



Mosaico

Italian code of a timeless art

08.03.24 / 07.04.24

Vietnam Museum of
Ethnology, Hanoi, Vietnam

Rome

Pompeii

Aquileia

Ravenna

Palermo / Monreale

Piazza Armerina

Baiae

PRESS RELEASE

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> Press Release

MOSAICO | Italian code of a timeless art
08.03.2024 / 07.04.2024
VIETNAM MUSEUM OF ETHNOLOGY,
HANOI, VIETNAM

An unprecedented multimedia exhibition to tell the stories of Italy through the precious testimonies of a timeless expressive code: the mosaic. A unique and uninterrupted journey through 2000 years, made of gold artifacts, symbols, allegories, ancient techniques and contemporary creativity, linking together the cities of Rome, Pompeii, Aquileia, Ravenna, Palermo, Monreale, Piazza Armerina and the underwater city of Baiae. Produced by the Directorate General for Cultural Diplomacy of the Italian Ministry of Foreign Affairs and International Cooperation and conceived and realised by Magister Art, the exhibition lands at the Vietnam Museum of Ethnology in Hanoi, the first step in Asia of the world tour, implemented thanks to the network of Embassies, Consulates and Italian Institutes of Culture.

The itinerant and multimedia exhibition with high scenic impact, **MOSAICO. Italian code of a timeless art** engages the international public in a new emotional exploration to discover the commissions, the images, the materials and gestures that characterise some of the most iconic works in the Italian mosaic world. It is a great promotional event which adds an important piece to the dissemination of Italian culture and art abroad. From 8 March, the exhibition is open to visitors at the **Vietnam Museum of Ethnology** in Hanoi, an outstanding institution that, through a wide range of exhibits, artefacts and information resources, offers a captivating insight into Vietnam's diverse ethnic communities and their vibrant cultural heritage.

This step of **MOSAICO. Italian code of a timeless art** is promoted by the **Italian Embassy in Hanoi**. The opening event was attended by the **Italian Ambassador to Hanoi** Marco Della Seta, **Vice President of the Vietnam Academy of Social Sciences** - Ta Minh Tuan, **Deputy Minister of Culture, Sports and Tourism** Ta Quang Dong and **Deputy Director of the Vietnam Museum of Ethnology** Bùi Ngọc Quang.

Designed for an international audience, the exhibition is an original visual and sound, experiential and emotional journey that explores the profound interconnections between culture and the Italian territory's history and creativity.

The exhibition itinerary is organised around seven stations, veritable time machines that take the visitors on a 1,500 km journey, linking the north and south of Italy, starting from the **Farnesina Collection** (the Italian art collection from the 20th and the 21st century of the Ministry of Foreign Affairs and International Cooperation), which showcases works by some of the most important Italian artists who made their mark in mosaic art, leaving indelible traces of technique and creativity.

The first protagonist of this exhibition is **Rome**, whose glorious past is brought to life by the mosaics housed in the Capitoline Museums, while the masterpieces of two early mediaeval basilicas – the one of Saints Cosmas and Damian in the Roman Forum and the one of Saint Praxedes – tell us about the stories and messages of Christian spirituality. The history unveiled then moves on to one of the most spacious and luxurious homes in **Pompeii**, the House of the Faun, where thousands of tiles depict Alexander the Great's triumph over Darius III of Persia during the Battle of Issus. The floor mosaic in the Basilica of Aquileia changes the perspective

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between the walls of the second station, which vibrate with the life of a faunal world in an interplay of iconic and allegorical stories, such as that of Jonah, rich in symbols of faith in the aftermath of the Edict of Constantine that granted Christians freedom of worship. At the third station, dedicated to **Ravenna**, the spiritual, suspended and otherworldly dimension – captured by the light reflected on the gold of the tesserae of the Mausoleum of Galla Placidia, of the Basilica of Saint Vitale and the Basilica of Saint Apollinaris in Classe – brings the visitor closer to the mosaic as a major tool for the transmission of Christian content. Two stations are dedicated to the majestic mosaic heritage of **Sicily**: the solemn patronage and syncretic workmanship at the time of Roger II are at the heart of a story that takes us by the hand on a solemn journey through its sacred places, from the Cathedral of Monreale to the Palatine Chapel until the Martorana Church in Palermo. The habits, traditions and customs of the Romans – heroes, gods and gymnasts – unfold along the corridors and in the rooms of an archaeological find of inestimable value: the **Villa Romana del Casale** in Piazza Armerina whose mosaics offer glimpses of life in the Empire in the first centuries AD. Lastly, to visit the last station, it will be necessary to figuratively plunge into the waters of the Gulf of Naples: the extraordinary mosaics of the **Underwater Archaeological Park of Baiae** can only be seen nowadays by those who dive in and scrape the sand by hands in the silence of the seafloor to reveal a flourishing port, the streets, the holiday resorts of the Roman aristocracy and the imperial family through the end of the 3rd century AD.

