



## Profile of Leonardo3 Founders



Massimiliano Lisa

Massimiliano Lisa, 42, has worked in media as an editor and producer of magazines, books, multimedia materials, videos and television productions. He is also a freelance journalist who has written hundreds of articles on technology, digital video and multimedia. He is an expert in all the dynamics of publishing and communications and is a connoisseur of new technologies, especially those tied to display and computer graphics. In addition to founding and editing the magazines *Commodore Gazette*, *CG Computer Gazette*, *Computer Graphics & Publishing* and *Arte in Video*, he also created and hosted the weekly television show *Informatica VideoMagazine*. He has coauthored the books *Leonardo's Workshop* (L3), *The Book of Secrets* (L3) and *Da Vinci's Workshop in the Ideal City* (L3).

Lisa has received the SMAU Journalism Award for television and the Telecom Italia Award for innovation in promoting cultural heritage.

He is a founding member as well as the President/CEO and publishing manager of Leonardo3.



Mario Taddei

Mario Taddei, 37, graduated with top marks from the Politecnico di Milano University in 1999 where he studied Industrial Design and completed a thesis on "edu-tainment" in museums. At the same school, he has co-taught courses in 3D Modeling, CAD/CAM and Multimedia Communication and taught courses in Computer Graphics and Digital Portfolio (a degree course in Industrial Design). He has dedicated much of his career to studying and developing interactive multimedia products for the popularization of science through "edutainment". His numerous distinctions include the Telecom Italia Award for innovation in promoting cultural heritage.

Taddei has long devoted himself to studying the work of Leonardo da Vinci and is responsible for a number of discoveries and studies of global importance related to Leonardo's machines. He is also responsible for producing the first model of Leonardo's *Mechanical Lion*, the first model of Leonardo's *Mechanical Bat* and the first working model of Leonardo's *Self-Propelling Cart*. He is the author of several books, including *Creating Video Games* (Jackson Libri), *Leonardo, Water and the Renaissance* (Federico Motta), *The Machines of Leonardo da Vinci* (Giunti), *Graphic Representations* (Atlas Libri), *The Codex Atlanticus* (L3), *Leonardo's Bridges* (L3), *Leonardo's Workshop* (L3), *Da Vinci's Robots* (L3), *The Book of Secrets* (L3) and *Da Vinci's Workshop in the Ideal City* (L3).

He is a founding member and the technical-scientific director of Leonardo3.



Edoardo Zanon

Edoardo Zanon, 36, graduated cum laude from the Politecnico di Milano University in 1998. For his thesis project, he designed a new model of classical guitar and produced a working prototype. For several years, he taught at various music institutes and schools. He was a founding member and one-time president of Alidesign (Association for Industrial Design Graduates). He has also taught at the Venice University of Art and Design (IUAV) with a workshop in visual-kinetic communication.

Zanon has devoted much of his career to studying and developing interactive multimedia products to popularize science and has created products for Italian and foreign museums and institutions. He has received numerous distinctions, including the Telecom Italia Award for innovation in promoting cultural heritage. He is also responsible for producing the first working model of Leonardo's *Self-Propelling Cart*, the first working model of Leonardo's *Harpsichord-Viola* and for the first model of Leonardo's *Great Kite*. His publications include: *Creating Video Games* (Jackson Libri), *Leonardo, Water and the Renaissance* (Federico Motta), *The Machines of Leonardo da Vinci* (Giunti), *Graphic Representations* (Atlas Libri), *The Codex Atlanticus* (L3), *Leonardo's Bridges* (L3), *Leonardo's Workshop* (L3), *The Codex on Flight* (L3), *The Book of Secrets* (L3), *The Book of the Codex on Flight* (L3) and *Da Vinci's Workshop in the Ideal City* (L3).

He is a founding member and the artistic-scientific director of Leonardo3.

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