

The two greatest artists in history
meet again after 500 years

LEONARDO VERSUS MICHELANGELO

THE IMMERSIVE CHALLENGE



After reaching **8 million visitors** throughout the world in 5 years of cutting edge immersive exhibitions like **Frida Kahlo. The Life of an Icon**, **Dalí Cybernetics** or **Jules Verne 200** this season

Layers of Reality
releases its new creation:

LEONARDO
VERSUS
MICHELANGELO

An extraordinary immersive challenge which combines technological innovation and historical accuracy, invites visitors to relive the greatest artistic rivalry of all time and to take sides.

**An experience that takes immersiveness
to the next level.**



What's inside?

8 thematic rooms
90-minute experience that leaves you inspired and craving more.

Large Scale 25' immersive movie
Discover their works larger than life.

360° virtual reality
Fly over Florence in 1500 and step inside the studios of both artists.

IP blockbuster
2023: "Mona Lisa" visited by 9M people. "David" visited by 2M people.

Free Roaming VR
Be close to "Mona Lisa" and "David" like never before.

Surprising look & feel
A vibrant atmosphere blending classic and modern design.

Unique voting system throughout
You decide who is the greatest.



Based on the historic challenge. Year 1503, Leonardo and Michelangelo were commissioned to paint a mural in the Hall of the Five Hundred at the Old Palace in Florence.

A unique edutainment experience, that lets you have a virtual tête-à-tête with Leonardo's "Mona Lisa" and Michelangelo's "David"—an encounter impossible in real life!

The act of voting becomes the core of the exhibition. The audience is at the center of a journey of discovery and choice.



"An unprecedented immersive experience"

El Confidencial

The largest, most innovative and revolutionary production



What the media says

"The unique interactive challenge where the visitor is the true protagonist."

*** BARCELONA SECRETA**

"Feel the thrill of being all alone in the Sistine Chapel or gazing at the Mona Lisa."

LA VANGUARDIA

Download Clipping here

"A journey where history is discovered through the senses"

TimeOut

"A spectacular journey to the heart of Florence"

el Periódico





LEONARDO
VERSUS
MICHELANGELO

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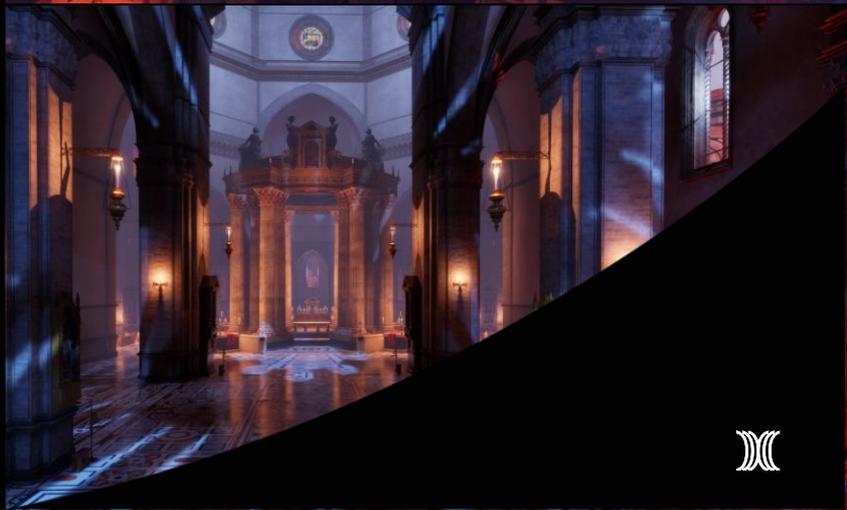
FIRENZE 1500 – 360° Virtual Reality Room

Step into **FIRENZE 1500**, a 360° VR journey that **transports you** to Florence at the height of its artistic glory.

Marvel **at stunning, ultra-high-resolution** visuals that make you feel you're truly there—walking Leonardo's and Michelangelo's studios, wandering vibrant streets, and soaring over the city at night.

Step inside the legendary Hall of the Five Hundred, where genius and rivalry collided, and experience the sights, sounds, and spirit of Renaissance Italy like never before.