The contents of the exhibition, featuring a transmedia convergence of archive material, graphic animation, unprecedented audio-visual footage, drone and underwater films, as well as special composed soundtrack, are available in **3 languages (Italian, English and Vietnamese)** and may be accessed through a dedicated audio-guide.

Educating one's visual appreciation by travelling across Italy by means of an all-Italian visual code is the basis of Magister Art's search for new languages, a multidisciplinary method based on augmented

narration that combines digital and physical experiences, technological innovation and the five senses. These are 'total' cognitive experiences that aim at inclusiveness and the participation of even the most diversified and distant audiences. **MOSAICO. Italian code of a timeless art** is the new cultural project of Magister Art, an innovative and digitally native SME, a leader in the fields of communication, promotion and enhancement of Italy's cultural heritage, which was responsible for the conception, the creative and artistic direction and the production of the exhibition. Always attentive to the challenges of digital transformation and social innovation, **Magister Art** strengthens its experience by enriching it with new values through the production of large itinerant exhibitions reflecting a constantly renewed focus on **environmental sustainability** and **digital transformation**. The exhibition will travel the world, from country to country, thanks to **Magister ArtBox**, an innovative solution designed for itinerant exhibitions and consisting of agile, flexible set-ups, with no discardable elements, and adaptable to different exhibition venues, in terms of both size and architectural elements. Magister ArtBox was developed for the first time in 2020 on the occasion of the twelve-steps world tour of the Magister Raffaello exhibition, promoted by the Italian Ministry of Foreign Affairs and International Cooperation, and also hosted in Vietnam in 2020 at the Hanoi Museum. This set-up system allows a sustainable management of the assembly, set-up and dismantling processes of the exhibitions, that can be fully co-ordinated remotely and executed on site.

MOSAICO. Italian code of a timeless art provides an unprecedented opportunity to introduce an international audience to the uniqueness and heterogeneity of Italy's mosaic heritage and to link art to the territory where its history, stories and achievements are preserved.

"The mosaic heritage of Italy is a treasure of inestimable artistic and historical value. MOSAICO. Italian code of a timeless art, presents some of the most important sites on the Italian scene, in a journey across the peninsula, encompassing a variety of

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styles, proving the extraordinary creative ability of Italian mosaic artists, and moving through time, from the mosaics of Pompeii to the mosaic works of the 21st century. This world tour is a further facet of Magister Art's vision to promote, narrate and enhance Italy's art heritage. The mosaic can also be seen as a metaphor of work that requires time, patience and perseverance to create an artwork destined to last over time. In the same way, Magister Art pursues, through all its productions, the goal of an intercultural dialogue, built tessera after tessera as in a mosaic, along a continuum spanning continents, history, innovation and digital transformation", says Renato Saporito, Founder and CEO of Magister Art.

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08.03.2024 / 07.04.2024

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HANOI, VIETNAM

VIDEO TEASER

[Mosaico - Teaser](#)

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BẢO TÀNG DÂN TỘC HỌC VIỆT NAM
Musée d'Ethnographie du Vietnam – Vietnam Museum of Ethnology

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Photos by **Vanja Makovac** e **Mattia Vecchi**

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Culture Department | Administration of the Municipality of Ravenna

Cristina Calandrini

BASILICA OF SAINT VITALE | MAUSOLEUM OF GALLA PLACIDIA

Opera di Religione | Diocese of Ravenna

Archiepiscopal Representative for Religious Cultural Heritage

Lorenzo Rossini

Photos by **Alfredo Dagli Orti**

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BASILICA OF SAINT APOLLINARIS IN CLASSE

courtesy of the Ministry of Culture – Regional Directorate of Emilia-Romagna Museums
Director of the National Museum of Ravenna and the Basilica of Saint Apollinaris in Classe. Regional Directorate of Emilia-Romagna Museums | Ministry of Culture
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Director of UNESCO Heritage Sites of Ravenna: Mausoleum of Theodoric and the Palace – The Arian Baptistery – Regional Directorate of Emilia-Romagna Museums | Ministry of Culture
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Photographic Archive Regional Directorate of Emilia-Romagna Museums | Ministry of Culture
Marco Pradelli
Photos by **Alfredo Dagli Orti**

