The L3 Exhibitions
Catalogue 2010-2014
Leonardo da Vinci is a universal genius. He was, of course, an Italian, but he belongs to a past that is part of the cultural heritage of every person and every nation. He is a singular example throughout history of a man who possessed an enormous talent and excelled not only as a scientist, but also as an artist. Most of the inventions and machines that he designed can in fact be considered works of art. On the same note, his artistic works are both the creations of a master artist and the products of a formidable scientific brain.

Just as his paintings deserve the kind of investigation to which only today’s technology can do justice, so the full extent of his scientific work has yet to be revealed to the public.

What the public knows about Leonardo is barely the tip of the iceberg. His manuscripts continue to hide secrets and are worthy of inquiry and presentation in new, innovative ways. L3 explores, discovers and reveals the “unknown Leonardo” in order to spark the hidden genius that lies within us all.

Leonardo3 (L3) is the world leader in exclusive exhibitions and publications on da Vinci’s genius. Each of our exhibitions is the result of work carried out by our own team of researchers who investigate and develop never-seen-before machines for each event.

Our exhibitions are “dynamic” rather than “static”. We make extensive use of 3D animations, physical models and interactive software to offer the public a unique level of interaction and a hands-on “edu-tainment” experience. As the master himself taught us to do, we use visual images to help people understand.
This is a unique opportunity to host landmark exhibitions that will take your audience inside the mind of the most brilliant scientist, inventor and artist of all time.

**Landmark cultural exhibition**
All our exhibitions present new discoveries and studies based on da Vinci’s myriad of undiscovered manuscripts, most of them never before displayed in public.

**Crafted by an award-winning design team**
These exhibitions feature spectacular equipment, high-definition panels, innovative software and fascinating physical reproductions of never-before-seen machines.

**Broad media interest and acclaim**
We have had a full range of national and international media interest. Our innovative methods to help people understand – perhaps for the very first time – have generated prime-time media coverage in Japan and national exposure on NBC Nightly News in the USA.

**Significant educational, outreach and fundraising opportunities**
The exhibitions are suitable for every audience, from school groups to adults, and include specially created support materials. The lectures offered by our researchers can be the centerpiece for fundraising dinners and receptions, or an opportunity to entertain donors and prospective clients. The machines and themes studied by Leonardo3 cover all aspects of science and art from every conceivable angle, so donors or sponsors can choose detailed, customized themes based on their own products or objectives.

**Comprehensive turnkey packages**
We provide coordinated marketing, retail and educational support, as well as a full range of L3 products to be sold in your gift shop.

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L3’s exhibitions
Top to bottom: Chicago (USA), Wichita (USA), Tokyo (Japan) and Mexico City (Mexico)
reviews and awards

What the press says
“To enter the mind of Leonardo
you have only to touch a button”
› NBC Nightly News (national edition USA)

“...an enormous touch screen provides one
of the smartest, most elegant interfaces
I have seen for exploring complex material...”
› The New York Times

“Leonardo no longer has any secrets”
› Corriere della Sera (Italy)

“A futuristic project to enjoy the work
of Leonardo da Vinci”
› A panel of judges chaired by Umberto Eco awarded L3
the “Contagiare Bellezza 2006” prize for its commitment
to promoting cultural heritage and the enthusiastic public
response it has generated

What educators say
“I can focus in on one of the designs and
I can see it in 3D and animate it!”
› Kurt Haunfelner, Museum of Science
and Industry of Chicago

“Your electronic reconstructions are the best
I have ever seen”
› Carlo Pedretti, Leonardo scholar

What the public says
“For the first time, I can truly say I have
understood one of Leonardo’s machines.
And I enjoyed myself at the same time”

“I have never seen 3D technology used
in this way for cultural purposes”

“The best exhibition on Leonardo I’ve
ever seen”
index of the exhibitions

This catalogue presents five different exhibitions (they are in English but are available worldwide and can be translated into the local language)

<table>
<thead>
<tr>
<th>Title</th>
<th>Size</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. The Virtual Codex Atlanticus</td>
<td>5,000 sq. ft. (460 sq. mt.)</td>
<td>6</td>
</tr>
<tr>
<td>2. Leonardo and Flight</td>
<td>3,000-5,000 sq. ft. (260-480 sq. mt.)</td>
<td>22</td>
</tr>
<tr>
<td>3. Da Vinci’s Workshop</td>
<td>9,000 sq. ft. (840 sq. mt.)</td>
<td>34</td>
</tr>
<tr>
<td>4. Discover Leonardo the Artist</td>
<td>5,000-9,000 sq. ft. (460-840 sq. mt.)</td>
<td>42</td>
</tr>
<tr>
<td>5. Da Vinci’s Bodies</td>
<td>5,000-9,000 sq. ft. (460-840 sq. mt.)</td>
<td>52</td>
</tr>
</tbody>
</table>

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For all images, artwork, texts, concepts, exhibitions 
Copyright © 2005-2009 by Leonardo3 except: 
the original “Automobile” was commissioned by the Istituto e 
Museo di Storia della Scienza of Florence and financed by the 
Banca di Cambiano; the setup at the MSI of Chicago 
was designed by the MSI
The reproductions of the *Codex Atlanticus* were drawn from the Hoeplì edition of 1894-1904.
Da Vinci’s genius is most clearly expressed in his designs for amazing machines to be used in every imaginable walk of life (from flight to war, plumbing to music, mechanics to engineering). The incredible and intriguing designs for these machines are all collected in the Codex Atlanticus, the largest and most precious codex of all. Now, for the first time in history, the Codex Atlanticus is accessible to the general public. Through the technology of high-resolution digital photography, we can now present the pages of the Codex on interactive stations, giving visitors the opportunity to discover Leonardo’s machines for themselves.