Highlights







The Unfinished Battle – Immersive Room

THE UNFINISHED BATTLE plunges you inside the worlds of Leonardo and Michelangelo **like never before**.

See their greatest masterpieces larger than life in stunning 2D and 3D, and uncover **the ideas, desires, and passions** that fueled their genius—from daring inventions to breathtaking artworks.

All set to **an original score** that lifts your emotions and amplifies every moment. At the climax, the room becomes an interactive arena—where you take your stand. **Leonardo** or **Michelangelo**?

Highlights







Battle Royale – Metaverse Room

Step into an **impossible museum** where Leonardo and Michelangelo's masterpieces come alive in **stunning full scale**.

Stand before the **Mona Lisa** and the **Last Supper**, marvel at **David in its awe-inspiring 5-meter glory**, and be **inside the Sistine Chapel** like never before.

Thanks to cutting-edge technology, experience a **private, intimate tet-a-tet** with each work—closer than reality allows. Navigate this **thrilling artistic showdown**, choosing which masterpiece to save and which to condemn, in a moment charged with **beauty, tension, and emotion**.

Highlights









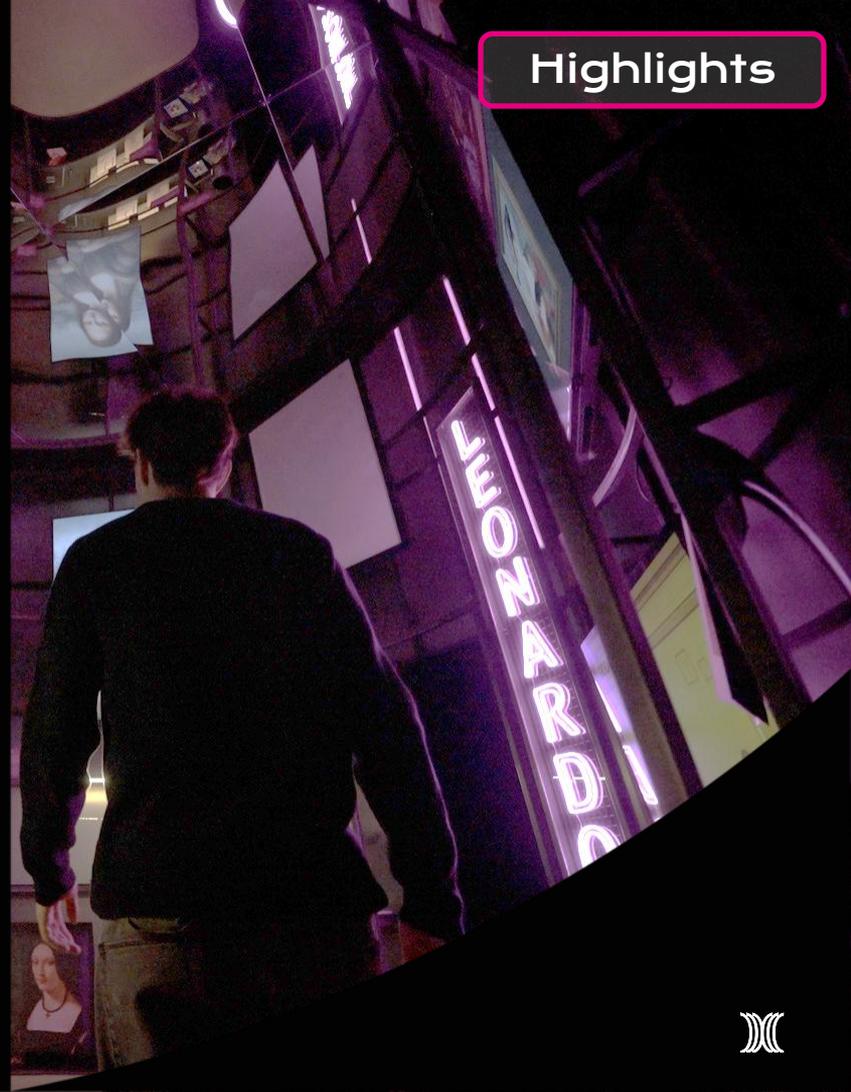
Studiolo Leonardo vs Studiolo Michelangelo

Enter a one-of-a-kind experience that places you at the **heart of a 500-year debate**. Two **studios**, one for Leonardo and one for Michelangelo, offer a unique opportunity **to explore their influence** and decide who was more **impactful**.

