PRESS KIT

MICHELANGELO’S SISTINE CHAPEL: THE EXHIBITION

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FAQS

Q: Did you reproduce everything inside the Sistine Chapel?
A: Our exhibit focuses on Michelangelo’s contributions to the Sistine Chapel: namely the artwork from the ceiling and the Last Judgment. By bringing the artwork closer, we hope the visitor will be able to appreciate these famous masterpieces from a new perspective.

Q: Is the artwork in the exhibit the same size as the original in the Vatican? Has it been altered in any way?
A: Since the ceiling of the Sistine Chapel is curved, these reproductions are as close to the original size as possible; however, our mission was never to copy the entire ceiling, so some of the bordering elements such as the Ignudi angels and other framing devices are not included. It was necessary to crop some of the images in order to fit them into the display design, but rest assured: all key images from the Chapel are included in the exhibit.

Q: What is the source of the images, and when were they taken?
A: We have acquired an exclusive license with world-renowned photographer Erich Lessing from Vienna, Austria, in order to create this exhibit. The photographs were taken by Mr. Lessing and members of his archive post-restoration of the ceiling; in some cases, color enhancement was necessary to match the images for consistency.

Q: I purchased my ticket for a specific day and time, but now I can’t make it. What do I do?
A: We want you to see the exhibit, so please reach out to a staff member on-site, and we will do our best to accommodate you. With enough demand for future dates, we will extend the show.

Q: Do you have group rates for students, church groups, etc.?
A: For group rates, please contact groups@seeglobalentertainment.com

Q: Can I take photos inside the exhibit?
A: Yes, photos for personal use are permitted, but please do not use a flash. For any professional or filming request, please contact info@seeglobalentertainment.com.

Q: Is an audio guide available for rent?
A: Yes, you can reserve one in advance online or at the box office.

Q: Do you allow strollers?
A: Yes, parents with strollers are always welcome.

Q: Can I bring food or drink inside?
A: Yes, food and drink are permitted within the building.
HISTORY

You will not find many people who are unfamiliar with Michelangelo’s famous fresco “The Creation of Man,” in which the two outstretched index fingers seem like they could move at any moment. The simple structure of the painting symbolizes nothing less than the origin of humanity, the ensoulment of the first man by God. It forms part of the wall and ceiling frescoes in the Sistine Chapel that brought Michelangelo Buonarotti worldwide renown.

While visitors to the Vatican Museums in Rome can marvel at these frescoes only from afar, “Michelangelo’s Sistine Chapel: The Exhibition” now offers the opportunity to observe these masterpieces close up, in the form of reproductions. The exhibition takes us up onto the scaffolding during restoration for a new perspective. After centuries of use, the paintings in the Chapel had become covered in a thick layer of dust and soot. As a result of this deterioration, the brilliance of the original luminous colors had all but disappeared. It was not until the comprehensive restoration work carried out in the 1980s and 1990s that the true richness of color in the wall and ceiling frescoes could once more be observed. The exhibition illustrates the restoration and allows us to view the monumental paintings from a distance of only 4 meters, as opposed to the usual 20 meters. “Michelangelo’s Sistine Chapel” thus brings an entirely new perspective to this work by Michelangelo and acts as a form of art in its own right.

Michelangelo used the 800 m² surface to showcase his entire talent as a painter. His heavily-populated compositions recount events from the Old and New Testaments, from the story of creation to the “Last Judgment.” Michelangelo was, however, loath to accept this task as he saw himself more as a sculptor than a painter and had come to Rome in 1505 to sculpt a mausoleum for Pope Julius II. The following year’s commission to paint the Sistine Chapel therefore came at an inconvenient time for Michelangelo. Julius II originally wanted the theme to be the Twelve Apostles. Michelangelo, however, found this proposal “poor” and instead decided on a complex ceiling fresco composed of many different scenes.

The paintings and their sequence have intrigued people to this day. Michelangelo painted the story of Creation across nine panels on the shallow barrel vault. However, whereas such a cycle typically begins with the creation of the Earth and humanity and ends with the fall of man and banishment from Paradise, Michelangelo includes scenes from the life of Noah. Additional Biblical scenes, representations of prophets and the sibyls of antiquity also make their appearance. A painted architecture frames the images and lends a clear structure to the dynamic ensemble.

On November 1, 1512, after 4 1/2 years of work, the ceiling frescoes of the Sistine Chapel were solemnly inaugurated. Michelangelo achieved this accomplishment largely without assistance and under difficult conditions. Two dozen years later, in 1536, he returned to Rome. Clemens VII, the successor of Pope Julius II, wanted a redesign of the altar wall of the Sistine Chapel. Michelangelo worked until 1541 creating the “Last Judgment,” with Jesus in the center as the great judge separating humanity into the chosen and the damned.
Dear Friends,

The arts play a tremendous role in our city's cultural and economic health, engaging both residents and tourists alike. I am proud to welcome you to Fair Park, our city's largest cultural center.