Not only does the exhibition display a number of physical models that have never been seen before, but the Codex Atlanticus itself is also in interactive digital 3D format. You can turn the pages and look at detailed close-ups. Previous exhibitions only provided static reproductions of selected pages. Even looking at the original manuscripts themselves cannot compete with the immense possibilities of this new approach (in fact, the premiere of this traveling exhibition took place at the Biblioteca Ambrosiana in Milan, where the original manuscript is preserved). However, the highlight of this exhibition is the integration of 50 interactive digital 3D working models of the most intriguing machines. Just click on Leonardo’s original design and... up pops the 3D model. You can examine it and see (and even hear) it working. Most important of all, you can finally understand the machines without reading any explanatory notes.

This exhibition has already toured successfully in locations like the Sony Building of Tokyo (20,000 visitors in the first 10 days), ExploraScience Museum of Tokyo (Japan), Museum of Science and Industry of Chicago, USA (200,000+ visitors), Pinacoteca Ambrosiana, Milan, Italy (where it was so successful it ran for a full 12 months), Exploration Place (Wichita, KS, USA) and Papalote Museo del Niño of Mexico City.
Exhibition sections

1. The Codex Atlanticus
Visitors can explore the largest and most important Leonardo codex by turning the pages, looking at detailed close-ups and examining the interactive 3D models of more than 50 machines.

- 4 PC stations (LCD displays and touch screens)
- 2 plasma stations, the “L3 Flat Table Experience™”
- 1 video-projector station for live demos or use by the public

2. Multi-Cannon Gunship
Before this exhibition, no one had understood or built a model of the design on the first page of this codex.

- 1 wooden model from page 1 of the Codex
- 1 PC station with interactive 3D software dedicated to this machine

3. Mazzocchio
A fascinating geometrical drawing from folio 710 a/b of the Codex Atlanticus that was designed to be physically built.

- 1 wooden model

4. Flying Machine
Leonardo3 researchers have built Leonardo’s “real” Flying Machine – the first in history. Another exclusive for this exhibition.

- 1 wooden model
- 2 PC stations with interactive 3D software dedicated to this machine

5. Harpsichord-Viola
Leonardo3 researchers have built an original “Da Vinci musical instrument” - the sound is that of a viola with a piano keyboard.

- 1 wooden model
- 1 PC station with interactive 3D software dedicated to this machine

6. Robot-Knight
The most complete interpretation of the famous “Robot”. A mechanical soldier? For what purpose?

- 1 metallic and wooden model
- 1 PC station with interactive 3D software dedicated to this machine
The Virtual Codex Atlanticus

Exhibition

7. Self-Propelled Cart
For the first time in history, L3 has discovered how this design works. Our researchers have figured out what Leonardo intended and have built the first working model of the “Cart” in 500 years!

- 1 wooden model
- 1 PC station with interactive 3D software dedicated to this machine

8. Leonardo’s Workshop
Hands-on experience for children, teenagers and inquisitive adults. Build the wooden model of the Self-Supporting Bridge or explore the digital workshop and build your own machines.

- 4 wooden models of the Self-Supporting Bridge
- 3 PC stations with interactive 3D software for you to “be” Leonardo, design machines and print your own Inventor’s Certificate

9. Panels
The machines are described in short texts with amazing 3D graphics. These panels provide historical introductions to the inventions and in-depth studies of the more complex and interesting machines. The standard exhibition comes with static printed panels. These are also available in the form of the “L3 Dynamic Experience™”, our exclusive flat-screen technology with moving, animated text and designs, at an additional fee.

- 20 illustrative panels (28 x 78 in – 71 x 198 cm)

10. Drawing Reproductions
For a more traditional experience, visitors can enjoy an important collection of drawings selected, reproduced and printed by the Reale Commissione Vinciana (“Royal da Vinci Commission”) at the beginning of the 20th century.

- 20 reproductions of drawings by Leonardo from our unique 1930s collection displayed in 4 horizontal showcases, complete with detailed explanatory information
L3’s Digital Codex Technology™
Our exclusive technology for digital interactive codices is the most advanced in the world: each page is a fully interactive 3D object with hyperlinks to 3D models.

L3’s Digital Codex Technology™
The Virtual Codex Atlanticus world on a PC video projector station (on the left) and on a single PC station (on the right).
Multi-Cannon Gunship
A screen from the interactive 3D software experience

Flying Machine
The 3D software experience

Self-Propelled Cart
The 3D software experience
Codex Atlanticus - Milan, Italy
The Federiciana Hall of the Ambrosiana Library, where Leonardo's original manuscript is preserved

Codex Atlanticus - Milan, Italy
L3’s exhibition - a very successful 12-month show
Codex Atlanticus
The L3 Flat Table Experience™

Codex Atlanticus
The 3D model of the Self-Propelled Cart

Codex Atlanticus
An interactive 3D model from the digital manuscript
The exhibition site was on the top floor of the SONY Building in the heart of downtown Tokyo.

SONY chose the L3 exhibition to help celebrate the company’s anniversary.
The exploraScience Museum of Tokyo, Japan
The exhibition space

The exploraScience Museum of Tokyo, Japan
The Virtual Codex Atlanticus exhibition was also shown in this museum
**Codex Atlanticus - Chicago, IL, USA**

More than 200,000 visitors came to see the exhibit at the Museum of Science and Industry (MSI). On the right: a news conference with the president of the United States at the entrance of the exhibition at the MSI (July 7, 2006) - Leonardo3 created the 3D designs on the large panel on the right.

