

A marvellous journey through Italian Renaissance

RAFFAELLO
1520-2020

MAGISTER RAFFAELLO 2021



28.10
12.12
2021

FUNDAÇÃO ARMANDO
ALVARES PENTEADO | BRAZIL
PRESS RELEASE

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MAGISTER ART

MAGISTER RAFFAELLO The great Italian Art in São Paulo, Brazil

Fundação Armando Alvares Penteado, 28 October - 12 December 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 Consulate of Italy and the Italian Cultural Institute of São Paulo.

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 renaissance 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 - and the latest opening in Santiago de Chile at the Artequin Museum, the exhibition continues its journey in South America reaching São Paulo, at the Fundação Armando Alvares Penteado. The Italian Consulate in São Paulo and the Italian Cultural Institute in São Paulo, together with the Fundação Armando Alvares Penteado are the promoters of the exhibition, conceived to celebrate the great master from Urbino and the Italian historical and 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 organised at the **Fundação Armando Álvares Penteado** 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.

All the exhibition contents, intended for a **multitarget audience and available in 4 languages (Portuguese, 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.

With the mission of bringing people closer through the universal language of art, Magister Art has made the contents of the exhibition available for the realization of a sticker album, to be distributed in 10.000 copies to some schools in Sao Paulo, thanks to a project initiated by the General Consulate of Italy in partnership with the Italian company Panini.

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.

Right from the start we conceived the exhibition to include a specific path for children, prompting them to identify with the young Raphael. 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.

The collaboration with the Consulate of Italy in Sao Paulo and with Panini was an opportunity to explore new ways to promote art, a project we are proud of, and which represented a great creative stimulus for us.

MAGISTER ARTBOX: The innovative format for traveling exhibitions

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"**.

MAGISTER RAFFAELLO

from 28.10.2021 to 12.12.2021

FUNDAÇÃO ARMANDO ALVARES PENTEADO, SÃO PAULO

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 NESSELRATH
Professor at Institut für Kunst- und Bildgeschichte (IKB) der Humboldt-Universität zu Berlin

BARBARA JATTA
Director of the Vatican Museums

ALESSANDRO ZUCCARI
Professor in the department of Art History and Entertainment, La Sapienza University of Rome

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

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"The Ideal Renaissance City"
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MAGISTER ART

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PRESS IMAGE

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www.magister.art/tourmondiale-faap

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MAB (Museu de Arte Brasileira)
San Paolo, Brazil
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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



Official Exhibition Poster



Self-Portrait
Raphael Sanzio, 1506, The Uffizi Galleries, Florence, Italy
© Gabinetto Fotografico delle Gallerie degli Uffizi



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



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



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



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



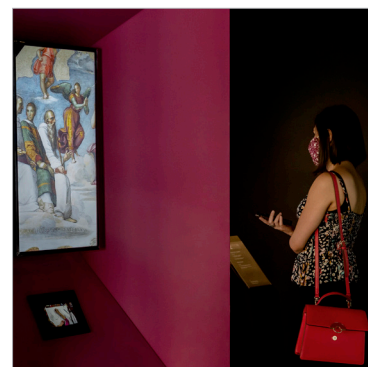
Raphael Works on the Pala Baglioni
© Eva Montanari for Magister Art



Area 00
A Unique Artist - The Fabulous Young Man
Centro Nacional de las Artes, Mexico City
© Bernardo Arcos Mijailidis



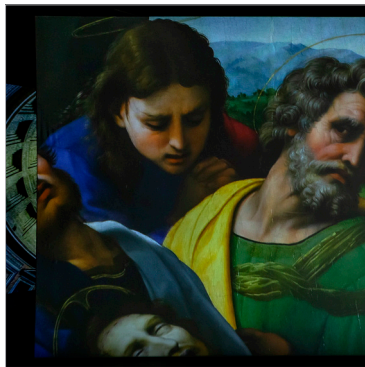
Area 05
Utopia and Power
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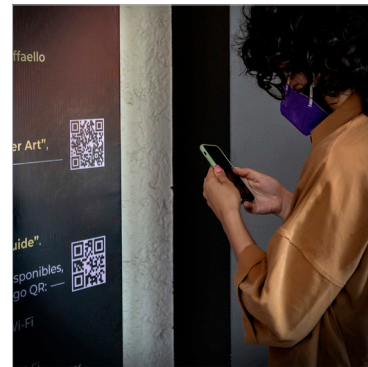
Gateway of Knowledge - Totem
Centro Nacional de las Artes, Mexico City
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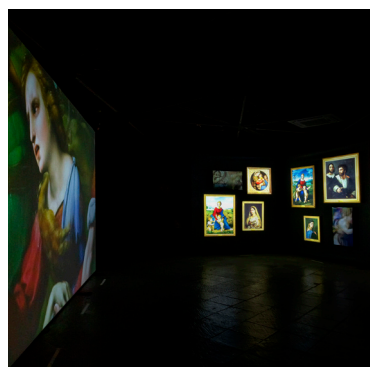
Area 01
Inhabiting Spaces
Centro Nacional de las Artes, Mexico City
© Bernardo Arcos Mijailidis



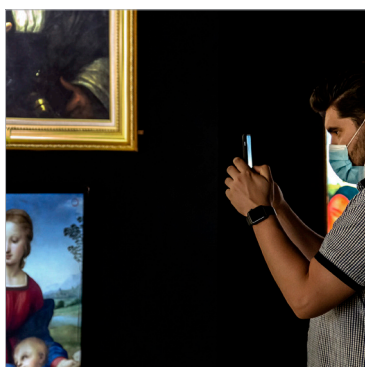
Area 02
Finding Balance
Centro Nacional de las Artes, Mexico City
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Entrance
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Area 03
The Noble Spirituality
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Area 03
The Noble Spirituality
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Area 02
Finding Balance
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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