



PRESS RELEASE



The President of the United States and the Virtual Codex Atlanticus of Leonardo3

Museum of Science and Industry of Chicago (MSI)



Chicago, July 10th 2006. Last Friday, the Museum of Science and Industry of Chicago (MSI) hosted a very rare and special event: a White House press conference outside the entrance of the exhibition about Leonardo da Vinci. President George W. Bush addressed the local and national media – and answered their questions – for nearly an hour in the Rotunda. He commented on the economic vitality of Chicago, responded to questions about foreign policy and North Korea and joked about his birthday dinner with Mayor Daley. The Mayor attended the news conference as well as Rep. Jesse Jackson Jr. and White House staff Karl Rove and Tony Snow.

After the final media question was answered, Kurt Haunfelner, vice president of exhibits of the MSI gave President Bush a tour of the temporary exhibition *Leonardo da Vinci: Man, Inventor, Genius*, hosted at the Museum. According to Kurt, the President enjoyed his journey and was fascinated by the virtual *Codex Atlanticus* and took great interest in the innovations created by our modern-day Leonardos.

PRAISE FROM PRESIDENT BUSH

At a fundraising luncheon later that day, President Bush gave his two cents on MSI: *“By the way, if you go to the Science Museum, take your kids, it is a special place. I’m looking forward to shedding my entourage one of these days and spending a little quality time there at the museum”.*

ABOUT THE VIRTUAL CODEx ATLANTICUS

In the world premiere exhibit, *Leonardo da Vinci: Man, Inventor, Genius*, Leonardo3’s virtual *Codex Atlanticus* makes its debut in the United States. This unique software was developed by Milan company Leonardo3 (L3) after they were granted exclusive access by Milan’s Biblioteca Ambrosiana—the library where the notebook is stored in a secure vault—to scan the pages in this rare notebook.

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3D reconstruction of the project of the “real” Flying Machine of Leonardo
(© Leonardo3).

L3’s amazing digital manuscript offers an unprecedented and exclusive means of interacting with some of Leonardo’s most interesting thoughts, inventions and designs. Using the technique of high-resolution digitalization, more than 100 of the most fascinating manuscript pages have been reproduced and collected into an interactive book. The pages can be “turned” and examined directly. Guests can zoom in on Leonardo’s sketches, and the inventor’s secret messages and notes—many of which can’t be deciphered with the naked eye—are revealed with a new clarity. For example, zooming in on Leonardo’s design for a military fortress shows



Codex Atlanticus, folio 812r
3D reconstruction of Leonardo's Cart, that for the first time in 500 years also really worked in the physical wooden model built by L3.

his secret plan for a subterranean tunnel that allowed for escape if the fortress walls were breached. Enigmatic notes and sketches can also be discovered by “flipping” the pages over and looking at them from the back. More than 50 3-D machine models spring from the images on the pages as well, allowing the viewer the opportunity to interact with the machines and understand how they were meant to function. Guests can view Leonardo's design for a naval cannon from all sides and actually “fire” this artillery, seeing how its opposing cannons were designed to absorb the force of firing and keep the boat on course.

Throughout, the software offers descriptions and sketches of these machines to offer additional insight. Leonardo da Vinci's designs are unquestionably extraordinary in themselves. But L3's modern way of interpreting and popularizing them makes them truly incredible. For the first time in 500 years, the general public can contemplate the true significance of these projects, and in fact, take them home!

L3's software is on sale in the Museum of Science and Industry's gift shop in the USA, on L3's Web site www.leonardo3.net, in bookstores and museum's gift shops all over Italy. And now even in Japan. In fact the *Codex Atlanticus* exhibition premiered also in Tokyo, at the Sony Building.

ABOUT LEONARDO3

Leonardo3 is an active business and academic enterprise. Its research laboratory has staff scholars, scientists and engineers who continue to study the mysteries of Da Vinci's works and produce new exhibitions for temporary and permanent shows. There are ongoing working projects for digital and physical machines (from the designs of the Master), publications, books, software, etc.

All these activities have the goal to lead to the creation of a Leonardo3 (L3) Museum/Edutainment Center of 230,000 square feet in Milan, Italy. There are also advanced plans to create and develop an L3 Museum in Chicago and an L3 Edutainment Centers in New York and Japan.

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The press conference



MSI of Chicago
The MSI of Chicago is the biggest science museum in the world.

President George W. Bush gestures as he addresses a news conference at the Museum of Science and Industry in Chicago, Friday, July 7, 2006, speaking on the economy, immigration reform and security issues. White House photo by Eric Draper



President George W. Bush speaks beneath a replica of the Wright Brother's plane as he addresses a news conference at the Museum of Science and Industry in Chicago, Friday, July 7, 2006, speaking on the economy, immigration reform and security issues. The 3D designs on the big panel on the right have been created by Leonardo3. White House photo by Eric Draper

Bush's press conference was held in the museum's rotunda at the entrance of the Da Vinci's exhibition. Afterward, he toured parts of the museum's new Leonardo da Vinci exhibit, examining the high-tech device conceived and produced by Leonardo3 that allows one to electronically flip through computer-scanned pages of da Vinci's workbook *Codex Atlanticus*.



L3's Codex Atlanticus in its touch-screen version

President George W. Bush is joined by Chicago Mayor Richard M. Daley, right, and Kurt Haunfelner, vice president of exhibits of the MSI, left, as he is given a tour through the Museum of Science and Industry in Chicago, Friday, July 7, 2006, following his news conference at the museum. White House photo by Eric Draper