(White House photo by Eric Draper)

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**Codex Atlanticus**

The virtual interactive codex on a video-projector station

**Leonardo’s Workshop**

The interactive 3D software with which to design machines

**Exhibition Space**

A view of the hall with the Virtual Codex Atlanticus exhibition
Codex Atlanticus - Chicago, IL, USA
Large touch-screen-display technology at the Museum of Science and Industry

Codex Atlanticus - Chicago, IL, USA
NBC Evening News interview with L3 curators broadcast on nationwide prime-time TV in the USA

Codex Atlanticus - Chicago, IL, USA
PC station for the Flying Machine
Codex Atlanticus - Wichita, KS, USA
A partial view of the exhibition

From left to right: visitors at the Exploration Place, the “hands-on” Self-Supporting Bridge and the exhibition hall
The model of the Harpsichord-Viola and its interactive 3D software, and the Robot-Knight
1. The Codex Atlanticus
- 4 PC stations
- 2 plasma stations
- 1 video projector station

2. Leonardo’s Workshop
- 4 wooden models of the Self-Supporting Bridge
- 3 PC stations with interactive 3D software

3. Panels
- 20 illustrative panels

Floor Plan
- Size: 5,000 square feet (460 square meters)
- Layout of the exhibition can be adapted to suit your exhibition space
- We also have smaller versions for more restricted spaces and budgets

10. Drawing Reproductions
- 20 reproductions of drawings
2. Multi-Cannon Gunship
- 1 wooden model
- 1 PC station with interactive 3D software

5. Harpsichord-Viola
- 1 wooden model
- 1 PC station with interactive 3D software

3. Self-Propelled Cart
- 1 wooden model
- 1 PC station with interactive 3D software

6. Robot Knight
- 1 wooden model
- 1 PC station with interactive 3D software

4. Flying Machine
- 1 wooden model
- 1 PC station with interactive 3D software

The Virtual Codex Atlanticus
Previous exhibitions:

Livorno (Italy)
This exhibition contains both digital and physical models of the most important of Leonardo’s flying machines, as well as the Virtual Codex on Flight. It also features a flying machine that has never been seen before! In the original manuscript, Leonardo uses a strict, mechanical approach to analyze how birds fly. He also studies the resistance of air currents and wind. Four centuries before the Wright Brothers, Da Vinci dreamed up a glider that would allow man to fly “above the clouds” to “discover more countries”. The Virtual Codex on Flight is based on the same successful and award-winning technology used for the Codex Atlanticus but with even more detail. It is presented in high definition from digital photographs taken especially for this exhibition from the original manuscript. Visitors can turn every page of the codex, look at detailed close-ups and read the translations. And with just one click, each design pops up as an interactive 3D model of the machine.
Exhibition sections

1. The Codex on Flight
Visitors can explore the *Codex on Flight* by turning the pages, looking at detailed close-ups and examining the interactive 3D models of all the drawings. For the first time in history, this codex is presented in high definition, with incredible detail achieved thanks to new, state-of-the-art digital photography.

- 4 PC stations (LCD displays or touch screens)
- 2 plasma stations, the “L3 Flat Table Experience™”
- 1 video-projector station for live demos or use by the public

2. The Big Kite
A worldwide premiere! For the first time in 500 years our researchers have discovered this flying machine hidden inside the *Codex on Flight*.

- 2 physical models
- 1 PC station with interactive 3D software dedicated to this machine

3. The Aerial Screw
The so-called “helicopter” is an aerial screw operated by four men. Does it really work?

- 1 physical model
- 1 PC station with interactive 3D software dedicated to this machine

4. The Mechanical Bird
A special instrument for measuring the center of gravity and the position of equilibrium of a model bird.

- 2 physical models
- 1 PC station with interactive 3D software dedicated to this machine

5. The Bat, the “final” Flying Machine
A worldwide premiere! For the first time in 500 years our researchers have reconstructed Leonardo’s “real” flying glider!

- 1 physical model
- 1 PC stations with interactive 3D software dedicated to this machine

6. The Mechanical Dragonfly
This flying machine is powered by a mechanical engine!

- 1 physical model
- 1 PC station with interactive 3D software dedicated to this machine

7. The Mechanical Wings
The model of the mechanical wings that seem to imitate the anatomy of animal wings.

- 1 physical model
- 1 PC station with interactive 3D software dedicated to this machine

8. Drawing Reproductions
For a more traditional experience, visitors will enjoy a collection of drawings reproduced and printed by the Reale Commissione Vinciana (“Royal da Vinci Commission”) at the beginning of the 20th century.

- 12 reproductions of drawings by Leonardo from our unique 1930s collection displayed in 2 horizontal showcases, complete with explanatory information

9. Leonardo’s Workshop
Explore the digital workshop and build your own machines.

- 3 PC stations with interactive 3D software for you to “be” Leonardo, design machines and print your own Inventor’s Certificate

10. Panels
The machines are described in short texts with amazing 3D graphics. These panels provide historical introductions to the inventions and in-depth studies of the more complex and interesting machines. The standard exhibition comes with static printed panels. These are also available in the form of the “L3 Dynamic Experience™” – our exclusive flat-screen technology with moving, animated text and designs, at an additional fee.

- 20 illustrative panels (28 x 78 in – 71 x 198 cm)
Leonardo and Flight - Turin, Italy
Above: the premiere of the exhibition at the Royal Library of Turin.
Below: 3D models from the interactive software experiences
Leonardo and Flight - Livorno, Italy
A partial view of the exhibition
The virtual codex
A page from the virtual interactive 3D Codex on Flight. The entire manuscript is fully-interactive and presented in high definition.

The Big Kite
The interactive 3D software dedicated to this machine.
The Real Leonardo Flying Machine

The model of the "final" Flying Machine is the result of years of study. L3 proudly presents the first model as Leonardo designed it.

The Aerial Screw

This physical model is a new interpretation.

The "Real" Leonardo Flying Machine

The model of the "final" Flying Machine is the result of years of study. L3 proudly presents the first model as Leonardo designed it.
The Big Kite
A worldwide premiere! For the first time in 500 years, our researchers have discovered this flying machine hidden inside the Codex on Flight

The Mechanical Bird
A special instrument for measuring the center of gravity and the position of equilibrium of a model bird
The virtual codex on an L3 Flat Table
The virtual interactive 3D Codex on Flight

Leonardo’s Workshop
This software experience is for young people -- of all ages
Floor Plan

- Size: 5,000 or 3,000 square feet (460 or 280 square meters)
- Layout of the exhibition can be adapted to suit your exhibition space
- We also have smaller versions for more restricted spaces and budgets (see our price list)