This isn't a museum—it's an intimate encounter.

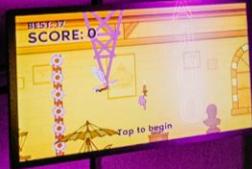
You'll be immersed in the worlds of both geniuses, **surrounded by books, games, and art** that reveal how they shaped creators for centuries. After exploring each studio and seeing how their legacy lives on today, you get to cast your vote: **who was more influential?**

Highlights





LEONARDO
DA VINCI
1452-1519



LEONARDO





Panels

Accurate, well-designed panels guide you through the lives and works of both masters.

As you move through the space, you'll learn **key facts** and **insights** about their lives, their creations, their passions, and their impact on history.

This knowledge, combined with the immersive visual environment, will help you make a personal choice at the end of your visit: **to decide which of these two legendary artists was more influential.**



Highlights



Look and Feel

The exhibition's scenography is a **striking blend of classic architecture and modern design**, creating a unique visual experience.

We've reproduced classical architectural elements and bathed them in the glow of electric neon lights.

Throughout your journey, two vibrant colors dominate the space: **bright blue for Michelangelo** and **brilliant fuchsia for Leonardo**.

This color-coded rivalry provides a **surprising and dynamic effect** from the moment you enter until the moment you leave.



LEONARDO VERSUS MICHELANGELO

de la batalla d'Angliori i la batalla de Casale sempre les obres incanutes que van legar el gran duel artístic entre Leonardo i Michelangelo i finalment entre els dos gènerals del Renaixement la rivalitat durant segles. Fins avui.

O VERSUS MICHELANGELO. El desafiament reprèn el cara a cara que van protagonitzar els dos artistes per determinar qui és el guanyador. En aquesta ocasió, els rivals s'enfronten en joc els sabers dels mestres que van fer al Sòl de la Ciutat de la República de Florència, la seva obra; la seva influència en l'art, la cultura i la seva manera d'entendre el món i la creació que és gairebé protagonista.

Inacabable arriba a la recta final amb un recompte de vots. Aquelles són les votacions en per analitzar, tema a tema, quin dels dos artistes té més mèrit. L'última oportunitat per saber-ho, pensar-ho i decidir qui farà equip. Leonardo. O Michelangelo.

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The Moment of Truth PHOTO OPPORTUNITY

After 90 minutes of discovery—**rich in knowledge, surprises, and emotion**—you face the ultimate choice.

The debate has raged for 500 years, and now it's yours to settle: **Leonardo** or **Michelangelo**?

At the end, you cast your vote and uncover where your heart belongs and capture the moment in to share your choice with friends. A revelation **a perfect photo opportunity** that could change everything.

