

A marvellous journey through Italian Renaissance

RAFFAELLO
1520-2020

MAGISTER RAFFAELLO 2021



GREAT ITALIAN ART
IN MEXICO
PRESS
RELEASE

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MAGISTER ART

MAGISTER RAFFAELLO Great Italian Art in Mexico

Third leg of the Magister Raffaello International Tour

Magister Raffaello: an experiential novel that puts visitors centre stage and makes them participants in the life and vicissitudes of the great artist.

The spectacular exhibition Magister Raffaello reaches audiences the world over, overcoming the barriers of these challenging times of renaissance and recovery. After debuting in Vietnam, at the Hanoi Museum, and in Austria, at Ars Electronica Center in Linz, Magister Raffaello now goes to Mexico. This time, the exhibition will be hosted in two extraordinary venues, each with a distinctive format: one integrated into the Magister ArtBox innovative exhibition formula, conceived for a physical fruition of the artworks, at the **Centro Nacional de las Artes (CENART)** in Mexico City, and the other a site-specific experimental format geared to a fully digital fruition, at **Parque Guanajuato Bicentenario**, in Guanajuato.

Conceived for the celebration of the five hundredth anniversary of Raphael's death and curated by art historian **Claudio Strinati**, in collaboration with **Federico Strinati** and with the support of a **Scientific Committee of international standing, composed of renowned Raphael experts and scholars** – **Magister Raffaello** is the third exhibition (after Magister Giotto and Magister Canova) in the *Great Masters* series of events produced by **Magister Art**, a digital native, innovative SME, with a leading position in the fields of communication, promotion and valorisation of Italy's cultural heritage. Always attentive to the challenges posed by the digital transformation and social innovation, Magister Art explores the potential of advanced technology tools to create cultural contents that stand out for their high scientific content, and to experiment with new media and new languages, adding up to 'total' cognitive experiences focusing on inclusivity and the participation of different audiences, no matter how heterogeneous and remote.

Selected by the **Ministry of Foreign Affairs and International Cooperation** to be one of the main cultural proposals communicated to Italian centres abroad (Embassies, Consulates, Italian Cultural Institutes), **Magister Raffaello** is the protagonist of a great international tour. The exhibition celebrating the great master from Urbino and the historic-artistic heritage of Italy will be promoted by the Italian Embassy and the Italian Cultural Institute in Mexico City.

The exhibition organised at the **Centro Nacional de las Artes (CENART)** offers an international audience an experiential narrative unfolding around six pivotal works of the great Renaissance artist: within six dedicated spaces, visitors will be able to explore the events and places where Raphael lived and worked, and get to know his world through many of his paintings, as well as through works by other artists, writers and philosophers who, over time, interacted with his art.

All these characters populate an ideal theatrical stage, metaphorically recreated in the exhibition. The narrative of the exhibition highlights the elements that contributed to the development of his personality as well as the universal aspects of the common human experience, the ideal paradigm for the promotion and valorisation of Raphael's entire artistic career.

The augmented narrative of the site-specific Magister Raffaello format, implemented by means of technological and multimedia tools, and displayed in 4K resolution at the **Parque Guanajuato Bicentenario**, presents a journey through the life of the great master from Urbino, a journey that unfolds in the cities where Raphael was commissioned his most significant works. Through an immersive experience in the historical, cultural and artistic context of the Italian Renaissance, visitors will be able to gain in-depth insight into the masterpieces on display through a 'total' cognitive experience that amplifies and stimulates all their perceptive faculties. This is done by utilising the most advanced technological instruments as well as a mix of media and the combined use of visual, sound, narrative and scenographic languages. The site-specific Magister Raffaello exhibition is promoted by the Government of the State of Guanajuato through the Secretariat for Tourism and the Parque Guanajuato Bicentenario, in collaboration with the Italian Cultural Institute in Mexico City.

«Today, through the creation of integrated **product-event hybrids** and a rich portfolio of **formats** and high-resolution (4K) productions, born of the reorganisation of the company, we are able to play a key role in the Italian cultural scene, with a strong international projection, to valorise and communicate most effectively Italy's immense artistic and cultural heritage. While aiming to engage an increasingly 'nomadic' audience and make them into active consumers of cultural products, we confirm our commitment to **corporate social responsibility** and the development of **strategic partnerships** and **business integration** projects.» says Renato Saporito, founder and CEO of Magister Art.