10. Leonardo’s Workshop
- 3 PC stations with interactive 3D software

11. Panels
- 20 illustrative panels (28 x 78 in – 71 x 198 cm)

1. The Codex on Flight
- 4 PC stations (LCD displays or touch screens)
- 2 plasma stations, the “L3 Flat Table Experience™”
- 1 video-projector station for live demos or use by the public

3. The Aerial Screw
- 1 physical model
- 1 PC station with interactive 3D software dedicated to this machine
2. The Big Kite
- 2 physical models
- 1 PC station with interactive 3D software dedicated to this machine

4. The Mechanical Bird
- 2 physical models
- 1 PC station with interactive 3D software dedicated to this machine

5. The Bat, the “final” Flying Machine
- 1 physical model
- 1 PC stations with interactive 3D software dedicated to this machine
Previous exhibitions:

Castle of Vigevano (Italy)
Da Vinci’s Workshop
The Codices, the Machines and the Masterpieces

This exhibition includes parts from the shows described on previous pages, offering a more comprehensive experience of the mind of the genius. It also includes entirely new sections never seen before featuring, for example, Leonardo’s robots and unique digital drawings of his famous Self-Portrait. Our chief goal is to help museum visitors “experience” the codices (the Codex Atlanticus, the Codex on Flight and Manuscript B), the robots and automata (the Mechanical Lion and the Knight) and the amazing machines (like the Flying Machine and the Multi-Cannon Gunship) of Leonardo, the scientist, inventor and master artist. All this and more is possible using our state-of-the-art interactive technology and digital reproductions of Leonardo da Vinci’s original works.
Exhibition sections

1. The Codices
Visitors can explore the most important codices of da Vinci (Codex Atlanticus, Codex on Flight and Manuscript B) by turning the pages, looking at detailed close-ups and examining the interactive 3D models.

- 2 interactive stations for the Codex Atlanticus
- 2 interactive stations for the Codex on Flight
- 2 interactive stations for Manuscript B
- 2 interactive video-projector stations

2. The Machines
The exclusive, intensively researched, physical reconstructions and fully-operative, interactive software experiences based on digital 3D models of these amazing machines.

- 1 wooden model of the Multi-Cannon Gunship
- 1 interactive 3D station dedicated to this machine
- 1 wooden model of the Self-Propelled Cart
- 1 interactive 3D station dedicated to this machine
- 1 wooden model of the Flying Machine
- 1 interactive 3D station dedicated to this machine
- 2 wooden models of the Mechanical Wings
- 1 interactive 3D station dedicated to this machine
- 1 wooden model of the Mechanical Lion
- 1 interactive 3D station dedicated to this machine
- 1 physical model of the Secret Flying Machine
3. Leonardo’s Workshop

Hands-on experience for children, teenagers and inquisitive adults. Build a real wooden model of the Self-Supporting Bridge or explore the digital workshop and build your own machines.

- 2 wooden models of the Self-Supporting Bridge
- 3 PC stations with interactive 3D software for you to “be” Leonardo, design machines and print your own Inventor’s Certificate
- 2 interactive digital 3D panels devoted to the Self-Portrait of Leonardo
- 2 interactive digital 3D panels devoted to the Mona Lisa
- 2 interactive digital 3D panels devoted to the Last Supper
- 2 digital 3D explanatory panels devoted to the Last Supper
- 2 interactive digital 3D panels devoted to the designs

4. The Masterpieces

The innovative technology of the L3 HyperView offers visitors a unique way to interact with the drawings and paintings of the master. This experience allows you to see Leonardo’s work in greater detail - and thereby learn about and appreciate it more – than if you had the original right in front of you.

- 2 interactive digital 3D panels devoted to the Self-Portrait of Leonardo
- 2 interactive digital 3D panels devoted to the Mona Lisa
- 2 interactive digital 3D panels devoted to the Last Supper
- 2 digital 3D explanatory panels devoted to the Last Supper
- 2 interactive digital 3D panels devoted to the designs

5. Drawing Reproductions

For a more traditional experience, visitors will enjoy a collection of drawings reproduced and printed by the Reale Commissione Vinciana (“Royal da Vinci Commission”) at the beginning of the 20th century.

- 20 reproductions of designs by Leonardo from our unique 1930s collection displayed in 5 horizontal showcases, complete with educational information

6. Panels

The codices, machines and paintings are described in short texts with brilliant 3D graphics. These panels provide historical introductions and in-depth studies of the more complex and interesting subjects. The standard exhibition comes with static printed panels. These are also available in the form of the “L3 Dynamic Experience™” - our exclusive flat-screen technology with moving, animated text and designs, at an additional fee.

- 30 illustrative panels (28 x 78 in – 71 x 198 cm)
Da Vinci’s Workshop
Two interactive digital 3D panels devoted to the Self-Portrait of Leonardo. In the background: the horizontal showcases, the illustrative panels and the physical model of the Mechanical Wings

The Robot-Knight, PC interactive stations, illustrative panels, the L3 Dynamic Experience digital panels, the Multi-Cannon Gunship, one Flat Table and the Virtual Codex Atlanticus on a big touch-screen display
Da Vinci’s Workshop

Hands-on experience with the wooden models of the Self-Supporting Bridge. In the background: two horizontal showcases with designs and one L3 Dynamic Experience digital panel.