This year, I am pleased to welcome a special arts exhibition, Michelangelo's Sistine Chapel, presented by Mundo Latino and Special Entertainment Events Inc. I am excited to have such a world-class exhibition in our city and pleased that this exhibition will premiere for the first time in the United States at the State Fair of Texas. Enjoy this piece of Rome reinterpreted for the historic landscape of Fair Park.

Best regards,

Michael S. Rawlings
Mayor of Dallas
PRESS RELEASES

“Michelangelo’s Sistine Chapel: The Exhibition”

Makes American Debut at the State Fair of Texas

WHAT: A first of its kind in America, the breathtaking “Michelangelo’s Sistine Chapel: The Exhibition” continues its American debut at the State Fair of Texas through October 23, 2016. This unique exhibition recreates one of the world’s greatest artistic achievements, Michelangelo’s renowned ceiling frescoes from the Vatican’s Sistine Chapel, reproduced photographically and artfully displayed in their original size. Guests will learn all that there is to know about Michelangelo’s life with immersive audio guides available in English and Spanish.

WHO: The production is a partnership between The State Fair of Texas, Mundo Latino and SEE Global Entertainment, producers of Star Trek, Titanic, Tutankhamun, Frida Kahlo, Pokémon and I Love Lucy exhibits.

WHERE: The Women’s Museum Building at Fair Park, 3800 Parry Avenue, Dallas, TX 75226

WHEN: During the State Fair through October 23, 2016, the exhibition will run every day from 10 a.m. to 7 p.m.

COST: Fair attendees will be able to purchase tickets for the exhibit in advance and at the door for a nominal entrance fee of $8, with children 6 and under free. Tickets are available for purchase at www.chapelsistine.com.

About Michelangelo’s Sistine Chapel: The Exhibition

This unique exhibition recreates one of the world’s greatest artistic achievements, Michelangelo’s renowned ceiling frescoes from the Vatican’s Sistine Chapel, reproduced photographically and artfully displayed in their original size and displayed as 34 reproductions on 16-foot panels. This innovative interpretation of the timeless masterpieces can be viewed up close, including The Creation of Adam and The Last Judgment, in its original size – a towering 41 feet high. Making its debut in the United States at the State Fair of Texas, the exhibition was voted in the top three attractions at the iconic yearly event. It has previously made stops in Montreal, Canada, and Vienna, Austria. For more information, visit www.chapelsistine.com or follow the exhibit on social media on Twitter, Facebook and Instagram. The exhibition is represented by Scott Pang and Laurence Leader at ICM Partners.
Michelangelo’s Sistine Chapel: The Exhibition Wows at State Fair of Texas

Record-breaking Crowds Viewing Iconic Masterpiece Currently On Display at Women’s Museum

Dallas, Texas (Oct. 6, 2016) – Michelangelo’s Sistine Chapel: The Exhibition has opened to universal praise from record-breaking crowds at the Women’s Museum at the State Fair of Texas in Dallas. On display in the United States for the first time ever, this one-of-a-kind showcase – presented by Rafael Luna, producer of Mundo Latino, and Martin Biallas, CEO of SEE Global Entertainment – recreates one of the world’s greatest artistic achievements through photographic reproduction displayed in its original size.

For art lovers who might not get the chance to visit Michelangelo’s masterpiece in Italy, this innovative interpretation is certainly a way to experience the timeless masterpieces, including the Creation of Adam and The Last Judgment, without traveling internationally.

“We are thrilled about the interest from the crowds who are lining up to see Michelangelo’s iconic artwork during the State Fair. It is reminiscent of the lines I saw to get into the Sistine Chapel at the Vatican. Here, however, the visitor can explore the artwork up close and personal, something that is impossible to achieve anywhere but here. Guests who have already visited the Sistine Chapel have told me that they found a new way to appreciate the art of Michelangelo through this exhibition,” says Biallas CEO of SEE Global Entertainment and producer of this exhibition that recreates one of the world’s greatest artistic achievements through life-sized photographic reproduction. The Exhibition is co-produced by Beau Ioana of Giobeau Productions and by Dallas-based Rafael Luna of Strategic Events.

He continues, “The exhibit showcases 34 life-size photographic reproductions of Michelangelo’s ceiling frescoes, exhibited on 16-foot panels brilliantly illuminated, with outstanding resolution, clarity and color. The 40x41-foot rendition of The Last Judgment has literally left some of our guests speechless.”

During the State Fair, the exhibition will run every day from 10 a.m. to 7 p.m. in the Women’s Museum building. Fair attendees are able to purchase tickets for the exhibit in advance and at the door for a nominal entrance fee of $8, with children 6 and under free. Tickets are on sale at www.chapelsistine.com.