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Giampiero Cannella

ROYAL PALACE AND THE PALATINE CHAPEL

President of the Federico II Foundation
Gaetano Galvagno
General Manager of the Federico II Foundation
Patrizia Monterosso

Images of the Palatine Chapel - courtesy of the General Directorate of Religious Affairs and Administration of the Religious Buildings Authority - Italian Ministry of the Interior, responsible for the management of the Chapel artworks.
Photos by **Ghigo Roli - Alfredo Dagli Orti**

CHURCH OF SAINT MARY OF THE ADMIRAL

courtesy of the General Directorate of Religious Affairs and Administration of the Religious Buildings Authority – Italian Ministry of the Interior | Department for Civil Liberties and Immigration.

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Councillor of UNESCO of the Municipality of Monreale
Letizia Sardisco

MONREALE CATHEDRAL

Cathedral Basilica of Santa Maria Nuova. Archdiocese of Monreale
Archpriest of the Cathedral Basilica
Nicola Gaglio
Photos by **Ghigo Roli - Alfredo Dagli Orti**

Geometric decorations. Mosaics in opus sectile - Cathedral of Monreale
Giuseppe Oddo

MUNICIPALITY OF PIAZZA ARMERINA

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Ettore Massimo Messina

VILLA ROMANA DEL CASALE IN PIAZZA ARMERINA

courtesy of the Archaeological Park of Morgantina and the Villa Romana del Casale in Piazza Armerina

Director
Liborio Calascibetta
Professor of Architectural Drawing 1 | Department of Civil Engineering and Architecture, University of Catania - The Drawing of the Mosaic Ambulatory of the Great Hunt in the Philosophiana Villa in Piazza Armerina. In Arena A., Arena M., Mediatì D., Raffa P. (edited by).
Connecting. Drawing for weaving relationship. Proceedings of 42nd International Conference of Teachers of the Disciplines of Representation. Milan: FrancoAngeli, pages 2211-2230
Giuseppe Di Gregorio

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Photo Archive | Ostia Antica Archaeological Park

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Official, Digital Library and Archive - Religious Buildings
Authority

Carmine Iuozzo

FARNESINA COLLECTION

Afro, Rosso (work n. 10), 1963

Afro, Il percorso, 1967

Afro, Coat of arms “Lo stemma” (work n. 25), 1971

Sandro Chia, Scene e gente d'Italia, 2000

Sandro Chia, Storie italiane, 2000

Ugo Cortesi, Big box bang, 2004

Flavio Favelli, Archive (Mirror) (C112), 2008

Mirko, Untitled (totem), 1950 approx.

Luigi Montanarini, Untitled, 1966

Ascanio Renda, Farnesina, 2006

Toti Scialoja, Untitled, 1966

CITY OF NAPLES

MOSAIC OF THE BATTLE OF ISSUS

courtesy of the Ministry of Culture – National
Archaeological Museum of Naples,
photos by **Luigi Spina**

CITY OF POMPEII

HOUSE OF THE FAUN

courtesy of the Ministry of Culture – Archaeological Park
of Pompeii

3D Model of Pompeii

realised by the **CNR IBAM ITLab**

Director

Daniele Malfitana

Scientific Manager

Francesco Gabellone

BAIAE | CITY OF BACOLI

UNDERWATER ARCHAEOLOGICAL PARK OF BAIAE

courtesy of the Ministry of Culture – Archaeological Park
of Phlegrean Fields

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Filippo Russo

Photos and videos by

**Pasquale Vassallo, Edoardo Ruspantini, Gabriele
Gomez de Ayala**

GA&A Productions / Filmare Entertainment

3D images realised by **Simone Spagnolo**

LUCE CINECITTÀ ARCHIVE

Documentary “The Mosaic”, directed by **Giulio Briani**,
1955

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Logotype of the exhibition

"MOSAICO | Italian code of a timeless art"

MOSAICO

Key visual of the exhibition

"MOSAICO | Italian code of a timeless art"