This exhibition includes parts from shows described on previous pages, offering a more comprehensive experience of the mind of the genius. There are also entirely new sections never seen before.
**Floor Plan**
- Size: 9,000 square feet (840 square meters)
- Layout of the exhibition can be adapted to suit your exhibition space
- We also have smaller versions for more restricted spaces and budgets (see our price list)

**5 Drawing Reproductions**
- 20 reproductions of drawings by Leonardo from our unique 1930s collection displayed in 5 horizontal showcases, complete with educational information

**4. The Masterpieces**
- 1 interactive digital 3D panel devoted to the Leonardo’s Self Portrait
- 1 digital 3D explanatory panel devoted to the Leonardo’s Self Portrait
- 1 interactive digital 3D panel devoted to the Mona Lisa
- 1 digital 3D explanatory panel devoted to the Mona Lisa
- 1 interactive digital 3D panel devoted to the Last Supper
- 1 digital 3D explanatory panel devoted to the Last Supper
- 2 interactive digital 3D panels devoted to the drawings
- 1 digital 3D explanatory panel devoted to the drawings

**1. The Codices**
- 2 PC stations for the Codex Atlanticus
- 2 PC stations for the Codex on Flight
- 1 large touch screen for the Codex Atlanticus
- 1 large touch screen for the Codex on Flight

**6. Panels**
- 30 illustrative panels (28 x 78 in – 71 x 198 cm)
3. Leonardo’s Workshop
- 3 wooden models of the Self-Supporting Bridge
- 3 PC stations with interactive 3D software for you to “be” Leonardo, design machines and print your own Inventor’s Certificate

2. The Machines
- 1 wooden model of the Multi-Cannon Gunship
- 1 L3 Flat Table with interactive 3D software dedicated to this machine
- 2 wooden models of the Self-Propelled Cart
- 1 L3 Flat Table with interactive 3D software dedicated to this machine
- 1 wooden model of the Flying Machine
- 1 L3 Flat Table with interactive 3D software dedicated to this machine
- 1 wooden model of the Mechanical Wings
- 1 L3 Flat Table with interactive 3D software dedicated to this machine
- 1 wooden models of the Mechanical Lion
- 1 L3 Flat Table with interactive 3D software dedicated to this machine
- 1 physical model of the Astrarium
- 1 L3 Flat Table with interactive 3D software dedicated to this device
- 1 wooden and metal model of the Robot-Knight
- 1 L3 Flat Table with interactive 3D software dedicated to this machine
- 1 wooden model of the Piano-Viola
- 1 L3 Flat Table with interactive 3D software dedicated to this machine
Discover Leonardo the artist
Leonardo is recognized as one of the world’s greatest artists of all time. This exhibition explains the secrets behind the extraordinary impact of his works, from empty canvas to completed painting. Da Vinci was a genius because he applied his technical and theoretical methods to his art and wrote his own *Treatise on Painting*.

The various installations in this exhibition enable visitors to see, understand and appreciate all Leonardo’s principal works in an interactive way using state-of-the-art 3D graphics and high-definition technology. The unique opportunity to view and experience such a large number of his works in one exhibition can stimulate greater insight and deeper feeling than visiting the single works separated into different museums around the world.
L3 Dynamic Panels
The high-definition interactive reproduction of the paintings alternate with 3D explanations

The Last Supper
An example of an interactive presentation of this masterpiece
Exhibition sections

1. Leonardo's Studio
How and why did he paint? What are the secrets behind Leonardo's painting and his studies on anatomy and physiology? What does he say in his Treatise on Painting? How big are the paintings? Are they really all by Leonardo? Is it true that his paintings hide a secret code?
- various physical installations including easels, canvases, paints, etc.
- 6 interactive PC stations with 3D software + 2 plasma screens for general viewing
- 12 physical panels

2. Drawings
For a more traditional experience, visitors will enjoy a collection of drawings reproduced and printed by the Reale Commissione Vinciana (“Royal da Vinci Commission”) at the beginning of the 20th century.
- 20 reproductions of designs by Leonardo from our unique 1930s collection displayed in 4 horizontal showcases, complete with explanatory information

3. The Masterpieces
A special section dedicated to examining the four most famous and mysterious works, with an exclusive high-definition video projection that takes visitors right inside the paintings. It’s a totally unique experience! See for the very first time how Leonardo created his paintings! A 3D sequence with physical scale models of his materials and methods recreates the processes and steps he took to produce his masterpieces.

Mona Lisa
- 1 HD video projection of the original painting & 3D explanations
- 2 HD screens with the painting alternating with 3D explanations
- 4 interactive PC stations with 3D software
- 8 physical panels
- various physical scale models of the materials and equipment used by the artist
- 1 extra-high-resolution physical reproduction

The Last Supper
- 1 large-scale HD video projection of the original painting & 3D explanations
- 2 HD screens with the painting & 3D explanations
- 4 interactive PC stations with 3D software about this painting
- 8 physical panels
- various physical scale models of the materials and equipment used by the artist
- 1 extra-high-resolution physical reproduction

The Virgin of the Rocks - Paris
- 1 HD video projection of the original painting & 3D explanations
- 2 HD screens with the painting & 3D explanations
- 4 interactive PC stations with 3D software
- 8 physical panels
- various physical scale models of the materials and equipment used by the artist
- 1 extra-high resolution physical reproduction

The Virgin of the Rocks - London
- 1 HD video projection of the original painting & 3D explanations
- 2 HD screens with the painting & 3D explanations
- 4 interactive PC stations with 3D software
- 8 physical panels
- various physical scale models of the materials and equipment used by the artist
- 1 extra-high-resolution physical reproduction

continued on the next page
4. The Gallery
Discover 16 works by the master artist, all reproduced in high definition and accompanied by animated 3D graphic explanations. The interactive stations and hands-on experience enable visitors to appreciate the works more fully.

The Dreyfus Madonna
- 1 HD screen with the painting & 3D explanations
- 1 interactive PC station with 3D software
- 2 physical panels

Madonna of the Carnation
- 1 HD screen with the painting alternating with 3D explanations
- 1 interactive PC station with 3D software
- 2 physical panels

Annunciation
- 1 HD screen with the painting & 3D explanations
- 1 interactive PC station with 3D software
- 2 physical panels

Baptism of Christ
- 1 HD screen with the painting & 3D explanations
- 1 interactive PC station with 3D software
- 2 physical panels

Portrait of Ginevra de’ Benci
- 1 HD screen with the painting & 3D explanations
- 1 interactive PC station with 3D software
- 2 physical panels

Madonna and Child - Benois Madonna
- 1 HD screen with the painting & 3D explanations
- 1 interactive PC station with 3D software
- 2 physical panels

Saint Jerome
- 1 HD screen with the painting & 3D explanations
- 1 interactive PC station with 3D software
- 2 physical panels

