The best travelling exhibit on Leonardo in the world: the only one with new discoveries!
Da Vinci’s Workshop

"Distinctive works of genius are all over this startling exhibition…
This exhibit should be seen."

THE NEW YORK TIMES

The best exhibit in the world: the only one with new discoveries!

Presenting Leonardo Da Vinci’s Workshop, an incredible exhibit featuring world premieres and discoveries resulting from unprecedented studies on the work of Leonardo da Vinci. And more - scale models of Leonardo’s inventions and machines with state-of-the-art touch screens enabling visitors to “turn the pages” of Leonardo’s personal notebooks (Codex Atlanticus, Codex on Flight and Manuscript B), as well as showing the master’s artworks pre and post restoration (Mona Lisa and The Last Supper).

Since this is the only touring exhibit produced by a Leonardo’s research center, in every new venue it’s unveiled to the world a physical reconstruction of a Da Vinci’s machine never seen before!

The exhibition brings to life dozens of Leonardo’s inventions, visions and concepts, including his gigantic flying machines, “automobile”, robots, musical instruments, weapons of war and mechanical devices, which foreshadowed modern technology.

Highlights of the new exhibit include the Great Kite, which is considered his “definitive” flying machine, as well as the world’s first working prototype of his Self-Propelled Cart, and the first physical models of his Mechanical Bat and Mechanical Lion, or the only playing model of the Harpsichord-Viola among others. All of the models in the exhibit are premieres not present in other exhibitions or the correct interpretations of what as been made wrong by others.
All the exhibit is fully interactive thanks to avant-garde, touch screen technologies based on three-dimensional, high-definition graphics and animations.

This unparalleled exhibit is curated by the noted Leonardo experts at the research and study center Leonardo3 (L3) in Milan (Italy) and distributed in North America by Running Subway Productions.

This is the only exhibit presenting accurate and never before seen reconstructions of Leonardo's Machines such as the Great Kite or the fully playable Harpsichord-Viola, as well as new discoveries (i.e. the snake hidden inside the Last Supper), state-of-the-art restorations (The Last Supper fully digitally restored) and fully interactive codices of Leonardo, even digitized from the originals (i.e. Codex on Flight). Most other Da Vinci exhibits present copies of machines previously seen or contain erroneous models or considered to be “fake” machines not of Leonardo (i.e. the Bicycle)! Leonardo Da Vinci's Workshop has seen excellent reviews around the world including raves in The New York Times.
Past Venues

2009 | Vigevano, Italy
Sforza Castle
Photo gallery

2010 | New York, NY, USA
Discovery Times Square Exhibition
Photo gallery

2011 | Philadelphia, PA, USA
Franklin Institute
Photo gallery

2011-12 | Toronto, Canada
Ontario Science Centre
Photo gallery
Leonardo Da Vinci’s Workshop is fully interactive with cutting-edge, 3D interactive touch screens. Visitors are even able to build a machine piece by piece!

Other exhibits use artisans to reproduce the dated models of machines often seen in museums and books. Our research center studies new machines never before reconstructed as they were considered too difficult to understand (like the Great Kite or the Harpsichord-Viola). Also, we study and build from scratch what others have reconstructed erroneously (like the Helicopter or the Mechanical Lion).

Leonardo3 achievements are unique and unveiled to the world for the first time. In New York, we played the Harpsichord-Viola to the world for the first time. In Philadelphia, we introduced a new interactive experience devoted to the Last Supper, unveiling new discoveries such as the hidden snake! And your sponsors can also support new studies to provide the worldwide premiere of a new machine in your venue!
In addition the exhibit moves far beyond machine inventions, featuring fully interactive digital facsimiles of Leonardo’s most famous codices – in which the visitors will not only flip the pages, but also appreciate hundreds of animated 3D models of the machines. The high definition recreation of The Last Supper in actual size as it is today is paired with our remarkable digital restoration of how the Last Supper should have been when Leonardo created it (today many details are lost). And an interactive digital experience allows visitors to paint the Last Supper themselves! Leonardo da Vinci’s Workshop also includes reproductions of designs from the original collection of the Royal Da Vinci Commission from 1930s.