Procession of Theodora
© Opera di Religione della Diocesi di Ravenna
Photo: Alfredo Dagli Orti

Official poster of the exhibition

"MOSAICO | Italian code of a timeless art"



Procession of Theodora
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Rome



Pompeii



Aquileia



Ravenna



Palermo / Monreale



Piazza Armerina

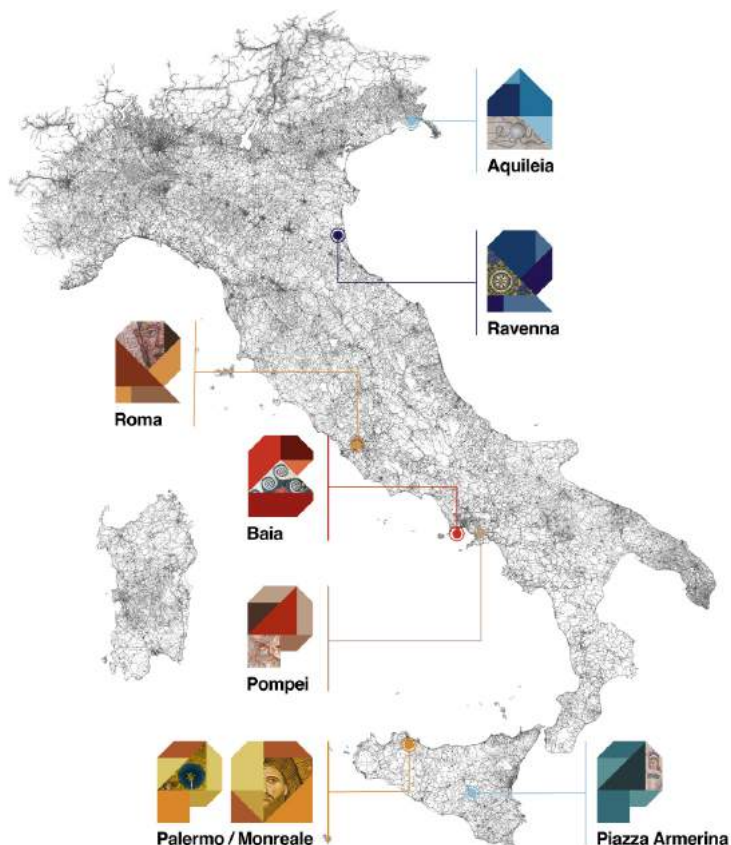


Baiae



The cities of the mosaic

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Toti Scialoja, Untitled

Collezione Farnesina, Rome, Italy

© Toti Scialoja, Senza titolo, 1966



Wall polychrome mosaic with ship and lighthouse

Musei Capitolini, Rome, Italy

© Sovrintendenza Capitolina ai Beni Culturali



Battle of Issus

Museo Archeologico Nazionale di Napoli, Naples, Italy

© Ministero della Cultura -

Museo Archeologico Nazionale di Napoli

Photo: Luigi Spina



Jonah and the Sea Monster

Basilica Patriarcale di Aquileia, Aquileia, Italy

© Fondazione Società per la Conservazione della Basilica di Aquileia

Photo: Vanja Makovac

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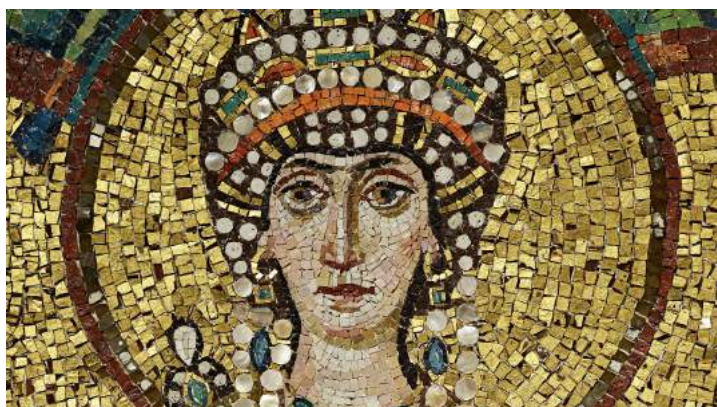


