



**Leonardo3 – Il Mondo di Leonardo**  
Sale del Re, Piazza della Scala  
Galleria Vittorio Emanuele II entrance  
Ends July 31, 2013 – Daily, 10am-11pm

## Leonardo3 – The World of Leonardo, the success continues

**The exhibit tops 340.000 visitors: it is one of the most attractive exhibitions in Milan during Expo2015**

*Milan, July 1 2015* The exhibit *Leonardo3 – The World of Leonardo*, produced by the Leonardo3 (L3) Research Center and held in the splendid *Sale del Re* (“Halls of the King”) in Piazza della Scala in Milan, with entrance from inside the Galleria Vittorio Emanuele II, has been extended until October 31. It will therefore be accessible for the duration of Milan Expo so the international public can appreciate the many sides of Leonardo da Vinci’s technical and artistic production in an interactive, multimedia way.

With interactive stations, fully functioning machines made from studying Leonardo’s manuscripts, unprecedented physical reconstructions, digital restorations and three-dimensional reconstructions of Leonardo’s artistic creations the exhibit is unique and extremely instructive. Convenient opening hours (everyday from 10am to 11pm, including holidays) provide easy access for tourists and locals alike. Support from the City of Milan and the Premio di Rappresentanza awarded by the President of the Republic attests to prestige and originality of the show’s contents.

### Over three hundred and forty thousand visitors

The popularity of the exhibit *Leonardo3 – The World of Leonardo* continues. With over three hundred and forty thousand visitors it is proving to be one of the most attractive and important interactive exhibits in the world on Leonardo da Vinci’s work as an artist and inventor.

The show’s success comes from the constant presence of locals and Italian tourists as well as a heavy influx of foreign visitors from around the world. It attracts and responds to the curiosity of people from the most diverse cultures and places, including America, Russia, France, England, Germany, China and Japan. One reason for this international appreciation is the availability of excellent audio guides in English, French, German, Portuguese, Spanish and Chinese.

The didactic, interactive and multimedia approach makes it particularly enjoyable for kids, families and school children of all grades.





A view of the exhibition

## Leonardo in Milan for Expo visitors

The decision to extend the show until the end of the Universal Exposition in Milan reflects the desire of the Leonardo3 (L3) Research Center to shed new light on the Tuscan genius, highlighting his ties with the city of Milan to Expo 2015 visitors. Milan was a protagonist in some of the most prolific and creative years of Leonardo's life. Now, along with the exhibit *Leonardo3 – The World of Leonardo*, the city celebrates the work of the great inventor and artist by engaging with the larger public in a new way. Expo 2015 visitors are appreciating this thorough, accessible popular science initiative.

## Extended hours

The exhibit *Leonardo3 – The World of Leonardo* guarantees the longest opening hours of any exhibit or museum in Italy. By ensuring visitor access everyday, including holidays, from 10am to 11pm, the exhibit meets the time needs of all kinds of people. The courteous, multilingual staff and the wheelchair-accessible downtown location easily reachable by public transport reflect a desire to open the show to as many people as possible.

## Brand new discoveries

The Leonardo3 (L3) Research Center, which has been studying Leonardo's writings and drawings for several years now, continually updates and adds to the contents of the exhibition *Leonardo3 – The World of Leonardo*. Curators Mario Taddei and Edoardo Zanon have never stopped developing their research and study of Leonardo-related materials, always creating new machine reproductions and interactive stations featuring 3D reconstructions and consultable materials.

Original additions to the show include musical instruments invented by Leonardo like the *Musical Can(n)on*, the *Continuous Windpipe*, the *Continuous Organ* and the *Glissando Flutes*. The exhibit includes a new interactive experience with Leonardo da Vinci's famous portrait of Cecilia Gallerani known as *Lady with an Ermine*. The beautiful 3D-animated Cecilia – who moves, plays with her pet and interacts with the public – is unlike anything seen before. And for the first time ever, the unprecedented, perfectly optimized and functioning model of Leonardo da Vinci's *Rapid-Fire Crossbow*.

