



**PUBLIC RELATIONS**

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***LEONARDO DA VINCI'S WORKSHOP***  
**NEW EXHIBITION FROM ITALY OPENS AT THE FRANKLIN INSTITUTE**  
**SATURDAY, FEBRUARY 5**

*Special live show and interactive programs premiere Opening Day*

**Philadelphia, PA, February 2, 2011** – The Franklin Institute's newest exhibition, *Leonardo da Vinci's Workshop*, an innovative exploration into the genius of the ultimate Renaissance man, opens to the public on **Saturday, February 5**. Firsttrust Bank is the Presenting Sponsor of this exhibition from Milan, that brings to life dozens of Leonardo's inventions, visions and concepts, including his gigantic flying machines, automobile, robots, weapons of war, and mechanical devices – all of which foreshadowed modern technology. Visitors to *Leonardo da Vinci's Workshop* can get truly hands-on with interactive models of Leonardo's inventions and machines – as well as state-of-the-art touch screen technology that recreates da Vinci's personal notebooks (codices).

To complement the exhibit, science interpreters at The Franklin Institute have created an accompanying live show and two new daily floor programs which are available to all *Leonardo* ticket holders throughout the run of the exhibit.

**LEONARDO DA VINCI DAILY LIVE SHOW**

***Leonardo's Legacy: Invention and Reinvention***

Are the ideas and concepts of a true genius like Leonardo da Vinci able to transcend time? In this interactive show visitors will discover how Leonardo's inventions have been transformed over hundreds of years. Leonardo's faithful assistant will travel through time, exploring how his master's ideas have been re-imagined and re-designed to produce modern gliders, scuba suits and gears.

**DAILY INTERACTIVE FLOOR PROGRAMS**

***Leonardo's Perspective Cart***

Leonardo da Vinci was not just a great inventor and engineer, he was an artist too. He was interested in the world around him and wanted to paint it as realistically as possible. Visitors can learn more about his and other Renaissance artists' use of linear perspective to turn a 2-dimensional piece of paper into a seemingly 3-dimensional work of art. They are invited to create their own masterpiece using Leonardo's methods.

***Inventions through Time***

This interactive puzzle game introduces visitors to several of Leonardo's inventions, tracing their development through time. There are various challenge levels which are appropriate for all ages.

*Leonardo da Vinci's Workshop* unveils new studies and discoveries about this genius of the artist/inventor who was hundreds of years ahead of his time. Highlights 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*, his *Harpsichord-Viola*, an instrument designed more than 500 years ago which combines the keyboard of the harpsichord with innovative technology and the sound of the viola, and the first physical models of his *Mechanical Bat* and *Mechanical Lion*, among others. All of the models in the exhibit were constructed according to Leonardo’s famed codices, which contain thousands of pages of notes, drawings and designs, and were recreated using materials and techniques that would have existed in the 15<sup>th</sup> and 16<sup>th</sup> centuries. Interestingly, Leonardo’s famous “mirror writing” – he wrote backwards from right to left – can be seen in the digitized versions of these notebooks.

The exhibit, created by the noted Leonardo da Vinci experts at Leonardo3 (L3) in Milan and produced by Running Subway Productions, also includes displays of Leonardo’s artistic masterpieces (pre-and-post restoration) as well as innovative touch screen technology that translates more than 500 sketches from his codices into 3-dimensional models. Other highlights of the exhibit include a recreation of Leonardo’s workshop and a film providing insight into the mind and life of a genius.

Other featured Leonardo inventions in the exhibit include recreations of his *Robot-Soldier* and *Aerial Screw*, which is sometimes mistakenly referred to as the precursor to the modern-day helicopter, as well as his *Self-Supporting Bridge*, *Multi-Cannon Gunship*, *Harpsichord-Viola*, *Hydraulic Saw*, *Wire-Controlled Bird*, *Double Crane*, *Swing Bridge*, *Ship’s Cannon with Shield* and *Paddle Boat*, among others.

*Leonardo da Vinci's Workshop* will run for a strictly limited engagement from February 5 through May 22, 2011 at The Franklin Institute.

#### **TICKET INFORMATION**

Individual daytime tickets for *Leonardo da Vinci's Workshop* (which include general admission to the museum) range from \$17.50 to \$24.50, with a limited number of free tickets and substantial discounts available for Franklin Institute Members. Tickets are timed and dated, and admission is 9:30 a.m. – 5:00 p.m. Sunday through Thursday (last entry at 3:30 p.m.); and 9:30 a.m. – 8:30 p.m. Friday and Saturday (last entry at 7 p.m.). The evening ticket price (\$10 adult; \$6 youth) does not include museum admission, and begins with the 5:00 p.m. exhibition admission. Advance ticket purchase is strongly recommended. Information and tickets are available at 1-877-TFI-TIXS, [www.fi.edu](http://www.fi.edu). Groups of 15 or more save up to 20 percent on tickets with advanced reservations by calling 1-800-285-0684. Members can call 215.448.1231 to receive exclusively discounted tickets.

A number of hotels in Philadelphia also feature ***Leonardo da Vinci Hotel Packages***, complete with two untimed tickets to the exhibition. Participating hotels include: The Four Seasons, Embassy Suites, Loews Philadelphia Hotel, Radisson Plaza-Warwick, The Rittenhouse Hotel, and The Windsor Suites.

#### About Leonardo3 (L3)

An innovative research center and media company dedicated to the work of Leonardo da Vinci. L3 encompasses a center and workshop for research and study; exhibition and museum production; editorial, television and multimedia production; and a publishing company whose mission is to study, interpret and make cultural heritage available to the public through the use of avant-garde methods and technology. For more information, visit [www.leonardo3.net](http://www.leonardo3.net).

#### About Running Subway

Running Subway is a New York-based entertainment production company that conceptualizes, produces, markets and manages iconic productions and exhibits. Since inception just six years ago, Running Subway has staged a multitude of successful shows and exhibits combining traditional entertainment with innovative technology and groundbreaking ideas to provide audiences with unique and unforgettable experiences. [www.runningsubway.com](http://www.runningsubway.com)

About Firsttrust Bank

Founded in 1934 and currently in its third generation of ownership, Firsttrust is a privately-held bank with assets of \$2.4 billion. Safe and Sound for more than 75 years, Firsttrust is a Small Business Administration (SBA) preferred lender, and provides both retail and commercial services through its 24 banking offices located in Bucks, Burlington, Chester, Lehigh, Montgomery and Philadelphia counties. Continuing to meet the needs of its customers, Firsttrust offers a wide variety of deposit products, consumer and business loan options, commercial real estate mortgages and cash-management products. For more information, visit [firsttrust.com](http://firsttrust.com) or call 800-220-BANK. Member FDIC.

About The Franklin Institute

Located in the heart of Philadelphia, The Franklin Institute is a renowned and innovative leader in the field of science and technology learning, as well as a dynamic center of activity. Pennsylvania's most visited museum, it is dedicated to creating a passion for learning about science by offering access to hands-on science education. For more information, visit [www.fi.edu](http://www.fi.edu).

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