

A marvellous journey through Italian Renaissance

RAFFAELLO
1520-2020

MAGISTER RAFFAELLO 2022



24.02
31.03
2022

CIPUTRA ARTPRENEUR
GALLERY | INDONESIA
PRESS RELEASE

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MAGISTER RAFFAELLO The great Italian Art in Jakarta | Indonesia

Ciputra Artpreneur Gallery, 24.02.2022 - 31.03.2022

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 and the Italian Cultural Institute in Jakarta.

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 at Ars Electronica Center in Linz (Austria), and then in Central and South America (Mexico City at CENART; Guanajuato at Parque Guanajuato Bicentenario; Artequin Museum in Santiago del Chile; the Fundação Armando Alvares Penteado in São Paulo - Brazil and the Fundação Clovis Salgado in Belo Horizonte), and having reached almost 50.000 visitors globally so far, the exhibition returns now to Asia for the eighth destination in its world tour.

The Embassy of Italy and the Italian Cultural Institute in Jakarta will promote the Indonesian stage of the 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 **Ciputra Artpreneur Gallery** 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.

All the exhibition contents will be **available in 4 languages (Indonesian, 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.

In this regard, **Renato Saporito**, Founder and CEO of Magister Art, points out that “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 through technologically innovative tools and new languages. Moreover, opening the exhibition in Jakarta represents an interesting project in terms of cultural mediation, carried out primarily thanks to the support of the Italian Cultural Institute which translated the exhibition texts into Indonesian, acting as a bridge between Western and Eastern culture.”

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 in 2020 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 24.02.2022 to 31.03.2022

CIPUTRA ARTPRENEUR GALLERY

VIDEO TEASER

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

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COLOPHON

CURATORSHIP

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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

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MAGISTER ART

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PRESS IMAGE

The images can only be used in the context of the journalistic publications concerning Magister Raffaello.

www.magister.art/worldtour-CiputraArtpreneurGallery

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Official Exhibition Poster



Ciputra Artpreneur Gallery
Indonesia



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
© 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



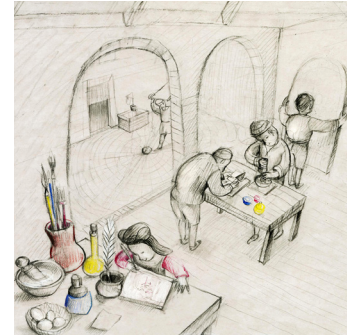
Madonna of the Goldfinch
Raphael Sanzio, 1506, The Uffizi Galleries, Florence, Italy
© Gabinetto Fotografico delle Gallerie degli Uffizi



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



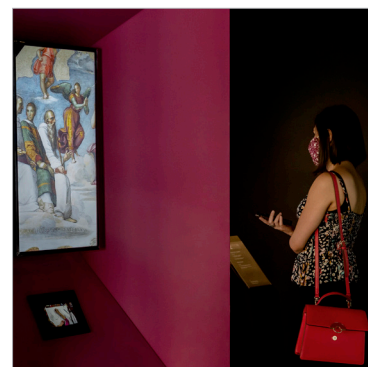
Raphael Works on the Pala Baglioni
© Eva Montanari for Magister Art



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



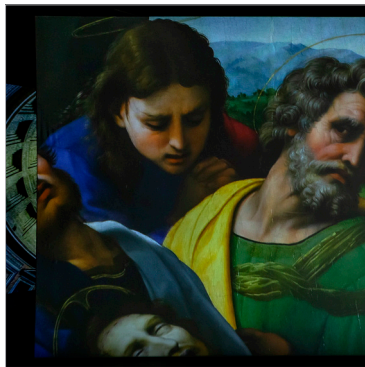
Area 05
Utopia and Power
Centro Nacional de las Artes, Mexico City
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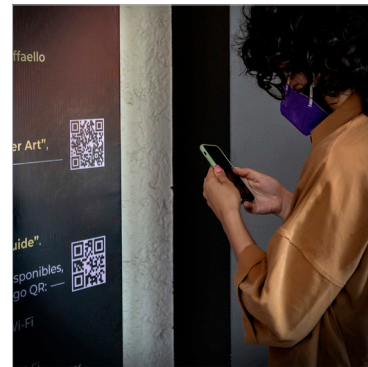
Gateway of Knowledge - Totem
Centro Nacional de las Artes, Mexico City
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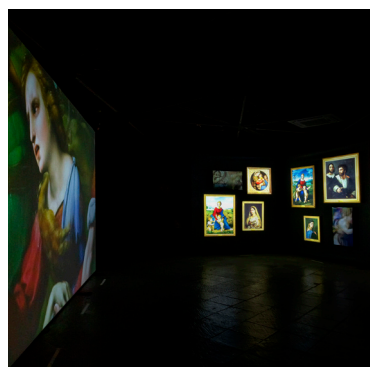
Area 01
Inhabiting Spaces
Centro Nacional de las Artes, Mexico City
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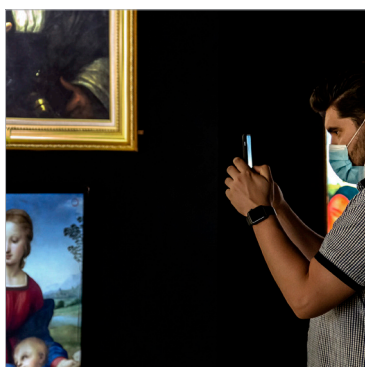
Area 02
Finding Balance
Centro Nacional de las Artes, Mexico City
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Entrance
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Area 03
The Noble Spirituality
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Area 03
The Noble Spirituality
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Area 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