Suitable for all ages, this exhibition is the first to provide the instruments to truly understand the mind of the genius - finding the Leonardo da Vinci inside each of us. Leonardo da Vinci’s Workshop is a fun and enlightening experience for the entire family.
Codices

Codex Atlanticus: With 1,750 drawings on 1,119 pages, the Codex Atlanticus is the largest and most important collection of Leonardo’s manuscripts. The codex features designs by Leonardo of mechanical devices, the flight of birds and machines, weapons and machines of war and musical instruments and vehicles, among others.

Codex of Flight: This codex, traditionally called the Codex on the Flight of Birds, demonstrates the detailed and sophisticated nature of Leonardo’s studies on flight and contains the design for his flying machine, the Great Kite as well as a veritable flight manual with precise instructions for the pilot.

Manuscript B: This codex includes designs by Leonardo for everything from flying, war and work machines to architectural projects. Included in the codex is the famous Aerial Screw, which many consider to be the forerunner of the helicopter, as well as the mysterious drawing of a submarine and the so-called Ideal City.
Machines

Aerial Screw – Considered by many to be the forerunner of the helicopter, the Aerial Screw is one of Leonardo’s most famous designs. Leonardo theorized that the screw could be forced up to the air using a spring, which is wound clockwise. Once the tension had been reached, there would be enough energy to get liftoff, but only for a few seconds.

Architronito – A cannon made from copper that uses scorching hot water from burning coals located in its center to fire iron balls. Leonardo attributed the invention of this cannon to Archimedes.

Double Crane – Leonardo’s double crane was produced as an example for a patron, and meant to make the Arno River in Florence navigable. The huge machine has two cranes mounted with one above the other on the same vertical axis. It is driven by a screw mechanism and runs on tracks inside the canal.

Great Kite – This design is considered Leonardo’s “definitive” flying machine, and the inspiration came from his personal observation of birds. Leonardo suggested using different types of canvas to cover the wings and resistant leather for the joints as well as different types of wood for the structure and pulleys. The pilot operates the machine by using his hands and feet to activate silk ropes that would open and rotate the wings.

Mechanical Bat – The shape of the wings and the number of sections in the flying machine are exactly like a bat’s. The wings are covered in a network of square mesh that is used to fix the canvas and to allow air to pass through. To operate, the pilot pushes his feet against the pedals and grips the two lower handlebars towards himself. The handlebars initiate a pulley system allowing the wing tips to be bent inward.

Mechanical Lion – Leonardo built this mechanical automation, which walked on its own, came to a stop, and released lilies from its chest, as a gift to impress the king of France. While its legs move, the wheel that rotates at its base is what actually makes it move forward. In addition to lilies in the lion’s throat, Leonardo noted and designed a programmable music box with drums. The exhibit includes the first life-size reconstruction of this lion.

Hydraulic Saw – First introduced by an eighth-century French engineer to turn large tree trunks into planks, Leonardo’s version includes a system of levers activated by a giant wheel, which sets in motion another gear with a rope around it that when wound, makes the piece move forward.

Ideal City – Leonardo created hundreds of drawings and notes about the architectural elements of an entire city, everything from buildings and hydraulic systems to palaces and stables. Powered by water, he envisioned a pump hidden in one of the buildings to collect water and produce energy at the same time. “Ideal” referred to the perfection of the city’s machinery and cleanliness, not the beauty of the buildings.

Mazzocchio – This design, which Leonardo called a mazzocchio, resembled the wooden or wicker headdress that was a common article of male attire in Florence at that time. It was comprised of 32 octagonal sections that form a complex hollow frame.

Harpichord-Viola – This design was considered ahead of its time and to be too complex musical instrument to ever have been built in Leonardo’s time. A belt would allow the player to wear it and play while walking in processions. It is played as a keyboard instrument, but emits a sound similar to that of a viola. Players would be able to play more than one note at the same time, like a piano, which didn’t exist in Leonardo’s time.
Swing Bridge – This bridge is one of the most spectacular and futuristic bridges that Leonardo designed. Consisting of a single span, the bridge is made to rotate at a 90-degree angle, thus allowing boats to pass or both banks of the canal to be cut off.