## Exhibition contents

The exhibition *Leonardo3 – The World of Leonardo* represents a unique opportunity to discover and learn more about the multi-talented Leonardo. The public can interact with his creations, including over 200 interactive 3D machines and functioning physical reconstructions, many never produced before. *Manuscript B*, the *Codex on Flight* and the *Codex Atlanticus*, which include most of Leonardo's technological, scientific and engineering studies, were used as sources to reconstruct the works of the great genius. Manuscript analysis led to the first-time recreation of machines like the *Harpsichord-Viola*, the *Mechanical Lion*, the *Submarine*, the *Rapid-Fire Crossbow* and the *Great Kite*, among many others.

The exhibit allows visitors to consult Leonardo's writings in a digital



The Rapid-Fire Crossbow



The Flying Machin of Milan and other models

format and to interact with his inventions in totally new and engaging ways, including some just for kids like *Leonardo's Workshop* – in which they can assemble Leonardo's various inventions and print an inventor's certificate – or the *Self-Supporting Bridge*, which they can assemble out of wooden parts.

As for Leonardo's artistic production, the digital restoration of the *Last Supper* allows visitors to investigate and discover details and colors now lost from the famous wall painting in the refectory of the church of Santa Maria delle Grazie in Milan. Extensive work was carried out to digitally redraw restored details of the famous painting that Vasari called a "bewildering smudge" less than a century after its completion due to complex issues of conservation.

All interactive experiences are in both English and Italian and, to make the contents accessible to an international public, the audio guides are available in Italian, English, Russian, German, French, Spanish, Portuguese and Chinese.

### The Leonardo3 research center

Leonardo3 (L3) is an innovative research center, publisher and media company whose mission is to study and interpret the work of Leonardo da Vinci and share it with the larger public using the latest methods and technology. The center produces scientifically rigorous exhibits with the goal of helping the public discover and understand the work of Leonardo using popular language.

### Le Sale del Re

On 7 March 1865, King Victor Emmanuel II laid the foundation stone for the construction of the Galleria. The king wanted prestigious halls (sale) in which to host public and private encounters, parties and lavish balls. After a careful restoration, the halls have reopened their doors to host events. From the Galleria entrance facing Piazza della Scala, dedicated elevators lead visitors directly to the ticket office and the sale. The Galleria entrance is the perfect place in Milan for an exhibit on the great artist and inventor since it faces right onto a monument to Leonardo da Vinci in Piazza della Scala.



Lady with an Ermine interactive experience





The Last Supper  
digital restoration

### Leonardo3 – The World of Leonardo

Le Sale del Re, Piazza della Scala - Galleria Vittorio Emanuele II entrance

In Milan until 31 October 2015

Open daily from 10am to 11pm (including holidays)

[www.leonardo3.net](http://www.leonardo3.net)

### Supported by the City of Milan

**Awarded of Excellence from the President of Italian Republic**

Official radio station: **Radio Monte Carlo**

Ticket office: **TicketOne**

Guided visits: **Ad Artem**

**Tickets:** €12 (full); €11 (students and reduced price); €10 (groups);  
€9 (children 7-17 years old); €6 (school groups); €1 (children up to 6 years old). Family ticket: adults €10 (max 2) + children €6 (7-14 years old).

Tickets can be purchased directly at the show or through TicketOne (online, at authorized stores throughout Italy, or by calling 892-101, Monday-Friday 9am-9pm; Saturday 9am-5:30pm; Sunday closed).

### Information: Leonardo3

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[info@leonardo3.net](mailto:info@leonardo3.net)

[www.leonardo3.net](http://www.leonardo3.net)

[www.facebook.com/leonardo3museum](https://www.facebook.com/leonardo3museum)

### Schools, groups and guided visits: Ad Artem

tel. 02.659.77.28

[info@adartem.it](mailto:info@adartem.it)

### Organized groups

Organized groups are advised to book tickets in advance by phone (199-757414) or email ([gruppi@ticketone.it](mailto:gruppi@ticketone.it), [info@tosca.it](mailto:info@tosca.it))

### Leonardo3 press office

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Codex Atlanticus  
interactive experience

The World of Leonardo: entrance

