

FOR IMMEDIATE RELEASE

San Gimignano, Italy
April 28, 2010

SAN
GIMIGNANO
1300



SCALED REPRODUCTION OF THE MEDIEVAL CITY



The MUSEA Group is pleased to announce the opening of "SANGIMIGNANO1300"
(www.SanGimignano1300.com).

SANGIMIGNANO1300 is a uniquely different gem of a Museum (more of a "happening") that provides an opportunity to truly experience and understand the historic, architectural and social aspects of this UNESCO World Heritage Site.

Located in the heart of the city, the museum offers a **massive reconstruction of the city** of San Gimignano as it existed 700 years ago. Architects, historians, and a team of artists worked nearly **3 years to create** this spectacular and unprecedented exhibition. This exhibit (one of ten) includes 800 meticulously handcrafted structures, 72 towers, street scenes, and figurines.

The museum boasts state of the art lighting and sound such that each exhibit comes to life! Your family will be fascinated by over 200 handcrafted figurines, multiple street scenes, video, symbolism, and a 2,500 year graphic depiction of the city and region.

SANGIMIGNANO 1300 is the culmination of the **vision of two Master Artists, Michelangelo and Raffaello Rubino**. The Brothers Rubino have spent a lifetime developing their skill in their medium of choice, ceramic. Using their skill and artistry, they have created something more than a museum, they have created an artistic experience that, in all, encompasses 4,000 SF.

The Gift Store is one of the largest in San Gimignano and carries a vast selection of gifts and collectibles created exclusively by the Museum or gathered from local artisans. These are one-of-a-kind works of art, unlike any you've seen.

SANGIMIGNANO 1300 is variously a museum, exhibition and a unique opportunity to travel back in time. It represents, art, history, research and the magic vision of towers, squares, and people of faith. Ultimately, however, it represents hard work, joy and a sincere desire to enhance this incredible medieval city. It is a family event that should not be missed.

Contact:

Pietro Bortolotti, Director: Tel. +39-0577-941078 (English & Italian)

U.S. NUMBER (for your convenience): 561-740-8735

www.sangimignano1300.com / info@sangimignano1300.com

The Exhibitions Include:

- **"Via Francigena"**: A detailed graphic presentation of the Via Francigena and its spiritual and economic importance;
- **"The City Of Beautiful Towers"**: The reconstruction of the entire town of San Gimignano as it existed in 1300, at the height of its artistic splendour. Each of the 800 structures and 72 towers are faithfully recreated and done entirely by hand using natural pigments and terracotta. Over a ton of clay from the local quarry of Montelupo was used. It has been **praised and admired** by the City of San Gimignano, **UNESCO** and the few visitors who have been lucky enough to see it;
- **"Inside The Tower"**: The reconstruction of an architecturally sectioned tower-house;
- **"A Day In The City"**: Staged and historically accurate scenes of medieval life;
- **"Timeline"**: Hand drawn panels detailing the history of San Gimignano, from the Etruscan age to the present day with an in-depth focus on the medieval period. Visual projection area of documentaries concerning the life and customs of medieval Tuscany;
- **"Outside The Walls"**: Hand crafted scenes of medieval life outside the city walls;
- **"Palace life"**: A three dimensional reconstruction of a XIV Fresco by Memmo Filippuccio done entirely in ceramic;
- The reconstruction of the **Convent of San Francesco**, completely demolished in the 16th Century;
- **"Multimedia Areas"**: Information on each developmental phase of the museum exhibit and in-depth historical and scientific aspects of medieval Tuscany;
- **The Shop**: Open on its own including one-of-a kind gifts, collectibles, works of art, DVDs, Books and various items representative of Tuscan craftsmanship.

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1300



SanGimignano 1300's Family

Project Design and Concept

Raffaello Rubino, Michelangelo Rubino

Project Sponsors

Musea SRL, IR Holdings International LLC, Rami Design Inc, Monte dei Paschi di Siena, Banca Monteriggioni, ConfArtiginato Senese

Project Support

Biblioteca Comunale di San Gimignano, L'Archivio di Stato di Firenze, Camera di Commercio di Siena, Associazione Via Francigena, Provincia di Siena, Regione Toscana, Unesco

General Cooperation

Giovanni Cherubini, Arnaldo Nesti, Franco Cardini, Giuliano Pinto, Giuseppe Picone, Gabriele Borghini, Walter Veltroni, Mario Mare, Rehav Rubin, Boris Zoubok, Luciano Nencioni, Mariella Migliorini, Mario Serchi, Giovanna Lenni, Ivo Ceccarini, Isabella Gagliardi, Anna Benvenuti, Sergio Morieri, Daniele Rossi, Andrea Zorzi, Francesco Gigli

Historical Research

Raffaello Razzi, Lorenzo Giglioli, Iole Vichi Imberciatori, Silvia Dettori, Beatrice Bozzi, Sara Bucalossi, Rossella Bracali, Silvano Mori, Bruno Innocenti, Sergio Mazzini, Fra Fortunato Iozzelli, Fiorenzo Bartalini

Supervision and Coordination

Pietro Bortolotti, Simone Tabani, Antonella Savoldi, Francesca Del Corso

Project Management

Michelangelo e Raffaello Rubino

Artistic and Scenographic Direction

Sergio, Raffaello e Michelangelo Rubino

Graphic Arts

Enrico Guerrini, Mathy Engelen

Multimedia

Graziano De Gregorio

Production

Rami Italia snc

Artists at Work

Marco Ferradini, Marta Bonelli, Erjola Allkushaj, Michelangelo, Raffaello e Sergio Rubino

Press and Public Relations

Maury Rogoff.

**General information****Tickets:**

Adult: Euro 5

Children: Euro 3

Students: Special rates available

Groups: Special rates available

Wheelchair access

Hours:

Opening: 8 AM

Closing: 8 PM

June to September: closing 11 PM

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