Wire-Controlled Bird – Leonardo loved birds, and dedicated much of his life to the study of flight. The purpose of this project is to understand a bird’s behavior. Leonardo built a dummy and in doing so, made two important discoveries about the body: the center of gravity and the center of resistance depend upon the bird’s attitude.

Multi-Cannon Gunship – This device, now thought to be a ship of sorts, has a large paddle wheel device in the center as well as a small set of gears to help generate enough force to actually move the machine through the water. The shafts then take over to keep the speed consistent.

Paddle Boat – While designs for a paddle boat had already been created by his predecessors, Leonardo developed new ways for the paddles to turn, using two pedals linked to a “reciprocating motion” device. A mechanism transforms the reciprocating motion into continuous rotary motion in order to turn the paddles.

Robot Soldier – Leonardo built this artificial soldier which beat its hands against its chest when its central wheel was set in motion to scare off approaching invaders. He imagined lining up an army of these dummy soldiers on top of a tower and connecting them to central pulleys. They would be activated by sending the end of the cord to a system of rods linked to a mill and these soldiers would be ready to frighten off oncoming attackers.

Self-Propelling Cart – Considered by some to be a precursor to the modern automobile, the cart moved when the two large springs beneath the wheels were wound in opposite directions. The cart was designed to provide theatrical effects, mostly bringing puppets onstage, and not for carrying goods or other items.

Self-Supporting Bridge – This simple bridge is the most elegant and ingenious of all Leonardo’s bridges and includes circular beams assembled without joints or fastenings. Leonardo realized that a bridge’s resistance depends on the distribution of the weight throughout the entire structure.

Ship’s Cannon with Shield – This assault ship appears to have been intended to sidle up to an enemy ship and fire cannons before the opponent could fire back. The two protective shields open and close using a winch in the bow.
The Last Supper – One of Leonardo’s most famous paintings. It is the largest of Leonardo’s paintings and the only one executed on a wall that has survived. Leonardo presents the painting as it appears now, along with a virtual restoration that brings the painting back to light as it originally appeared in the 16th century, revealing elements that have never been seen before, such as the bell tower to Christ’s left.

The Mona Lisa – Leonardo painted The Portrait of Mona Lisa del Giocondo between 1503 and 1506 for a patron. The one true secret behind the painting is its simple perfection. In fact, Leonardo never delivered it to the patron but carried it with him for many years, perfecting it with subsequent touch-ups. Much of the original paint has not survived. The colors have almost entirely disappeared and time has ruined the surface irreparably.

Self-Portrait – We must refer to it as a “presumed” Self-Portrait. As in all Leonardo’s work, there is a high level of precision here in every detail. The face is powerfully presented through a play of light and emotion. The oldest reference to the existence of this drawing is from 1810, when the first copy was produced. By 1869, it was already part of Carlo Alberto’s collection in Turin.

Youthful Self-Portrait – This sketch was found in the Codex on Flight and was strikingly similar to the famous “Self-Portrait” preserved in the Royal Library of Turin. Leonardo carried out the first digital restoration of this notebook page, making the face clearly visible, and now, for the first time, this exhibit presents this digital restoration and enlargement of the image.

Reproductions of designs – various subjects from the original collection of the Royal Da Vinci Commission from 1930s.

