A marvellous journey through Italian Renaissance

RAFFAELLO 1520-2020

MAGISTER RAFFAELLO 2021



16.09
26.10
2021

ARTEQUIN MUSEUM CHILE

PRESS RELEASE

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Ministry of Foreign Affairs and International Cooperation

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ARTEQUIN

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MAGISTER RAFFAELLO
The great Italian Art in Santiago de Chile

Artequin Museum, 16 September - 26 October 2021

Magister Raffaello: an experiential novel that puts visitors centre stage and makes them participants in the life and vicissitudes of the great artist. The exhibition is promoted by the Embassy of Italy in Chile, the Italian Cultural Institute of Santiago and the Artequin Museum

Curated by **Claudio Strinati**, in collaboration with **Federico Strinati**
Third project in the exhibition format ***Great Masters*** **by Magister Art**, a digital native, innovative SME, leader in communication, promotion and valorisation of Italy's cultural heritage.

The spectacular exhibition Magister Raffaello reaches audiences the world over, overcoming the barriers of these challenging times of renascence and recovery. After the tour opening in Vietnam, at the Hanoi Museum, and the following stops in Austria, at Ars Electronica Center in Linz, in Mexico with two exhibition venues - in Mexico City at the CENART and in Guanajuato at the Guanajuato Bicentennial Park - the exhibition continues its journey in South America arriving in Santiago, at the Artequin Museum.

The Embassy of Italy in Chile, the Italian Cultural Institute of Santiago de Chile and the Museo Artequin, in collaboration with the Ilustre Municipalidad de Santiago and with the patronage of the Ministerio de las Culturas, las Artes y el Patrimonio, will promote this exhibition, celebrating the great master from Urbino and the Italian historical-artistic heritage.

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 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 at the **Artequin Museum** presents itself to the public as an unprecedented experiential novel 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 exhibition contents, **available in 3 languages *(Italian, English, Spanish)*** and **2 versions, one for adults and one for children**, can be accessed via the audioguides or the free app visitors can download on their smartphones. 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.

Mauro Battocchi, Ambassador of Italy to Chile states "with Magister Raffaello we bring the Chilean public closer to the great artists of the Italian Renaissance thanks to a modern, highly enjoyable experience, accessible to all. The extraordinary beauty in Raphael's paintings can inspire us in this phase of renewal and rebirth after more than a year of pandemic."

Renato Saporito, Founder and CEO of Magister Art, points out that "In Magister Art we often reflect upon the teaching of culture and the culture of teaching, aware of the importance of developing cultural engagement from an early age. Every form of art is in itself a form of personal improvement and through our exhibitions we set ourselves the goal of making Italian culture and art accessible to all, especially to younger generations, through technologically innovative tools and new languages.
Also, for the exhibition Magister Raffaello we have chosen to create a specific path for children, encouraging them to identify with the artist: it will be easy to put yourself in the shoes of Raphael while he narrates his life, accompanying young visitors through the rooms of the exhibition, as an imaginary friend with whom to share happiness, joy, aspirations and frustrations.
We work with leading experts in the educational sector, as in this case Eva Montanari, a well-known writer and illustrator of children's books, to create engaging and inspiring stories, capable of generating curiosity and desire to engage with art. Collaborating with the Artequin Museum, a museum focusing on families and children, is therefore a great inspiration and a source of satisfaction."

Yennyferth Becerra, Director of the Artequin Museum in Santiago, adds that "Hosting an exhibition about the life and works of such a great Italian Renaissance artist represents a valuable opportunity for our visitors. This is a new invitation to our audiences to approach the great legacy of the Italian artist Raffaello Sanzio. Together we will discover his great achievements both as a painter and as an architect. We will see portraits, virgins, angels, philosophers, and incredible landscapes that show us the surrounding context, allowing us to

deepen the classic look proposed by the Renaissance artist.
There will be many activities live in the Museum but at the same time we will offer you great online contents, expanding the opportunity to enjoy this exhibition throughout the country. Like the essence of the Renaissance, we want this exhibition to be a milestone for the reopening of the Artequin Museum in 2021 and, through it, we will be able to reconstruct a new look at these complex times that we have experienced. We hope to fascinate visitors with great art, while taking care of ourselves. We will have in place all the security measures necessary to allow you to participate and live an incredible experience in a safe museum. We are very eager to see again how children, young people and their families have fun reconnecting with art, culture and museums."