Adoration of the Magi
- 1 HD screen with the painting & 3D explanations
- 1 interactive PC station with 3D software
- 2 physical panels

Portrait of a Musician
- 1 HD screen with the painting & 3D explanations
- 1 interactive PC station with 3D software
- 2 physical panels

Lady with the Ermine - Cecilia Gallerani
- 1 HD screen with the painting & 3D explanations
- 1 interactive PC station with 3D software
- 2 physical panels

Portrait of a Lady - La Belle Ferronnière
- 1 HD screen with the painting & 3D explanations
- 1 interactive PC station with 3D software
- 2 physical panels

Madonna with the Spindle
- 1 HD screen with the painting & 3D explanations
- 1 interactive PC station with 3D software
- 2 physical panels

Virgin and Child with Saint Anne (London)
- 1 HD screen with the painting & 3D explanations
- 1 interactive PC station with 3D software
- 2 physical panels

Virgin and Child with Saint Anne (Paris)
- 1 HD screen with the painting & 3D explanations
- 1 interactive PC station with 3D software
- 2 physical panels

Bacchus - Saint John
- 1 HD screen with the painting & 3D explanations
- 1 interactive PC station with 3D software
- 2 physical panels
Saint John the Baptist
- 1 HD screen with the painting & 3D explanations
- 1 interactive PC station with 3D software
- 2 physical panels

5. The Lost Paintings
Lost artworks or those never completed: The Battle of Anghiari, Leda and The Madonna with the Cat.
- 1 HD screen with the painting alternating with 3D explanations
- 1 interactive PC station with 3D software

6. Hands-on Workshop
Some of the visitors who have seen and appreciated Leonardo’s artistic genius may wish to “try it themselves” with brushes and canvas. They can have the chance in a special area where they can paint using real or virtual paints and brushes. The area is designed for everyone, from young children to adults. The basic rules of drawing and painting are explained in interactive examples to stimulate the visitor’s creativity.
- 2 HD screens with examples and instructions
- 10 installations with easels, canvases and paints
- 6 interactive PC stations with virtual canvases
For this exhibition, the Leonardo3 research center has developed a new kind of technology: the L3 HyperView. This allows the public to look at detailed close-ups of all the manuscripts and paintings in real time with an incredibly high degree of quality.
(1510–1513)
› Virgin and Child with Saint Anne

(1470–1475)
› Annunciation

(1480)
› Saint Jerome

(1470–1473)
› Madonna of the Carnation

(1501)
› Lady with the Ermine
Cecilia Gallerani

(1482)
› Adoration of the Magi

(1473–1478)
› Baptism of Christ

(1490–1495)
› Portrait of a Lady
La Belle Ferronnière

(1501)
› Madonna with the Spindle

(1474–1476)
› Portrait of Ginevra de’ Benci

(1495–1508)
› The Virgin of the Rocks
London

(1486)
› Portrait of a Musician

(1510–1517)
› Bacchus
Saint John

(1483–1486)
› The Last Supper

(1483–1486)
› The Virgin of the Rocks
Paris

(1478–1582)
› Madonna and Child
Benois Madonna

(1510–1517)
› Saint John the Baptist

(1501)
› Virgin and Child with Saint Anne

(1503–1514)
› Mona Lisa

(1469–1470)
› The Dreyfus Madonna
Floor plan

- Size: from 5,000 to 9,000 square feet (460 to 840 square meters). Layout of the exhibition can be adapted to suit your exhibition space. We also have smaller versions for more restricted spaces and budgets (see our price list).

2. Drawings
   - 20 reproductions of drawings by Leonardo from our unique 1930s collection displayed in 4 horizontal showcases, complete with explanatory information.

3. The Masterpieces
   - Mona Lisa
   - The Last Supper
   - The Virgin of the Rocks - Paris
   - The Virgin of the Rocks - London
1. Leonardo’s Studio
- Various physical installations including easels, canvases, paints, etc.
- 6 interactive PC stations with 3D software + 2 plasma screens for general view
- 12 physical panels

6. Hands-on Workshop
- 2 HD screens with examples and instructions
- 10 installations with easels, canvases and paints
- 6 interactive PC stations with virtual canvases

4. The Gallery
- The Dreyfus Madonna
- Madonna of the Carnation
- Annunciation
- Baptism of Christ
- Portrait of Ginevra de’ Benci
- Madonna and Child - Benois
- Madonna
- Saint Jerome
- Adoration of the Magi
- Portrait of a Musician
- Lady with the Ermine - Cecilia Gallerani
- Portrait of a Lady - La Belle Ferronnière
- Madonna with the Spindle
- Virgin and Child with Saint Anne (London)
- Virgin and Child with Saint Anne (Paris)
- Bacchus - Saint John
- Saint John the Baptist

5. The Lost Paintings
- 1 HD screen with the painting alternating with 3D explanations
- 1 interactive PC station with 3D software
Inside Da Vinci’s Bodies
The anatomical exhibition of art, science and technology

Discover anatomy through the masterpieces of Leonardo - observe, learn and investigate the human body using state-of-the-art interactive technology. A true discovery of the human body - an educational and interactive experience! Now, for the first time, the public can learn about the human body by viewing these amazing drawings by Leonardo da Vinci. In fact, these drawings are still used as anatomical references today. All of these drawings are reproduced using state-of-the-art technology. The public can use the interactive Codex of Anatomy by Leonardo (De Figura Umana), by clicking on Leonardo’s original drawing, thereby starting a journey to discover the human body using interactive 3D reconstructions. Most importantly, one can learn about human anatomy simply by viewing the master’s drawings using 3D animation, without the need for complex explanatory texts.