Highlights



Let's
work
together

Exhibition attractive
for every audience

Unique storytelling

Unseen voting
system

Sustainable business
model

IP blockbusters

Cutting-edge
technology

Outstanding
multi-room format



Original layout of the exhibition

ROOM 01
AN ETERNAL RIVALRY

ROOM 02
FIRENZE 1500
VR 360

ROOM 03
CONTRASTING BIOGRAPHIES

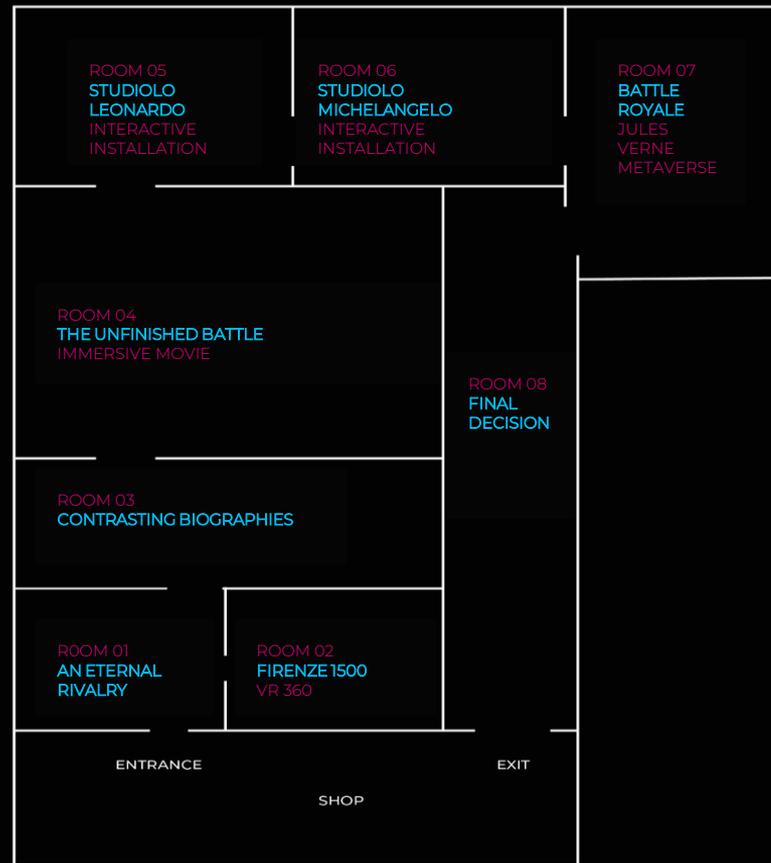
ROOM 04
THE UNFINISHED BATTLE
IMMERSIVE MOVIE

ROOM 05
STUDIOLO LEONARDO
INTERACTIVE INSTALLATION

ROOM 06
STUDIOLO MICHELANGELO
INTERACTIVE INSTALLATION

ROOM 07
BATTLE ROYALE
METAVERSE

ROOM 08
FINAL DECISION



AVAILABLE FOR TOURS MINIMUM REQUIREMENTS

- ❖ Minimum space of 1,000 m2 of which 400 m2 are open, or with few columns (for immersive hall)
- ❖ Minimum height of 6 m in the room of
- ❖ 400 m2 diaphanous
- ❖ Warehouse and service room of 50m2
- ❖ Plain floor
- ❖ Air conditioning
- ❖ Security service or custody system during closures
- ❖ Loading and unloading area for trucks
- ❖ minimum 8 m box
- ❖ WC for staff and public
- ❖ 40 kw electrical connection. 32 1PNE
- ❖ Working light