Geometric-starry motif, detail of the vault

Mausoleo di Galla Placidia, Ravenna, Italy

© Opera di Religione della Diocesi di Ravenna

Photo: Alfredo Dagli Orti

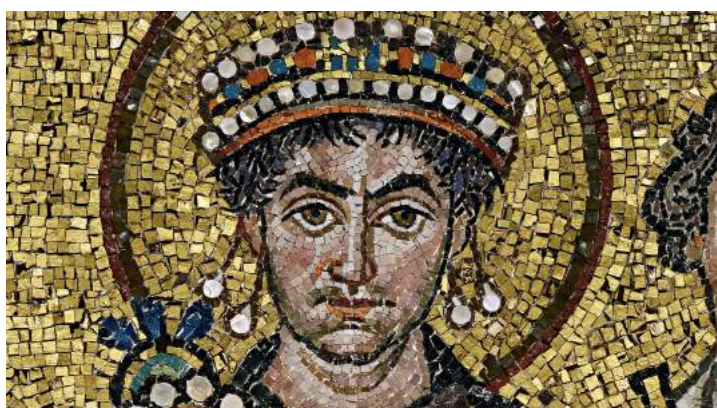


Procession of Theodora

Basilica di San Vitale, Ravenna, Italy

© Opera di Religione della Diocesi di Ravenna

Photo: Alfredo Dagli Orti

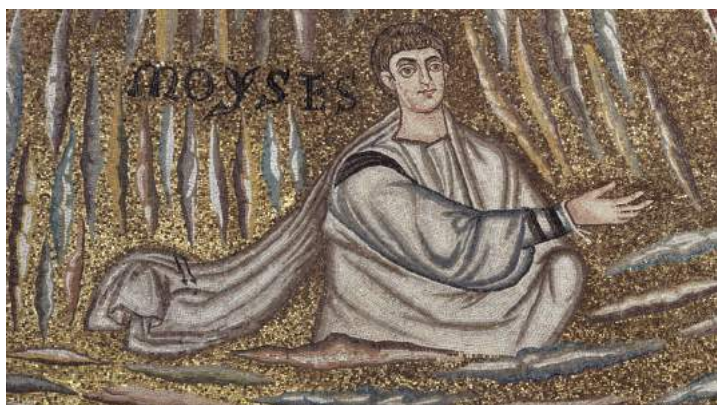


Justinian and his entourage

Basilica di San Vitale, Ravenna, Italy

© Opera di Religione della Diocesi di Ravenna

Photo: Alfredo Dagli Orti



Detail of Moses

Basilica di Sant'Apollinare in Classe, Ravenna, Italy

© Ministero della Cultura, Direzione regionale Musei dell'Emilia-Romagna

Photo: Alfredo Dagli Orti

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Detail of the cycle of the Creation

Cappella Palatina, Palermo, Italy

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Photo: Ghigo Roli



King William II of Sicily offers the Church to the Virgin

Duomo di Monreale, Monreale, Italy

© Basilica Cattedrale di Santa Maria Nuova. Arcidiocesi di Monreale

Photo: Ghigo Roli



Christ Crowning King Roger II of Sicily

Chiesa di Santa Maria dell'Ammiraglio, Palermo, Italy

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Dormition of the Virgin

Chiesa di Santa Maria dell'Ammiraglio, Palermo, Italy

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The bikini girls

Villa Romana del Casale, Piazza Armerina, Italy

© Parco archeologico di Morgantina e Villa romana del Casale di Piazza Armerina



Patterned mosaic

Parco Archeologico Sommerso di Baia, Bacoli, Italy

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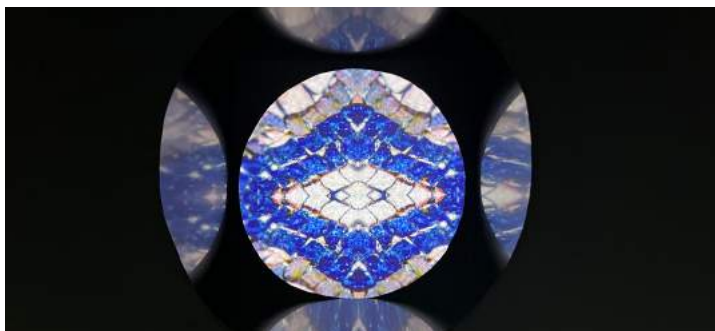
MOSAICO - Audioguides