This is a unique exhibition combining the art of Leonardo, scientific discoveries about the human body and innovative technology that places the visitor at the center of the action, offering a hands-on, interactive software experience. The anatomical digital table with 1:1 3D real-time HD projection is a fantastic experience that is presented for the first time. Multimedia 3D interactive software experiences are accessible in every part of the exhibition. Beautifully-designed panel structures, physical reconstructions and showcases with documents and instruments complement the exhibition. The exhibition does not include any actual parts of human anatomy because they are simply not required. The impact of Leonardo’s drawings is much more powerful. The software interface allows visitors to not only see but also truly learn, enjoy and interact – a real hands-on experience!
Exhibition sections

1. Before Leonardo
The study of anatomy began as early as (1600 BCE), the date of the ancient Egyptian Edwin Smith papyrus. Then in the 4th century BCE came Hippocrates (a Greek Physician), Aristotle, Herophilus and Erasistratus (who performed dissections on cadavers in Alexandria), followed by Galen (150 CE) and M. de Liuzzi (1300).

- 2 PC stations with an interactive software experience dedicated to these scientists and their discoveries.
- 9 illustrative panels (28 x 18 in – 71 x 198 cm)
- 1 horizontal showcase with documents

2. The Virtual Codex of Anatomy of Leonardo
For the first time ever, visitors can explore a restored, digitized and interactive version (developed exclusively for this exhibition) of Leonardo’s Codex of Anatomy, (De figura umana), by turning the pages and looking at detailed close-ups. Visitors can investigate any part of the human body using 3D software experiences, starting with Leonardo’s amazing drawings.

- 4 PC stations (LCD displays)
- 2 wide plasma/LCD stations with touch screens
- 1 video-projection station for live demos and use by the public

3. The Human Body
Starting from Leonardo’s drawings, we can explore the human body, learning about the individual parts and how they work, by using interactive 3D software, physical models and panels. We can also learn about which of Leonardo’s anatomical findings were correct or incorrect.

- Brain and Eyes: 1 physical model, 4 physical panels and 1 PC station with interactive 3D software
- Skeleton: 1 physical model, 4 physical panels and 1 PC station with interactive 3D software
- Muscles: 4 physical models, 4 physical panels and 1 PC station with interactive 3D software
- Organs: 6 physical models, 4 physical panels and 1 PC station with interactive 3D software
- Nerves: 2 physical models, 4 physical panels and 1 PC station with interactive 3D software
- One interactive digital table for exploring da Vinci’s drawings of anatomy and all the parts of the body
- 1 horizontal showcase with the instruments for an anatomical dissection

4. Anatomy and Art
The drawings and paintings of Leonardo are analyzed in relationship to anatomy. The public will see Da Vinci’s masterpieces, for example the Mona Lisa and the Last Supper, using a different, scientific approach.

- 4 horizontal showcases with documents
- 5 physical panels
- 1 PC station with interactive 3D software experience

5. After Leonardo
This section moves from Alessandro Achillini, Juan Valverde de Amusco, Vesalius, the Anatomy Lesson of Dr. Nicolaes Tulp by Rembrandt to the 19th century and contemporary anatomy.

- 2 PC stations with interactive software experiences dedicated to these scientists and their discoveries.
- 7 illustrative panels (28 x 18 in – 71 x 198 cm)
- 1 horizontal showcase with documents

6. Da Vinci’s Anatomy Workshop
Hands-on experience for children, teenagers and inquisitive adults. Explore the digital anatomy workshop through learning exercises and a final trivia test.

- 3 PC stations with interactive 3D software for you to “be” Leonardo and print your own Anatomist certificate.
Inside Da Vinci’s Bodies

The exhibition allows for a self-guided tour that takes an average of 45 to 90 minutes to view at a leisurely pace.
Inside Da Vinci's Bodies
This exhibition has been developed for both adults and children of all ages. Even young children will be fascinated - not frightened

Hands-on experience
The software interface allows the visitors to not only see, but truly learn, enjoy and interact – a real hands-on experience!
Inside Da Vinci’s Bodies
The anatomical digital table with L3’s 1:1 3D real-time HD projection is a fantastic experience that is presented for the first time.

After Leonardo
An anatomical drawing by Juan Valverde de Amusco and our interactive 3D model.
Floor Plan

- Size: from 5,000 to 9,000 square feet (460 to 840 square meters). Layout of the exhibition can be adapted to suit your exhibition space. We also have smaller versions for more restricted spaces and budgets (see our price list).

1. Before Leonardo
- 2 PC stations with software experiences dedicated to these scientists and 9 illustrative panels
- 1 horizontal showcase with documents

5. After Leonardo
- 2 PC stations with interactive software experiences dedicated to these scientists and their discoveries
- 7 illustrative panels
- 1 horizontal showcase with documents

6. Da Vinci’s Anatomy Workshop
- 3 PC stations with interactive 3D software for you to “be” Leonardo and print your own Anatomist’s certificate
2. Leonardo's Virtual Codex of Anatomy
- 4 PC stations (LCD displays)
- 2 big plasma/LCD stations with touch screens
- 1 video-projection station for live demos and use by the public

3. The Human Body
- Brain and Eyes: 1 physical model, 4 physical panels and 1 PC station with interactive 3D software
- Skeleton: 1 physical model, 4 physical panels and 1 PC station with interactive 3D software
- Muscles: 4 physical models, 4 physical panels and 1 PC station with interactive 3D software
- Organs: 6 physical models, 4 physical panels and 1 PC station with interactive 3D software
- Nerves: 2 physical models, 4 physical panels and 1 PC station with interactive 3D software
- One interactive digital table for exploring Da Vinci's drawings of anatomy and all the parts of the body
- 1 horizontal showcase with the tools for anatomical dissection

4. Anatomy and Art
- 4 horizontal showcases with documents
- 5 physical panels
- 1 PC station with interactive 3D software experience
Leonardo Originals
L3 is one of the very few research centers allowed to work with and reproduce the original manuscripts and drawings of Leonardo da Vinci. Above: a study session for the “Codex on Flight” exhibition.