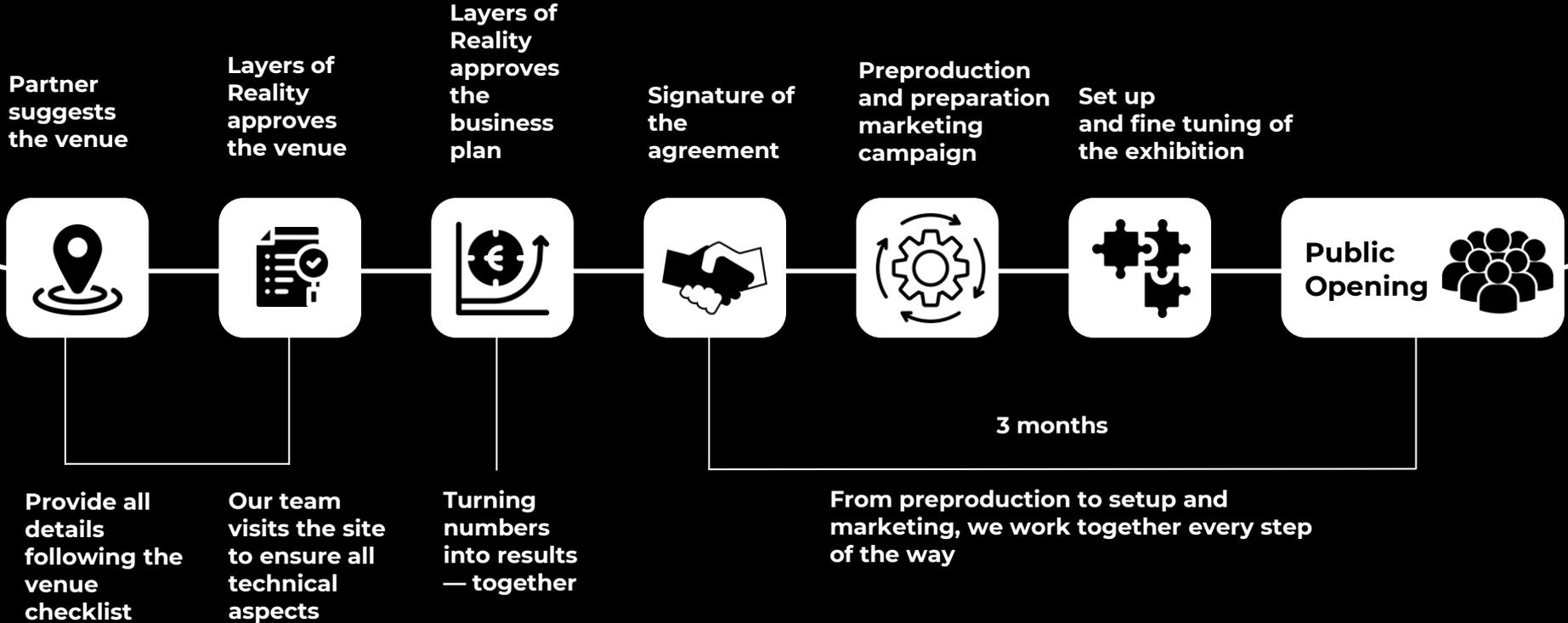
PROVIDED TO PARTNERS AND PROMOTERS

- ❖ High quality digital assets adapted to the venue
- ❖ Technical and production support
- ❖ Know-how in marketing and ticketing
- ❖ Staff Training
- ❖ Layers of Reality's LBVR platform
- ❖ All marketing materials
- ❖ Documentation



WE WORK TOGETHER

Effective partnerships for shared success



LAYERS of REALITY

 Barcelona

At Layers of Reality, **we redefine the way we perceive and interact with the world.**

Our mission is **lead a new relationship between society and augmented reality technologies.**

We succeed in this through the **research, creation, production, exhibition and distribution** of transformative content.

17
immersive
experiences
brought to life
since 2019

*A few
exhibitions a
year. Each one
a leap ahead.*

4 digital art
centers and
1 digital sport
center

*We manage
venues — and
we know how to
sell tickets.*

Global
footprint in
over 50 cities
since 2019

*We collaborate
with partners
across the
globe.*

More than 8
million visitors
worldwide

*They don't just
come — they
come back.*

More available
Touring
Exhibitions
here





Frida Kahlo. Beyond the Icon



Dali Cybernetics



Goya. Between light and darkness



House of ERIKALUST.
The immersive experience
that uncovers your fantasies



Jules Verne 200.
An immersive
extraordinary journey



Tomorrowland
Immersive Experience



The Eyes of the History



**Alfa 5. The world's largest
XR Sports center**



Sorolla, a new dimension



What media says

TimeOut

*"Large-format projections
in a unique digital experience."*

THE AU
REVIEW
.COM
EST. 2007

*"An energetic, entertaining, and
educational exhibition."*

SOCIÉTÉ
JULES VERNE
1828 - 1905

*"Verne would undoubtedly have
appreciated this tribute to his books,
his work, and the international
admiration he received."*

THE PORTUGAL
News

*"A pedagogical experience that
opens up new possibilities."*

Montevideo
Portal

"A next-generation experience."

The
Guardian

*"Best photographs
of the day"*



Floods hit the west districts of Istanbul, Turkey, claiming the lives of two people in Başakşehir and Kucukcekmece

ERDEM SAHIN/EPA



THE TIMES

PICTURE OF THE DAY

The Guardian

BEST PHOTOGRAPHS OF THE DAY

The Guardian

News

Opinion

Sport

Culture

Lifestyle

Best photographs of the day

Each day the picture editor of the Guardian brings you a selection of photo highlights

15 April 2021

A stone crusher, a stork and Klimt: Thursday's best photos

The Guardian's picture editors select photo highlights from around the world





LEONARDO

— VERSUS —

MICHELANGELO



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Let's work together

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