

# LEONARDO'S LAB

**MARKETING KIT**

 **Sciencenter**

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# EXHIBITION SUMMARY

## **Experience the art, science, and engineering of Leonardo da Vinci!**

Explore the inventions, art, and ideas of the original Renaissance Man! Create a 'copter, solve math puzzles, try your hand at backward writing, and engineer with simple machines!

### **Learning Goals**

- Understand the ways science, technology, engineering, art, and math are applied to conceptualizing solutions
- Foster innovative mindsets and the ability to problem-solve
- Cultivate multi-disciplined thinking and comprehensive innovation

# BRANDING GUIDELINES

# LOGO

Option 1 - Color Version



Option 2 - Black & White Version



White Space Guidelines:

- White space around exhibition logo may not be less than one "L" in height.
- Exhibition logo size must be 2–2 1/2 times greater in size in relation to sponsor logos.



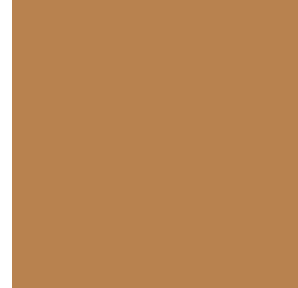
# COLOR PALETTE



PMS 4975  
C 49, M 77, Y 68, K 67  
Hex # 412020



PMS 188  
C 33, M 92, Y 73, K 38  
Hex # 7A232E



PMS 729  
C 25, M 50, Y 76, K 6  
Hex # B7814F

# TYPE

PAPYRUS HEADLINES AND TITLES (REGULAR)

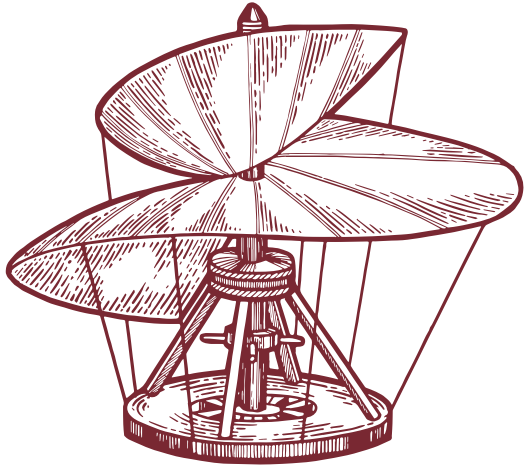
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

TRAJAN PRO CREDIT COPY (REGULAR)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

# DESIGN ELEMENTS

Copter



Yellow Wall Texture



# **PRESS MATERIALS**

# EXHIBITION OVERVIEW

## 100 WORDS (96)

This exhibition offers young artists and inventors a chance to immerse themselves in the multiple disciplines of Leonardo da Vinci, the original Renaissance man. Use architectural blocks to design different structures and street layouts. Try your hand at writing backward so it seems correct when viewed in a mirror—engineer with simple machines. Recreate Leonardo’s amazing tool-and hardware-free interlocking bridge. Explore anatomy and make your own observations to sketch a human or horse figure. Challenge your brain and develop your creativity with different classic puzzles. Try out different art activities to make your own Mona Lisa masterpiece.

## 75 WORDS (75)

Explore the inventions, art, and ideas of Leonardo da Vinci, the original Renaissance man as you engage in hands-on activities. Design a city, solve math puzzles, try your hand at backward writing, make your own Mona Lisa masterpiece, learn about anatomy by sketching a human or a horse, and engineer towers, bridges, and simple machines. Multi-user workshop tables allow individuals or groups to learn about Leonardo da Vinci’s many areas of interest in science and art.

## 50 WORDS (50)

At *Leonardo’s Lab*, learn how simple machines can help accomplish work faster and more easily by playing with gears and pegs. Try to recreate Leonardo’s amazing tool and hardware-free interlocking bridge. Sketch the curves in a series of ratio-connected squares, to delve into the deep math of the Fibonacci Sequence.

## 25 WORDS (26)

Experience the art, science, and engineering of Leonardo da Vinci! Design structures, solve math puzzles, try your hand at backward writing, and engineer with simple machines!

# EXHIBIT DESCRIPTIONS

## **ENTRY (DOUBLE-SIDED)**

Both an entry sign and double-sided fun photo-op, these pieces allow guests to have a photo taken (by a family member or friend) of their face as the Mona Lisa or Leonardo himself!

## **THEME WALLS (FOUR)**

Theme walls both help define the space and add background to Leonardo's contributions to art, science, anatomy, and engineering.

## **GEARS 'N PEGS**

Mix and match three different sizes of ratio-coordinated gears to create your own 2D and 3D interlocking mechanisms.

## **BRIDGING THE GAP**

Recreate Leonardo's amazing tool-and hardware-free interlocking bridge.

## **BUILD IT!**

Build towers, bridges, and other structures with these simple interlocking panels.

