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“LEONARDO DA VINCI’S WORKSHOP”
NEW EXHIBITION FROM ITALY OPENS FEBRUARY 5
AT THE FRANKLIN INSTITUTE - TICKETS ON SALE NOW

Firstrust Bank is the Presenting Sponsor of this exhibit

Philadelphia, PA, January 5, 2011 – The Franklin Institute has announced that **Firstrust Bank** is the Presenting Sponsor of its newest exhibition, **Leonardo da Vinci’s Workshop**. Tickets go on sale today for the exhibit, an innovative exploration into the genius of the ultimate Renaissance man, which debuts at The Franklin Institute February 5, 2011. 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). The exhibition, from Milan, 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 our modern technology.

Highlights of the unparalleled new exhibit, which unveils new studies and discoveries about this genius of the artist/inventor who was hundreds of years ahead of his time, 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 *Harpichord-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 15th and 16th 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.

“We are thrilled to be able to offer this extraordinary exhibit, which explores the genius of a Renaissance man with a mind before-his-time,” said Dennis Wint, president & CEO of The Franklin Institute. *“The museum’s namesake, inventor and Renaissance man himself, Benjamin Franklin, would be fascinated, and the interactive learning presented in the exhibition is in keeping with The Franklin Institute’s legacy of hands-on education.”*

“The purpose of this exhibit is to make Leonardo’s most important surviving manuscripts – Manuscript B, the Codex on Flight and the Codex Atlanticus – available to the greater public,” said Mario Taddei, exhibit creator and L3 scientist. *“Through the application of the L3 Digital Codex technology, people can*

not only turn the pages of the manuscripts, but also understand and appreciate their contents, seen as they are in a totally new light, thanks to the models and three-dimensional animations.”

James Sanna, President and Executive Producer of Running Subway Productions, added: *“This unique exhibit combines the genius of Leonardo da Vinci with the most advanced technologies of today to bring to life Leonardo’s inventions like never before. We are proud and excited to bring this exhibit to Philadelphia’s esteemed Franklin Institute.”*

“Leonardo da Vinci was an incredible innovator and his work still has a significant impact on our world today,” said Richard J. Green, Firsttrust Bank Vice Chairman and CEO. *“It is an honor for us to be the Presenting Sponsor for this exhibit, and to play a part in bringing his great work to life in Philadelphia. We stand in awe of Leonardo’s limitless imagination, and we are inspired by his works that illustrate so eloquently the belief that anything is possible. Our hope is that his message of creativity and imagination will inspire people after visiting this extraordinary and unique exhibit.”*

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*, *Harpisichord-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 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. 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.

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

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 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.