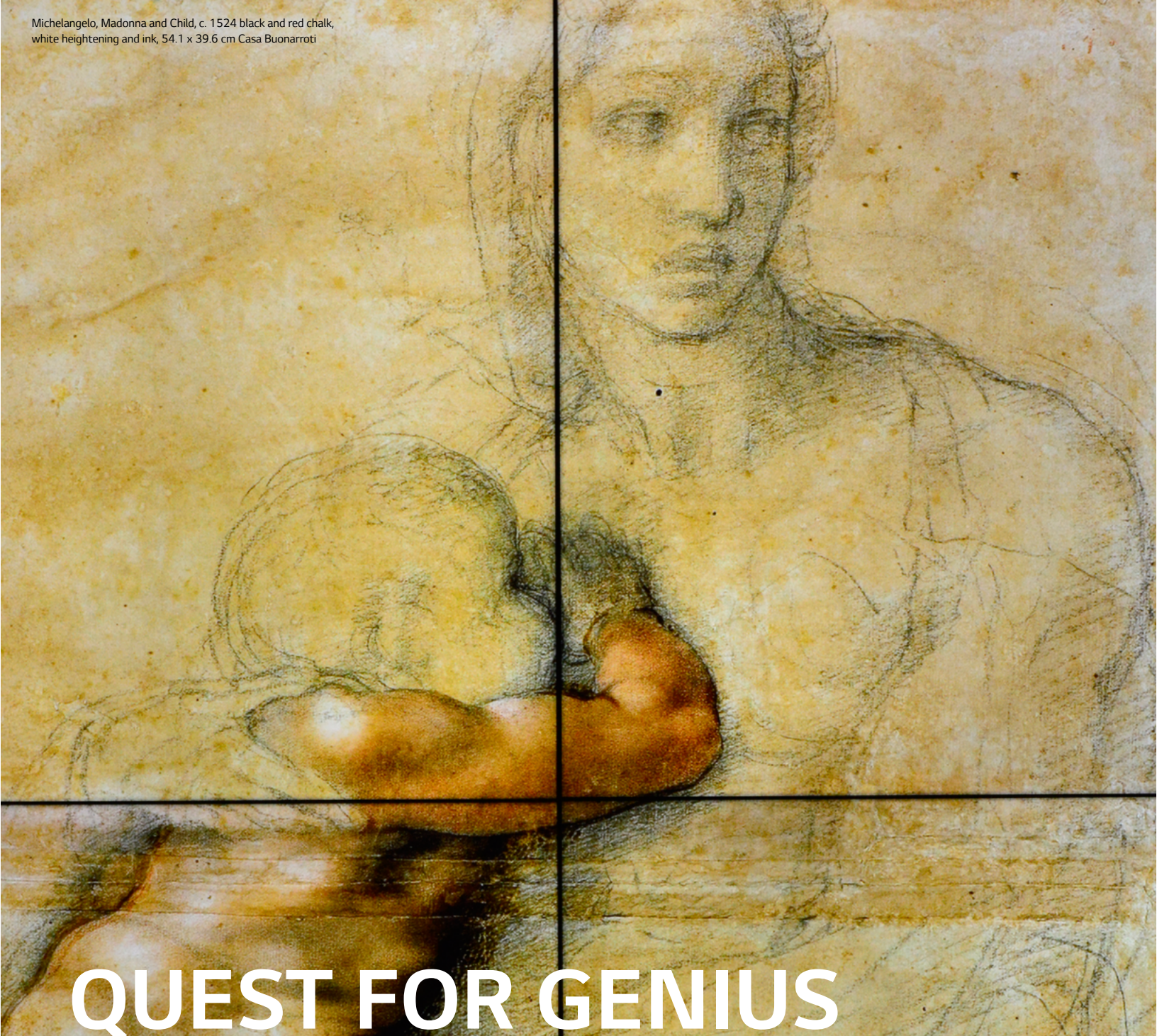


Michelangelo, Madonna and Child, c. 1524 black and red chalk,
white heightening and ink, 54.1 x 39.6 cm Casa Buonarroti



QUEST FOR GENIUS

Mike Della Mora - National Sales Manager

QUEST FOR GENIUS

Case study for LG Canada and their role with the Art Gallery of Ontario the new Michelangelo: Quest for Genius exhibition.

*"I work harder than anyone who has ever lived. I am so pressed I don't have time to eat."
-Michelangelo Buonarroti*

Background:

Michelangelo was an Italian sculptor, painter, architect, poet, and engineer of the High Renaissance. The Art Gallery of Ontario (AGO) has opened a new exhibit dedicated to Michelangelo titled Michelangelo: Quest for Genius.

Organized thematically, the exhibition takes a critical look at the notion of the genius at work, locating the creative search at the axis of ambition, exploration, frustration, defiance and unrealized dreams.

The exhibition also examines the significant influence that Michelangelo had four centuries later on the French sculptor Auguste Rodin.

The works on display represents a range of Michelangelo and Rodin's works, revealing the private world of each artist. The exhibition highlights a deeper understanding and a look at the struggles and emotions that went into each piece.

In order to properly communicate this and create an immersive experience for AGO patrons it was necessary to bring some works to life in ways that have never-before been seen.