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Area 01 - Pompeii

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Area 06 - Baiae



Vietnam Museum of Ethnology - Inauguration

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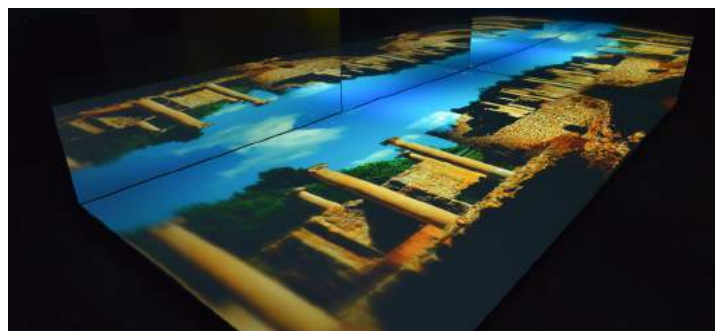
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Area 00 - Introduction

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Area 05 - Piazza Armerina

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> Magister Art

Magister Art is an innovative SME and a **digital native company** operating in the **cultural and creative industry**.

It focuses on a vision of art as a value in the social innovation of the future, and explores the potential of technological and digital tools to co-create knowledge on a large scale, finding solutions for a wide range of social needs through participatory practices - such as the fruition of culture and art. Magister Art creates new paths to amplify the knowledge of art aiming at social inclusion.

Magister Art operates, from its **Milan and Rome** offices, adopting the “**augmented narration**” method to realize both physical and digital works and products: stage machines and audiovisual and multimedia dramaturgy of great perceptual impact, which offers visitors **an unprecedented and captivating vision of art**, beyond the physical presence of the works. Thanks to this approach, Magister Art was awarded “best publisher of high-quality immersive exhibitions”, winning the **Grand Prix Möbius** 2019 edition dedicated to the **ever-evolving publishing** of digital culture development.

In a constant effort to embrace the new challenges of innovation, technology and sustainability, Magister Art has obtained the **EcoVadis Gold Medal** for the policies, actions and results achieved by the Company in the 4 key areas of sustainability: **environment, labor and human rights, ethics and sustainable procurement**.

www.magister.art

MAIN REFERENCES

Exhibitions

- **Magister Giotto**
(Scuola Grande della Misericordia – Venice, 2017)
- **La Cappella degli Scrovegni**
(Galerija AMZ – Zagreb, 2018)
- **Magister Canova**
(Scuola Grande della Misericordia – Venice, 2018)
- **Canova. Il Viaggio a Carrara**
(CARMI – Carrara, 2019)
- **Amore e Psiche I L’arte Incontra la Tecnologia**
(Palazzo Braschi – Rome, 2019)
- **Immagica. Arte Italiana. Un Viaggio nella Bellezza**
(Georgian National Museum, Tbilisi – Georgia, 2019)
- **Magister Raffaello**
World Tour (2020 – 2022)
- **Marmo I Marble. Carving the Future**
World Tour (2023 – 2025)
- **Mosaico I Italian code of a timeless art**
World Tour (2023 – 2025)

Site-Specific Installations

- **Refurbishment of the National Gallery of Umbria**
(Perugia, 2022)
- **Bolzano for Canova: the return of Cupid and Psyche** (Centro Trevi – Bolzano, 2022)
- **Italy’s best Maestro. Perugino and his day**
(National Gallery of Umbria –Perugia, 2023)

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Events

- **50th Anniversary of Live@Pompeii**
(Archaeological Park of Pompeii, 2021)
- **Rock Lessons** (Archaeological Park of Pompeii, 2022)
- **Pompeii Echoes, Max Gazzè concert-event**
(Archaeological Park of Pompeii, 2022)

Media and Audiovisual contents

- **2021, Reliving at Pompeii** – a documentary film, specially realised to celebrate the 50th anniversary of the shooting of the film Pink Floyd: Live at Pompeii. The documentary movie has been released on the ITs Art streaming platform
- **2022, Insulae** – Castro, Pienza, Procida, Murano – four short films. A project realized in collaboration with Treccani and launched at the Italian pavilion of Expo Dubai.
- **2022, Ornamenti** – a short film promoting the artistic and supply chain of handcrafted jewels in Tuscany.
- **2023, #I_m_Perfetto** – a video aiming to raise awareness on themes such as body-shaming and its consequences on eating disorders, the body in its physical and psychological forms between art and reality. The video was launched at the Italian Chamber of Deputies.

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