With these projects, Magister Art enriches its experience, strengthening it with the new values acquired through the production of major touring exhibitions, conceived in the light of ever greater attention to **environmental sustainability** and the opportunities offered by the **digital transformation**. Magister Raffaello will travel from country to country with its agile, flexible, waste-free installations, which can adapt to a wide variety of exhibition, in terms of size, layout, architectural elements. **Magister ArtBox**, an innovative solution specially designed for touring exhibitions, was conceived precisely on the occasion of this exhibition, and was developed during the lockdown with the aim to devise sustainable methods for the assembly, installation and dismantling of exhibitions, which can be coordinated by a remote station and set up locally. Digital transformation makes it possible to bring Italian art to any location the world over, overcoming both cultural barriers and any limitation imposed by the distance or the diversity of exhibition venues, as well as the restrictions dictated by the spread of the Covid-19 virus; management becomes easy with the **Magister ArtBox**, which makes it possible to coordinate and supervise the various activities in remote mode. The aim is not just to take the treasures of Italian art in a journey around the world, but also to create significant interactions with foreign audiences and reactivate that network of international relationships that can promote Italy as a favourite destination of cultural tourism, and can valorise the innovative charge of Italian know-how when it comes to organising cultural events and initiatives. At the basis of this commitment of **Magister Art is a firm belief that beauty should be testified to and spread everywhere**, and that **the unequalled richness of the Italian cultural heritage can be a powerful vehicle to promote**

a universal and contemporary cultural sensitivity, the very goal, that is, that **Magister Art** pursues in its commitment to social innovation, its vision of the future and its productions, veritable paradigms of aesthetic research, always under the banner of “Made in Italy”. All the contents developed are intended for a multitarget audience and will be made available through an App that comes in 3 languages (*Italian, English, Spanish*) and 2 versions, one for adults and one for children. The contents designed for kids are accompanied by original text and images by Eva Montanari, an author and illustrator who has published books for children throughout the world since 2000. Antonio Fresa, musician, composer and author of award-winning film scores, provides the music accompanying the narration.

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MAGISTER RAFFAELLO | Site Specific

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Parque Guanajuato Bicentenario, Guanajuato

VIDEO TEASER

<https://www.youtube.com/magisterraffaello>

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COLOPHON

CURATORSHIP

CLAUDIO STRINATI
Art historian, expert in Renaissance painting and sculpture, he has conceived and organized important exhibitions in Italy and abroad

FEDERICO STRINATI
Experienced manager in the promotion of cultural heritage;
film-maker and composer

SCIENTIFIC COMMITTEE

ARNOLD NESSEL RATH
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BARBARA JATTA
Director of the Vatican Museums

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PIETRO DI LORETO
Writer, Journalist and Director of web magazine aboutartonline.com

ACKNOWLEDGEMENTS

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"The Ideal Renaissance City"
3D Camera Mapping
Master of Digital Architecture IUAV - University of Venice

MAGISTER ART

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ARTEMIDE PR by STEFANIA BERTELLI
Press Office

MAGISTER RAFFAELLO *Centro Nacional de las Artes*



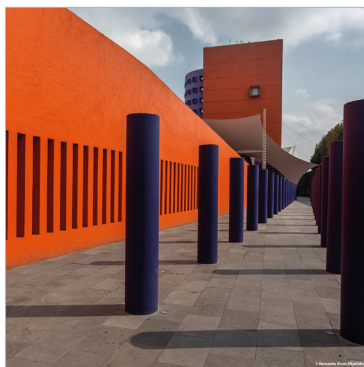
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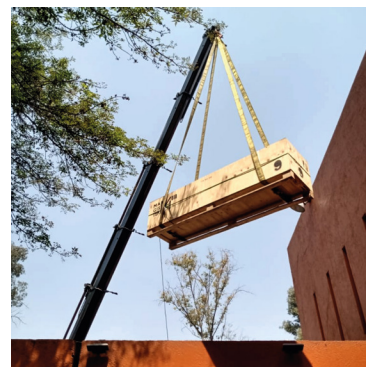
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Official Exhibition Poster



