

RENAISSANCE

in Florence



IMMERSIVE EXPERIENCE

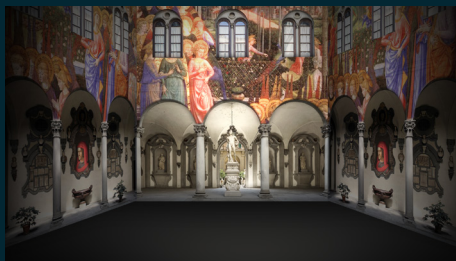
During the 1400s, a profound and tenacious cultural revolution, originating in Florence, Italy, spread throughout Europe. So profound was its effect, that it not only transformed society, but man's perception of himself then and now as it continues to influence the modern consciousness of western civilization. It is known in history as the Renaissance and it embodied an awakening, an opening of the mind and the freedom to think, dream, invent and draw.

The legendary artistic geniuses of the Florentine Renaissance and the spirit of humanism that guided that great season in the history of man come to life in this dynamic, immersive experience leading the visitor on a journey through the events and masterpieces of the Renaissance in Florence: from its origins with painters like Masaccio, Filippo Lippi, and Beato Angelico, to its peak with Michelangelo, Leonardo, and Raffaello.

The exhibition not only celebrates the beauty of art, but also introduces visitors to the lively artistic and social scene of Florence, unveiling the great challenges of that time: the competition for the realization of the Baptistery Doors, or the incredible and still unbelievable work realized by Brunelleschi in building the Dome of the Duomo.

Visitors will meet the most illustrious members of the Medici family, walking along the halls of Palazzo Medici, as well as some of the greatest subjects represented in the history of art, like the Gioconda, the Madonna del Cardellino, or the David in its three versions realized by Donatello, Verrocchio, and Michelangelo.

Synchronised with a powerful soundtrack, multimedia spaces and large images come together to create an electrifying setting filling giant screens, walls and scenographic environments, totally immersing the visitor in the colours and configurations of the Italian Renaissance against the backdrop of the magnificent city of Florence.



Conception, Organization & Design

Contemporanea Progetti

Audience

General Public, Families and Schools

Size

500 – 1000 Sq. meters

Contents

Immersive Room, Multimedia Walls, Videoprojections, Light Boxes, Reproductions, Large Graphic Walls



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