



PUBLIC RELATIONS

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THE FRANKLIN INSTITUTE INVITES YOU
TO GET INSIDE THE MIND AND LIFE OF A GENIUS WITH
“Leonardo da Vinci’s Workshop: Inventor, Artist, Dreamer”
IN FEBRUARY 2011

**EXCLUSIVE EXHIBITION FEATURES MODEL REPLICAS OF DA VINCI’S
FLYING MACHINES, ROBOTS, CAR AND WEAPONS OF WAR RECREATED FROM
HIS PERSONAL NOTEBOOKS**

**EXHIBIT ALSO INCLUDES INTERACTIVE TOUCH-SCREEN TECHNOLOGY TO
DEMONSTRATE MORE THAN 500 OF THE MASTERMINDS’ INVENTIONS**

Philadelphia, PA, October 20, 2010 – **Leonardo da Vinci’s Workshop**, an innovative exploration into the genius of the ultimate Renaissance man, will debut at The Franklin Institute in February 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, among others – all of which foreshadowed modern technology.

Highlights of the unparalleled new exhibit, which celebrates the inventive genius of the artist/inventor’s 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 *Harpsichord-Viola*, an instrument designed more than 500 years ago which combines the keyboard of the harpsichord with the technology and 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, curated by the noted Leonardo experts at Leonardo3 (L3) in Milan and produced by Running Subway Productions, also includes displays of Leonardo’s 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.”*

“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 Leonard 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.”*

Other featured Leonardo inventions in the exhibit include recreations of his *Robot-Soldier* and *Aerial Screw*, which is sometimes called 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, 2011 through May 2011 at The Franklin Institute.

TICKET INFORMATION

Individual 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 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.). 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 Leonardo 3

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.

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 five 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.

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.