Centro Nacional de las Artes
Mexico City, Mexico
© Bernardo Arcos Mijailidis



Magister Raffaello, Backstage
Centro Nacional de las Artes, Mexico City, Mexico



Detail of The Deposition of Christ (Pala Baglioni)
Raphael Sanzio, 1507, Borghese Gallery and Museum, Rome, Italy
© MIC - Galleria Borghese - photo Alberto Novelli



The Deposition of Christ (Pala Baglioni)
Raphael Sanzio, 1507, Borghese Gallery and Museum, Rome, Italy
© MIC - Galleria Borghese - photo Alberto Novelli



Self-Portrait
Raphael Sanzio, 1506, The Uffizi Galleries, Florence, Italy
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Portrait of Leo X with Two Cardinals
Raphael Sanzio, 1517 - 1518, The Uffizi Galleries, Florence, Italy
© Gabinetto Fotografico delle Gallerie degli Uffizi



Madonna of the Goldfinch
Raphael Sanzio, 1506, The Uffizi Galleries, Florence, Italy
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Portrait of Agnolo Doni
Raphael Sanzio, 1504 - 1507, The Uffizi Galleries, Florence, Italy
© Gabinetto Fotografico delle Gallerie degli Uffizi



Portrait of Maddalena Doni
Raphael Sanzio, 1504 - 1507, The Uffizi Galleries, Florence, Italy
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Raphael in His Father Giovanni's Workshop
© Eva Montanari for Magister Art



Towards the Ducal Palace in Urbino
© Eva Montanari for Magister Art



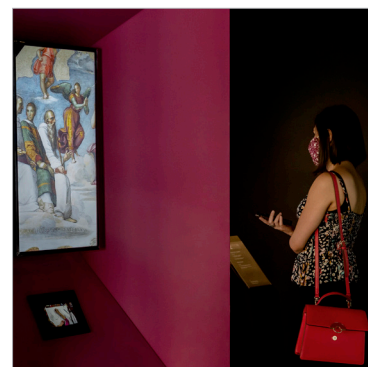
Raphael Works on the Pala Baglioni
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Area 00
A Unique Artist - The Fabulous Young Man
Centro Nacional de las Artes, Mexico City
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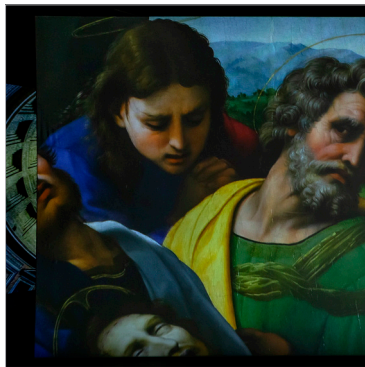
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Utopia and Power
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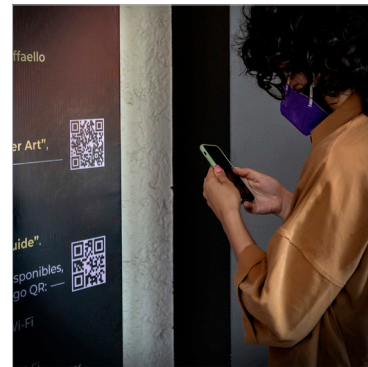
Gateway of Knowledge - Totem
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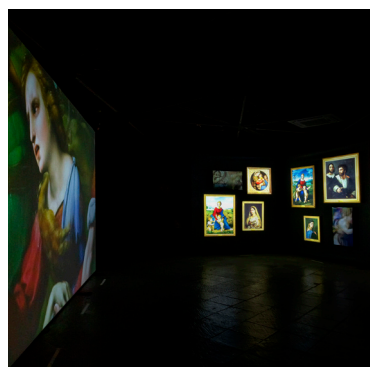
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Inhabiting Spaces
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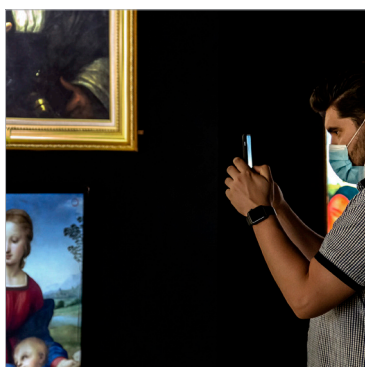
Area 02
Finding Balance
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Entrance
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Area 03
The Noble Spirituality
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Area 03
The Noble Spirituality
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Finding Balance
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MAGISTER RAFFAELLO *Parque Guanajuato Bicentenario*