In a way, technology is looked at in a new and interesting light as well. In Michelangelo's time, paper was considered the cutting-edge technology and allowed Michelangelo to create many of the unfinished works on display in the exhibition.

Today, through cutting-edge LG technology, four of these small and intricately detailed drawings are brought to life at a large, and engaging, scale.

Michelangelo: Quest for Genius runs now through January 2015.

Objective:

Incorporate LG technology seamlessly into the Michelangelo: Quest for Genius exhibition and help to bring Michelangelo's art, story and life to AGO patrons in a meaningful and interactive way.

In the words of Lloyd Dewitt, Curator of European Art at the AGO, the objective was to "transform a God into a human being and showcase the private genius, imagination and secret life of Michelangelo via 30 unique drawings".

Solution:

A great deal of Michelangelo's works were done on small tablets or scrolls whereby the attention to detail and creativity could never be fully-appreciated with the human eye. LG digital technologies and 4K content specially developed for the exhibition magnify these works through an immersive-experience LG video wall.



On display are ten LG 4K and OLED panels interspersed throughout the exhibition, in addition to five LG tablets all expanding on the story of Michelangelo. The entire LG product mix at the AGO includes:

LG Product Integration, Michelangelo: Quest for Genius			
Product No.	Qty	Name	Size
UB9800	2	4k Ultra HD Smart 3D TV	84"
E10	5	Gpad	10.1"
EA8800	2	Gallery OLED Smart 3D TV	55"
LV77A/LV75A	4	Super Narrow Bezel Premium Display (for video wall)	55"
65LA9700	2	Ultra HD Smart TV with Cinema 3D	65"

The 2x2 video wall showcased five of Michelangelo's famous works including:

- **Michelangelo**

Studies for the head of Leda, c. 1630
Red chalk
35.4 x 26.9 cm
Casa Buonarroti

- **Michelangelo**

Various studies for the staircase of the Laurentian Library, column bases and figures, c. 1525.
Pen and ink over red and black,
39.6 x 28 cm
Casa Buonarroti

- **Michelangelo**

Madonna and Child, c. 1524
black and red chalk, white heightening and ink,
54.1 x 39.6 cm
Casa Buonarroti

- **Michelangelo**

Study for Christ in Limbo, c. 1532-1533
red and black chalk
16.3 x 14.9 cm
Casa Buonarroti

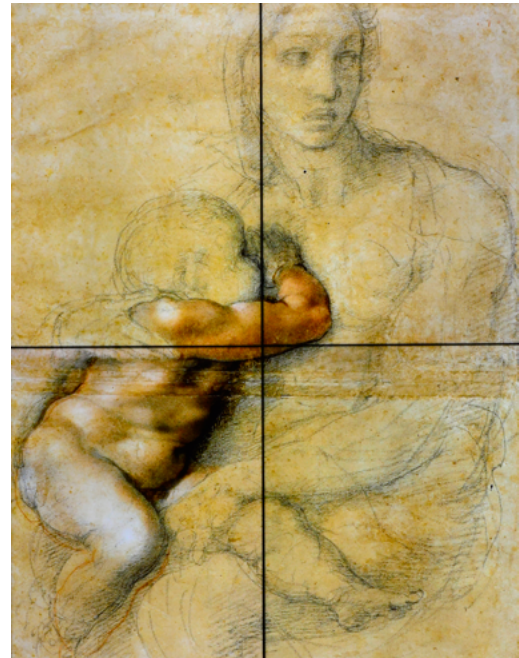
- **Michelangelo**

Study for fortifications for the Porta al Prato in Florence, c. 1529
Pen and ink with brown wash
28.3 x 39.5 cm.
Casa Buonarroti

LG used new 55" Large Format screens with the narrowest bezel for video walls and incorporated "shine out" technology. Shine out technology reduce refraction and reflection within the screen surface enhancing the picture even in bright lit environments. This technology

helped create a picture that was naturally integrated into a gallery environment. With the touch of a tablet, patrons can choose one of the works listed above and magnify it from its original size to the size of the entire video wall.

- Bezel width of 4.9mm in 47" and 3.5mm in 55" Super-Narrow Bezel display creates a visually stunning video wall that is easily installed, maintained and managed.



Michelangelo, Madonna and Child, c. 1524 black and red chalk, white heightening and ink, 54.1 x 39.6 cm Casa Buonarroti

MP700 Media players were used to push and display custom 4K content to the video wall. 4K resolution refers to display devices or content having horizontal resolution in the order of 4,000 pixels adding to the overall clarity and definition of the content; in this case truly defining the attention to detail put forth by Michelangelo.

Future:

Lloyd Dewitt, curator of European Art at the AGO, commented "we are expanding the Michelangelo experience in ways that could never have been dreamed of before this exhibition."

This new found digital experience will present Michelangelo – his life and his works in a format and environment that will truly expand on the "Quest for Genius" and create a new-found appreciation for a man who had an unparalleled influence on the development of Western art. This level of technology integration is the way of the future, as our modern world continues to rely heavily on screens and devices. A connected, informative and fully integrated exhibition connects the past with the present and truly allows viewers a glimpse back in time.

