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FOR IMMEDIATE RELEASE

DA VINCI THE EXHIBITION COMING TO THE HISTORY MUSEUM AT THE CASTLE

A comprehensive look at life and work of the the original Renaissance man,
Leonardo da Vinci

Appleton, WI – March 28, 2022 –The History Museum at the Castle presents *Da Vinci The Exhibition* from Wednesday, April 20, 2022 to Monday, September 19, 2022. The experience follows the Renaissance master, Leonardo da Vinci, on a journey of innovation, creativity, science and wonder.

Developed by Aurea Exhibitions and produced by Imagine Exhibitions, Inc., *Da Vinci The Exhibition* is a hands-on examination of da Vinci's life, research and art. Featuring more than 60 fully built, life-size inventions, more than 20 fine art studies and dozens of stunning displays, guests will learn the complex beginnings and lifetime achievements of da Vinci through his discoveries in art, engineering, flight, hydraulics, music, light and more.

The History Museum is hosting *Da Vinci The Exhibition* as part of its ongoing 150th anniversary celebration. Throughout 2022 the History Museum is holding special events, including this blockbuster attraction. "Reprising our most popular exhibit of all time is the perfect way to celebrate our institution's history," the Museum's Executive Director Matt Carpenter explained. He continued, "da Vinci dedicated himself to art, science, music, and engineering much like the people of the Fox Cities have. That's why this exhibition resonates with so many people in our area."

Throughout the exhibition's themed galleries, visitors will discover the breadth and scope of da Vinci's incredibly advanced understanding of science, mathematics, nature, and the relationship between the three. The artist's intricate designs and extraordinary early concepts are spotlighted, including his design for the helicopter, tank, SCUBA, crane, clock, submarine and his plan for a modern city. Additionally, various multimedia experiences and documentary presentations throughout the space will provide a multitude of supplementary information on da Vinci's discoveries and creative process.

Each invention featured within *Da Vinci The Exhibition* was handcrafted utilizing a modern translation of da Vinci's unique mirrored writing style in an ancient Florentine dialect. Trained artisans used these translations to construct full-scale models and bring the master's two-dimensional plans to life.

In addition to da Vinci's role as an inventor, the exhibition investigates a collection of da Vinci's most renowned paintings, including some controversial works traditionally attributed to him, but not yet authenticated. Guests will have the opportunity to thoroughly study the artistic mastery behind such works as "Mona Lisa," "The Last Supper," "Portrait of a Young Man," "Virgin of the Rocks," "St. John the Baptist" and more.

Throughout his lifelong devotion to the sciences and fascination with nature, da Vinci also extensively explored the world of anatomy. *Da Vinci The Exhibition's* in-depth and enlightening explanations of his famous studies on subjects such as the golden ratio and "Vitruvian Man" are complemented by enlarged examples of the artist's sketches and notes made during his controversial research on the human body.



CEO of Imagine Exhibitions, Tom Zaller shared, “Da Vinci was an absolutely incredible man—his art, inventions, and research paved the way for life as we know it today. It is Imagine Exhibitions’ pleasure to present this immersive and interactive exhibition at the History Museum at the Castle as a way for visitors to explore the immeasurable ways that one man has influenced our current understanding of anatomy, math, nature, art, and machines.”

Da Vinci The Exhibition will be open daily to the public from 10:00 a.m. to 4:00 p.m. for a limited engagement through the summer. Tickets are available to purchase at the History Museum at the Castle and myhistorymuseum.org.

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About the Venue

Founded in 1872 as a Pioneer Association, the Outagamie County Historical Society steadfastly preserves the history of the Fox Cities in east central Wisconsin. Now affectionately known as the History Museum at the Castle, due to our location in a former Masonic Temple, the organization is a thriving cultural institution with deep ties to the local community. The History Museum continually seeks to inspire people to discover and appreciate the rich history of the Fox Valley through exhibition, education, and collections. In this way, Museum staff members foster community partnerships that build social cohesion and meet local challenges. Doing so expands expectations for what a history museum, and the community, can be. www.myhistorymuseum.org

About Imagine Exhibitions

Imagine Exhibitions is currently producing over 40 unique exhibitions globally in museums, science centers, zoos, integrated resorts, and non-traditional venues, with millions of people around the world visiting our exhibitions each year. In addition to developing successful traveling exhibitions, Imagine Exhibitions designs, opens, and operates permanent installations and venues, and consults on building, expanding, and directing museums and attractions. With decades of diverse experience in the museum and entertainment industries, Imagine Exhibitions consistently develops exhibitions that educate and excite while exceeding attendance goals. For more information, visit www.ImagineExhibitions.com or find us on Facebook.

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