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Official Exhibition Poster



Parque Guanajuato Bicentenario
Guanajuato, Mexico
© Parque Guanajuato Bicentenario



Parque Guanajuato Bicentenario
Guanajuato, Mexico
© Parque Guanajuato Bicentenario



The Deposition of Christ (Pala Baglioni)
Raphael Sanzio, 1507, Borghese Gallery and Museum, Rome, Italy
© MIC - Galleria Borghese - photo Alberto Novelli



Detail of The Deposition of Christ (Pala Baglioni)
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Portrait of Maddalena Doni
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The fourth dimension of Art.

"The new Magister Art is an alternative reality, neither augmented nor virtual.

A new dimension created to accommodate the relationship between opposite poles, where antithetical points of view coexist simultaneously and inclusively.

All this generates an experimental language, blending cinema and art, bringing new and exclusive products to the world."

Renato Saporito, CEO Magister Art

MAGISTER ART

Magister Art was founded in 2017 to promote beauty through the enhancement of cultural heritage, giving it a contemporary twist.

The design and production of cultural contents generates a new approach, a new form of narrative that blends different languages and different experiences leading to the creation of exhibitions, videos, installations, events, concerts, books, catalogues, merchandising, apps, etc...

Each project is based on extensive studies by a Scientific Committee of international standing, set up to create artistic installations combining culture and technology.

Another key element of Magister Art's approach is the ongoing experimentation using certain skills and tools outside their natural context.

An example of this is the recent project Cupid and Psyche | Art meets technology for the exhibition "Canova. Eternal beauty" - Palazzo Braschi - Rome, in which a robot and a scanner, normally used for constructing aeronautical components, were used to carve a block of marble reproducing Canova's work Cupid and Psyche, prompting visitors to reflect on the relationship between art and new technologies.

Thanks to this unique approach, its cultural value and innovative language, Magister Art was recognized as an Innovative SME by winning the 2019 edition of the GRAND PRIX MÖBIUS for the development of digital culture, dedicated to "ever-evolving publishing".

This was made possible thanks to Magister Art's commitment to champion and disseminate beauty.

A desire that finds full expression in the Magister Raffaello project.

The exhibition, promoted by the Italian Ministry of Foreign Affairs, supports Italian Embassies, Consulates and Institutes of Culture in the promotion of Italian Culture.

It is an operation to strengthen international relations between countries, promoting universal and contemporary cultural sensitivity.

Magister Art wants to be the expression of a contemporary and unprecedented approach in which the relationship between art, culture and man becomes integrated and accessible.

The ongoing search for a “meaningful but not too academic narration”, able to make the contents comprehensible and intriguing for everyone, is a pillar of Magister Art’s vision. The exhibition Magister Raffaello, with its tour that reaches different countries around the world, dialoguing with the most diverse cultures of the planet, is the perfect example of this approach.

Magister Art wants to offer something more, a new point of view, giving visitors unexpected and engaging knowledge.

High-quality contents, scientific rigor, technology and constant experimentation are ingredients that, when combined, generate an intangible value, where emotion marks the difference between a great project and a well-executed project.

EXHIBITIONS AND INSTALLATIONS CONCEIVED AND PRODUCED BY MAGISTER ART

CUPID AND PSYCHE | ART MEETS TECHNOLOGY

Installation within the exhibition “Canova. Eternal beauty”, Palazzo Braschi, Rome, October 2019 - March 2020

CANOVA. THE JOURNEY TO CARRARA

CARMI, Museo Carrara e Michelangelo, Carrara, August 2019 - June 2020

IMMAGICA

Georgian National Museum, Tbilisi (Georgia), May - November 2019

C+ BY MAGISTER

MANN, National Archaeological Museum of Naples, Naples, March - June 2019

MAGISTER CANOVA

Scuola Grande della Misericordia, Venice, June - November 2018

MAGISTER GIOTTO

Scuola Grande della Misericordia, Venice, July - November 2017

AMZ, Archaeological Museum in Zagreb (Croatia), October 2018 - January 2019