## **TAKE FLIGHT**

Using a preprinted template, cut out and fold your own air-powered flying 'copter, then modify to change or improve the aerodynamics.

## **MONA LISA (FOUR STATIONS)**

Four different art activities – Draw, Color, Stamp, and Rub – result in your very own Mona Lisa masterpieces!

## **MIRROR WRITING (FOUR STATIONS)**

Using a preprinted template, cut out and fold your own air-powered flying 'copter, then modify to change or improve the aerodynamics.

## **MONA LISA (FOUR STATIONS)**

Leonardo used his own reverse-print code to keep his ideas confidential. Try your hand – literally – at writing backward so it seems correct when viewed in a mirror.

# EXHIBIT DESCRIPTIONS

## **GOLDEN RATIO (FOUR STATIONS)**

Sketching the curves in a series of ratio-connected squares, or drawing an original figure using the squares for proportions, to delve into the deep math of the Fibonacci Sequence.

## **LIFE DRAWING**

Explore Leonardo's anatomy lessons and make your own observations as you make your own sketch of a human or horse figure.

## **IDEAL CITY**

Architectural blocks allow the design of an infinite number of structures and street layouts; imagination is the only limit here!

## **PUZZLERS**

Brain challenges develop creativity in the solution of three classic puzzles.

# PRESS RELEASE

<MUSEUM LOGO>

<Museum Name>

Media Contact:

Issued: <Date>

**FOR IMMEDIATE RELEASE**



## EXPERIENCE THE ART, SCIENCE, AND ENGINEERING OF LEONARDO DA VINCI!

<CITY> —From [opening date] through [closing date], [Museum or organization] will present *Leonardo's Lab*, organized by Carnegie Science Center (Pittsburgh) and produced in partnership with Sciencenter (Ithaca).

This hands-on exhibition offers young artists and inventors a chance to immerse themselves in the mind of Leonardo da Vinci, the original Renaissance man, and explore all the fascinating facets of his work across multiple disciplines. Build, sketch, test, and design via activities tied to Leonardo's era and ideas. Children and adults alike will find the brain challenges, opportunities for creative expression, and intriguing ideas appealing.

At *Leonardo's Lab*, learn how simple machines can help accomplish work faster and more easily by playing with gears and pegs. Try to recreate Leonardo's amazing tool-and-hardware-free interlocking bridge. Use architectural blocks to design the ideal city with different structures and street layouts. Challenge your brain and develop your creativity with different classic puzzles.

Leonardo used his own reverse-print code to keep his ideas confidential. Try your hand – literally – at writing backward so it seems correct when viewed in a mirror.

Using a preprinted template, cut out and fold your own air-powered flying 'copter, then modify it to change or improve the aerodynamics.

Sketch the curves in a series of ratio-connected squares, or draw an original figure using the squares for proportions, to delve into the deep math of the Fibonacci Sequence. Explore Leonardo's anatomy lessons and make your own observations in your sketch of a human or horse figure. Draw, color, stamp, and rub to create your very own Mona Lisa masterpieces!

<museum boilerplate>

###

# PHOTOGRAPHY & CAPTIONS



At *Leonardo's Lab*, mix and match different sizes of ratio-coordinated gears to create your own interlocking mechanisms and learn how simple machines can help accomplish work faster and more easily.



At *Leonardo's Lab*, use a preprinted template to cut out and fold your own air-powered flying 'copter, then modify it to change or improve the aerodynamics.



At *Leonardo's Lab*, try your hand at writing backward so it seems correct when viewed in a mirror. Leonardo used his own reverse-print code to keep his ideas confidential.



At *Leonardo's Lab*, try to recreate Leonardo's amazing tool-and hardware-free interlocking bridge.



At *Leonardo's Lab*, explore anatomy and make your own observations to sketch a human or horse figure.



At *Leonardo's Lab*, try out different art activities to make your own Mona Lisa masterpiece.

# ADVERTISING CREDITS

## CREDIT LINES:

Developed by Carnegie Science Center and produced in partnership with the Sciencenter.

## GUIDELINES:

The credit line is to be used in all printed and digital promotional materials: press releases and other announcements, advertising, website, media advisories, opening event invitations, membership newsletters and calendars, and brochures. It is also to be used in speeches, educational and public programming materials, as well as other materials promoting or referencing the exhibition in more than name.

Please note that Carnegie Science Center is not to be preceded by “the”.

Correct: Carnegie Science Center  
Incorrect: The Carnegie Science Center

When space permits, as in press releases and on the website, please add the location of the two source museums:

*Leonardo’s Lab* is developed by Carnegie Science Center (Pittsburgh, PA.) and is produced in partnership with the Sciencenter (Ithaca, NY.)

Name of the Exhibition:  
On first reference: *Leonardo’s Lab*  
After first reference: *the Exhibition*

## SCIENCENTER LOGO

Primary logo



Stacked logo



## CARNEGIE SCIENCE CENTER LOGO