Drawings

Paintings
### Quickfacts

<table>
<thead>
<tr>
<th>How to Host</th>
<th>Under License from Leonardo3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Costs</td>
<td>On Application to Imagine Exhibitions (World) or Running Subway (North America)</td>
</tr>
<tr>
<td>Traveling Exhibition Period</td>
<td>Generally 4-6 months</td>
</tr>
<tr>
<td>Space Required</td>
<td>7,500 – 9,000 sq. ft. (customizable for larger or smaller spaces)</td>
</tr>
<tr>
<td>Ceiling Height</td>
<td>Preferably 15 ft. and above</td>
</tr>
<tr>
<td>Freight Size</td>
<td>3 x 40 ft. High Cube containers</td>
</tr>
<tr>
<td>Installation</td>
<td>Installation by Leonardo3 Technicians/Curators assisted by personnel of the hosting venue (6 people)</td>
</tr>
<tr>
<td>Traveling Exhibition History</td>
<td>Vigevano, New York, Philadelphia, Toronto</td>
</tr>
<tr>
<td>Past Attendances</td>
<td>Milan (120,000), New York (60,000), Philadelphia (100,000), Toronto (90,000)</td>
</tr>
<tr>
<td>Past Sponsors</td>
<td>Fondazione Banca del Monte di Lombardia, Provincia di Pavia, Comune di Vigevano, Endorsement by the President of the Italian Republic, FirstTrust, Barilla</td>
</tr>
<tr>
<td>Revenue Areas</td>
<td>Tickets, Merchandise, Sponsorship, Sponsorship for the study and reconstruction of new machines never built before, Hospitality. Leonardo3 have a large volume of merchandise already produced and published. Additionally, there are many unique merchandising opportunities to brand and localize to each market.</td>
</tr>
</tbody>
</table>

### Videos

- **Da Vinci’s Workshop | Ontario**
  - The Exhibition Opens at Ontario Science Centre.
- **Getting inside DVW | Ontario**
  - Leonardo Da Vinci’s Workshop at the Ontario Science Centre
- **Da Vinci Workshop | New York**
  - HD footage of the exhibition
- **Exhibit Promo**
  - Leonardo Da Vinci’s Workshop
- **Discovery News Video**
  - History: New Da Vinci Instrument Unveiled
- **Philly.com**
  - Leonardo Da Vinci’s Workshop at the Franklin Institute
- **6abc Action News**
  - Up close and personal with Da Vinci exhibit
- **Discovery News Video**
  - Da Vinci’s Outline In ‘The Last Supper?’
- **CCTV-9 | China**
  - Reconstruction of Leonardo da Vinci’s designs
- **CCTV-9 | China**
  - NY exhibit reveal unknown side of Leonardo Da Vinci
- **PIX11 Channel**
  - Live TV broadcasting

### Reviews

- **The New York Times**
  - Flights of a Renaissance Mind, Brought to Life
- **The Philadelphia Inquirer**
  - Leonardo da Vinci’s Workshop
- **The Philadelphia Inquirer**
  - Dazzled by da Vinci
- **Northeast Times**
  - In Da Vinci mode
- **CBS Philly**
  - Exclusive: Sneak Peek At Franklin Institute da Vinci Exhibit
- **The New York Times**
  - Notes From Leonardo’s Musical Dreams
- **NPR National Public Radio**
  - Rebuilding An Instrument By Leonardo’s Design
- **CBS Philly**
  - Franklin Institute Exhibit Brings da Vinci’s Inventions To Life
Example of floorplan
### Downloads

- **Past Exhibit Video Compilation**  
  View Video
- **Media Coverage Examples**  
  Download
- **Host Presentation**  
  On request
- **Floor Plan**  
  Example Floor Plan (Vigevano) On request  
  Example Floor Plan (New York) On request  
  Example Floor Plan (Philadelphia) On request
- **Exhibit Inventory**  
  On request
- **Style Guide**  
  Style Guide - Advertising On request  
  Style Guide - Merchandising On request  
  Style Guide - Exhibit On request
- **Official Program**  
  On request
- **Official Website**  
  Visit Website
- **Leonardo3 Website**  
  Visit Website

### Exhibit schedule

<table>
<thead>
<tr>
<th>Museum</th>
<th>Location</th>
<th>Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Da Vinci Museum</td>
<td>Tokyo, Japan</td>
<td>Coming in 2012</td>
</tr>
<tr>
<td>The Franklin Institute</td>
<td>Philadelphia, PA, USA</td>
<td>Feb. 5 - May 22, 2011</td>
</tr>
<tr>
<td>Discovery TSX</td>
<td>New York, NY, USA</td>
<td>Nov. 21, 2009 – Mar. 14, 2010</td>
</tr>
<tr>
<td>Sforza Castle</td>
<td>Vigevano, Italy</td>
<td>Sept. 12, 2009 – June 13, 2010</td>
</tr>
</tbody>
</table>