MAGISTER ARTBOX: the innovative format for travelling exhibitions
With this exhibition Magister Art not only celebrates a great Italian artist but presents to the world an innovative format for traveling 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".**

MAGISTER RAFFAELLO 2021

RAFFAELLO 1520-2020

MAGISTER RAFFAELLO
from 16 September to 26 October 2021
ARTEQUIN MUSEUM, SANTIAGO DE CHILE

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

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MAGISTER RAFFAELLO 2021

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PRESS IMAGE

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www.magister.art/worldtour-ArtequinMuseum

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Santiago de Chile, Chile
© Luciano Iturra



Artequin Museum
Santiago de Chile, Chile
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Official Exhibition Poster



Detail of The Deposition of Christ (Pala Baglioni)
Raphael Sanzio, 1507, Borghese Gallery and Museum, Rome, Italy
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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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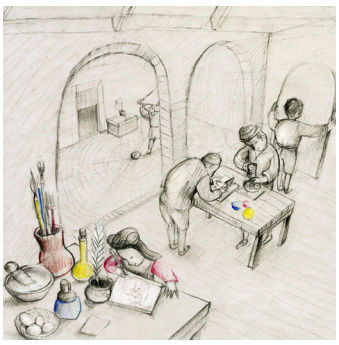
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Portrait of Leo X with Two Cardinals
Raphael Sanzio, 1517 - 1518, The Uffizi Galleries, Florence, Italy
© Gabinetto Fotografico delle Gallerie degli Uffizi



Madonna of the Goldfinch
Raphael Sanzio, 1506, The Uffizi Galleries, Florence, Italy
© Gabinetto Fotografico delle Gallerie degli Uffizi



Raphael in His Father Giovanni's Workshop
© Eva Montanari for Magister Art



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
© Gabinetto Fotografico delle Gallerie degli Uffizi



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



Raphael Works on the Pala Baglioni
© Eva Montanari for Magister Art

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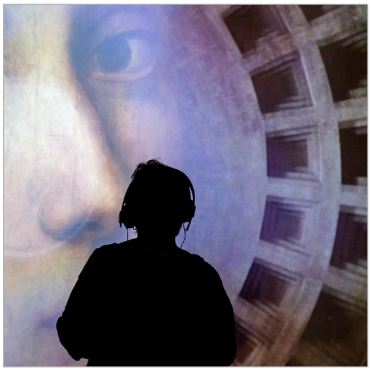
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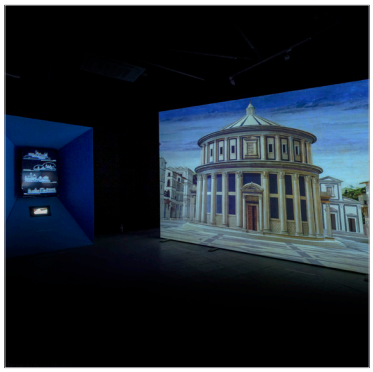
Area 00
A Unique Artist - The Fabulous Young Man
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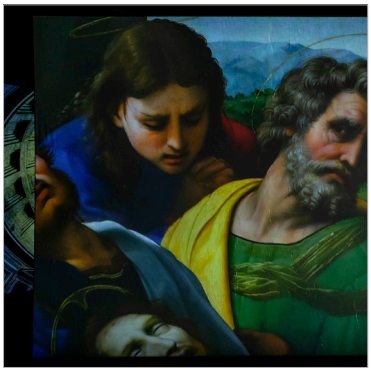
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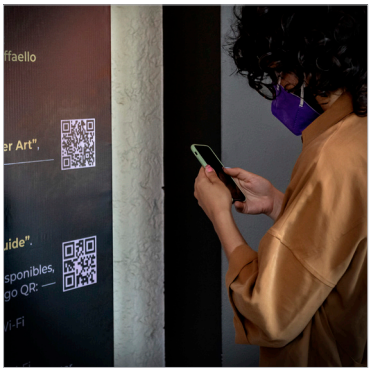
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Arlequin

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