Portait of a Lady
Reproduction of a drawing for the exhibitions “Da Vinci’s Workshop” and “Discover Leonardo the Artist”
The Codex on Flight
This is a facsimile from Leonardo's original Codex on Flight. It is the same folio as that shown on the previous page. You won't find this degree of detail in any other publication or exhibition. It's an L3 exclusive!
Digital photographs of Leonardo's Codex Atlanticus and drawings
L3 is uniquely privileged to have access to these originals. All the images in our "digital codices" and flat-screen panels have been recorded by our technicians using state-of-the-art technology to reveal details never seen before.
The L3 workshop
We study the original manuscripts and build historically-accurate physical models in our own workshop.
benefits

These exhibitions can support and extend your organization’s educational mission in a highly visible way and increase promotional and revenue goals.

Publicity
› L3’s exhibitions have received significant public and media recognition for promoting awareness of Leonardo da Vinci as a universal genius.

Community and Educational Outreach
› A springboard for special programs, family workshops, lectures, films or performances.
› An opportunity for workshops and activities for schoolchildren of all grades and an excellent enhancement of cultural, artistic and technological curricula.

Income Generation
› Unique exhibitions that attract visitors and stimulate community interest.
› Opportunities to develop complementary retail programs, food service, and special events.
› Attractive, high-visibility sponsorship opportunities.
› The centerpiece for fundraising dinners and receptions, or an opportunity to entertain members and prospective or existing clients and donors.
supporting materials

In addition to a successful presentation, all the exhibitions include a full set of materials to support the following:

Installation
› Comprehensive installation and removal resources including a detailed manual.
› On-site installation and removal assistance by L3 staff.

Media Relations and Marketing
› A complete sample media kit including press releases, digital images, copies of press reviews and articles, information about the curators, and other related background material
› Electronic files of designs for marketing materials, including posters, rack cards, print advertisements and program brochures to be customized by the host institution.

Programs for Education and Events
› Electronic copies of teachers’ guides and outlines for pre- and post-visit activities for school groups.
› A sample programming resource kit with lists of exhibition-related workshops, films, lectures (including speakers), and supporting information on organizing a variety of events to enhance the content of the exhibition and extend its appeal.
› Opportunity to link to the L3 website, which complements the curriculum materials and extends the exposure of the exhibitions to millions of people around the world.
› Opportunity to host exhibition curators for a special VIP tour, lectures or an opening event.

Ancillary Business
› Useful information on the development of complementary retailing, food service and space rental.
› A complete set of L3 exhibition-related products for your gift shop; these proven best-sellers include books, software, posters and wooden models.
Leonardo3 (L3) is an innovative media company that incorporates several endeavors: a research center and laboratory; the creation of exhibitions and museums; editorial, television and multimedia projects; and a publishing house. Our mission is to study and interpret our artistic and scientific heritage and make it available and enjoyable for the general public through the use of creative, state-of-the-art techniques. We place particular importance on three-dimensional (3D) reconstructions in our work, hence the “3” in the name Leonardo3. At present, L3’s research laboratories and all its production work (physical and digital 3D models, books, multimedia aids, documentaries, exhibitions and museums) are dedicated to the work of Leonardo da Vinci. The results of our work have stimulated wide interest all over the world. L3 researchers were the first to make a working prototype of Leonardo’s “Cart”, as well as virtual and physical interpretations of more than 50 ingenious machines designed by da Vinci that had never before been brought to life. As part of our efforts to promote Leonardo’s work, we have created a digital version of the Codex Atlanticus. Based on the original manuscripts of his most interesting designs, we offer a brand-new, exclusive and high-resolution means of interacting with Leonardo’s work. For the first time in history, the Codex Atlanticus is available for the general public to enjoy as an exhibition and an interactive book. The award-winning exhibition has had great success in Italy, the USA and Japan. The Codex Atlanticus book + CD-ROM published by L3 is also a best-seller, in which the reader can manipulate the 3D models of the machines that spring from the images on the page and use the virtual models to understand how the designs actually function. While the original manuscripts are historic evidence of Leonardo’s work, they are mainly of interest to enthusiasts and academics. Our 3D reconstructions of this work, on the other hand, remain totally fascinating for the general public. L3 studies history and creates innovative means of communication with which to explain and
stimulate interest in the past. This is why we use a combination of physical models, three-dimensional reconstructions and interactive software. In a nutshell, we believe in “edu-tainment” as an instrument for both understanding the past and moving forward to meet the future.

Clearly, Leonardo da Vinci’s drawings possess an extraordinary beauty in themselves. However, L3’s use of today’s state-of-the-art technology allows the master’s works to be appreciated by a wide audience. For the first time in 500 years, we can grasp the true significance of these wonderful designs. And this is just the beginning.

**Mario Taddei**
L3’s technical director, one of its chief researchers and a joint curator of its exhibitions. Taddei graduated in Industrial Design and has worked as a professor at the Milan University of Design (Politecnico di Milano). He has also headed up various innovative installation projects for museums, authored many books and is the recipient of several awards. Taddei has been studying Leonardo for 20 years and has contributed to new discoveries about his work.

**Edoardo Zanon**
L3’s creative director, one of its chief researchers and a joint curator of its exhibitions. Zanon is a graduate of Industrial Design and has taught at the Venice University of Art & Design (IUAV). He also has a diploma in classical guitar from the Conservatory of Trent. He has been the originator of various avant-garde multimedia projects, has written several books and received numerous awards. Zanon’s study of Leonardo goes back 10 years and has included contributions to new discoveries.

**Massimiliano Lisa**
L3’s CEO and the director for exhibition sales and marketing. Mr. Lisa has been a publisher and journalist for 20 years, with experience in books, magazines, multimedia and television. He is the author of hundreds of articles and analyses on 3D technology, DCC and digital video, and received a journalism award for the first IT TV program in Italy in 1992.
The L3 Exhibitions catalogue 2010-2014
1. The Virtual Codex Atlanticus (5,000 square feet - 460 square meters)
2. Leonardo and Flight (3,000-5,000 square ft. - 260-480 square meters)
3. Da Vinci’s Workshop (9,000 square ft. - 840 square meters)
4. Discover Leonardo the Artist (5,000-9,000 square ft. - 460-840 square meters)
5. Inside Da Vinci’s Bodies (5,000-9,000 square ft. - 460-840 square meters)