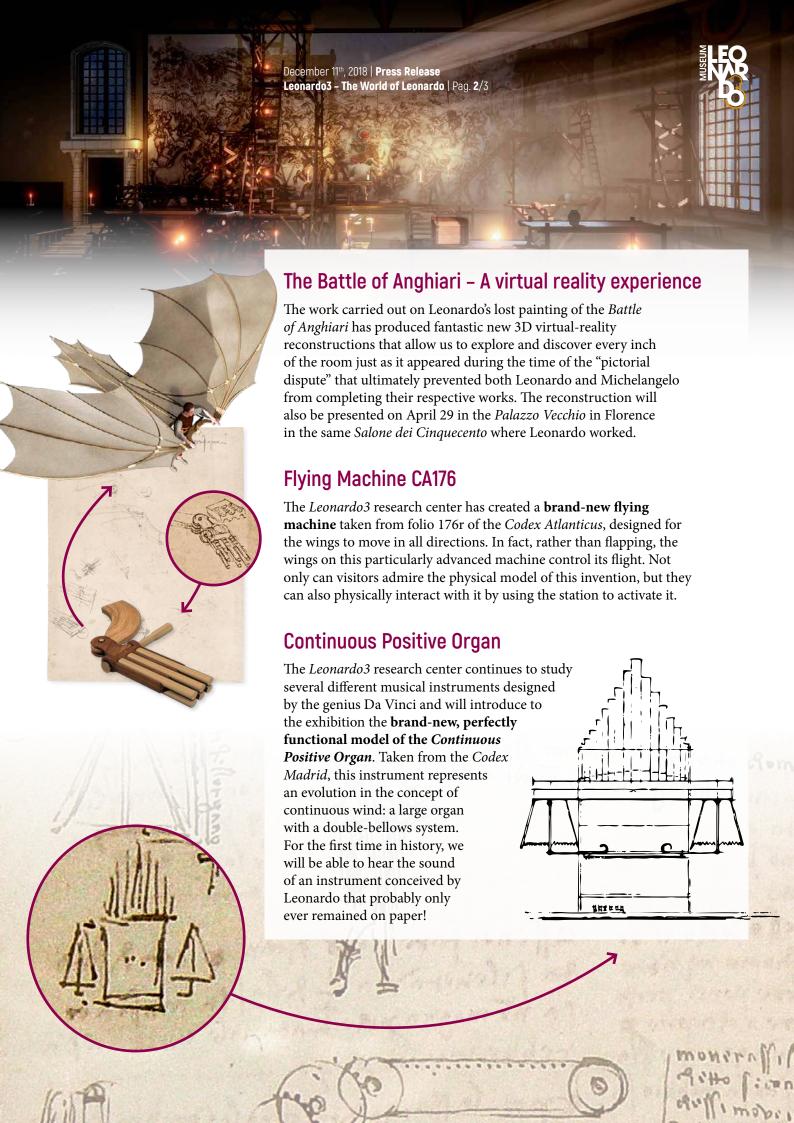
"We are closing out 2018 with a 30% increase in ticket sales compared to 2017, with 170 thousand visitors, for a total of 900 thousand. Now that the show has been open for six years, it has become more like a museum than an exhibition, even though we constantly update it with new content. We are proud to say that our numbers show that we are one of the most popular cultural destinations in Milan. In 2019 we will continue to stay open from 9:30am to 10:30pm every day of the year except Christmas!"



The *Paddle Boat* is one of the nautical machines that Leonardo studied during his early years in Milan. Drawn in the center of folio 945r of the *Codex Atlanticus*, the invention involves a mechanism set in motion by two pedals, which transforms the alternating movement into continuous rotating movement for the paddles.

The *Leonardo3* research center has physically reconstructed a life-size model of the boat so **visitors can occupy the positions of the two operators as Leonardo intended**. The person peddling sets the boat in motion; the person steering drives it while also admiring a view of Milan's canals as they looked during Leonardo's time using a virtual reality headset.







The contents of the show

The show Leonardo3 - The World of Leonardo represents a unique opportunity to discover and learn more about this many-sided genius. The public can interact with Leonardo's creations using over 200 interactive 3D machines and functional physical reconstructions, many rebuilt for the very first time. Manuscript B, the Codex on Flight and the Codex Atlanticus - which contain most of Leonardo's studies on technological, scientific and engineering-related subjects - are the historical sources for the extensive work carried out to reconstruct the works of this great genius.

Our analysis of the manuscripts has led us to recreate several machines for the first time ever: the Mechanical Eagle, the Giant Trumpet, the Mechanical Lion, the Submarine, the Rapid-fire Crossbow, the Great Kite and many more. Visitors can consult Leonardo's writings in a digital format and interact with his inventions in totally new and involving ways. Some parts of the exhibition are intended expressly for children like Leonardo's Workshop, which allows them to assemble Leonardo's inventions themselves and receive a printed inventor's certificate, and the models of the Screw, the Connecting Rod and the Self-Sustaining Bridge, which they can physically assemble using wooden parts.

When it comes to Leonardo's artistic production, visitors particularly appreciate the interactive room dedicated to the Last Supper. Our digital restoration of this wall painting allows visitors to discover details of the original that have been lost forever, and the reproduction on a masonry support has brought the restoration even closer to what the masterpiece would have looked like in 1498. The augmented-reality reconstruction of Leonardo's painting workshop in real time fascinates adults and children alike.

The Leonardo3 Research Center

Leonardo3 (L3) is an innovative research center, publishing company and media company whose mission is to study and interpret Leonardo da Vinci's work and share it with the general public using avant-garde methods and technology.

Its scientifically, artistically rigorous exhibits are totally new and designed to help visitors discover and understand Leonardo by using simple language aimed at the general public.

The King's Rooms

On 7 March 1865, King Victor Emmanuel II laid the foundation stone for the construction of the Galleria. The king wanted prestigious rooms in the Galleria to host private and public functions, parties and sumptuous balls.

Following a painstaking restoration, these rooms have reopened their doors to host events. Dedicated elevators lead directly from the Galleria entrance facing Piazza della Scala to the ticket office and the Sale del Re (the King's Rooms). The Galleria entrance is the perfect place in Milan for a show on the great artist and inventor since it faces the monument to Leonardo da Vinci in Piazza della Scala.

Leonardo3 The World of Leonardo

Le Sale del Re, **Piazza della Scala** – Galleria Vittorio Emanuele II entrance In Milan until 31 December 2019 – Every day from 9:30am to 10:30pm (holidays included)

www.leonardo3.net/en

Sponsored by the City of Milan Award of Recognition of the President of the Italian Republic

Tickets: €12 [full]; €11 (students and discounts); €10 (groups); €9 (youth 7 to 17 years); €6 (school groups); €1 (children up to 6 years).

Special family ticket: adults €10 (up to two), children and youth (7–14 years) €6.

Contacts

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