Private VIP Evening Tours are also available on Sundays, which includes a guided tour, souvenir booklet and access to the private balcony of the Women’s Museum for the 8 p.m. State Fair fireworks.
Michelangelo’s Sistine Chapel: The Exhibition Announces Extension
Rome’s Iconic Masterpiece Staying in Dallas through Jan. 8, 2017

Additional photos available here

DALLAS, Texas (Oct. 18, 2016) – Upon opening to universal praise and record-breaking crowds, Michelangelo’s Sistine Chapel: The Exhibition has announced an extension of the exhibit beyond the scheduled dates of the State Fair through the New Year. The exhibit will remain in the former Women’s Museum at Fair Park.

“Based on the crowds and dynamic response in the past few short weeks, we feel confident that the opportunity to share Michelangelo’s Sistine Chapel throughout the fall and holiday season will be met with enthusiasm from school and church groups, families, tourists and the countless numbers of culturally curious North Texans who will continue to experience this iconic masterpiece up close and personally,” says Martin Biallas, CEO of SEE Global Entertainment and producer of this exhibition that recreates one of the world’s greatest artistic achievements through life-sized photographic reproduction. The Exhibition is co-produced by Beau Ioana of Giobeau Productions and by Dallas-based Rafael Luna of Strategic Events.

The exhibit showcases 34 life-size photographic reproductions of Michelangelo’s ceiling frescoes, exhibited on 16-foot panels brilliantly illuminated, with outstanding resolution, clarity and color. Highlights of the exhibit include an intimate look at The Creation of Adam and a 40x41-foot rendition of The Last Judgment, as well as a fully narrated audio tour (available in English and Spanish) that provides narrative and insight behind each and every panel on display.

Future programming will include lectures, cafe conversations, VIP tours and holiday honors. Unique gifts and merchandise will be for sale on-site throughout the engagement. More information is available at www.chapelsistine.com.

Hours and Pricing:

- Nov. 1, 2016 through Jan. 8, 2017 – Tuesday through Sunday, 10 a.m.-6 p.m.
- Tickets for adults – $16 each
- Children 7+/Students with ID/Seniors – $12 each
- Family 4-packs – $45 per family
- Groups of 10+ – $10 per person
- All Children 6 and under – free admission
- Audio guides available at Box Office for $2 per person *

* School and faith-based group pricing will include audio tours free of charge.

The former Women’s Museum building is located at 3800 Parry Avenue, Dallas, Texas, 75226 (map). Parking is available just outside the fair grounds on the west side of the Music Hall at Fair Park.

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**About Michelangelo’s Sistine Chapel: The Exhibition**

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**About SEE, Global Entertainment**

The SEE™ Family of Companies represents the finest in themed entertainment. Working with major Hollywood studios, record companies, sports franchises and legendary individuals, SEE has become the one source for truly great, immersive entertainment. SEE is led by President Martin Biallas, a Hollywood veteran of 30 years. [http://www.seeglobalentertainment.com](http://www.seeglobalentertainment.com)

**About ICM Partners**

ICM Partners is one of the world’s largest talent and literary agencies with offices in New York, Los Angeles, Washington D.C., and London. The agency represents creative and technical talent in the fields of motion picture, television, books, music, live performance, branded entertainment, and new media. ICM was formed in 1975 through the merger of Creative Management Associates and International Famous Agency. In 2005, the company raised equity financing to fund strategic growth, and in 2006, ICM acquired the literary agency Broder Webb Chervin Silbermann. In 2012, the agency completed a management buyout and formed a partnership with the new name, ICM Partners.

**About Strategic Events**

Strategic Events, led by Dallas mainstay Rafael Luna, is a minority owned full service Event Logistical, Outreach and Events Company with primary focus toward the Emerging Market Communities. For more than two decades, Strategic Events had strategically targeted the Latino market through specialized marketing, events, activations and consumer programs on behalf of their clients. Specializations include large-scale festivals, trade shows, and community outreach programs that make lasting impressions, build brand momentum, advance relationships and improve business. More information is available at [www.strategiceventspr.com](http://www.strategiceventspr.com).

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IN THE NEWS

- CultureMap Dallas – State Fair of Texas presents Michelangelo’s Sistine Chapel - The Exhibition
- Midland Reporter-Telegram – F&P Roundup: Sistine Chapel heads to State Fair, Battle of the Badges blood drive at mall
- KSWO-TV, ABC – For the first time in America, “Michelangelo’s Sistine Chapel - The Exhibition” opens at the State Fair of Texas
- BandMark – The State Fair of Texas | Top 5 things to do at #BIGTEX_2016
- Texas Highways – All is Fair...
- Good Morning Texas (WFAA-TV, ABC) – Sistine Chapel Exhibit at Texas State Fair
- WFAA-TV, ABC News at 4 p.m. – Sistine Chapel Exhibit at Texas State Fair
- Al Dia – Recrean Capilla Sixtina en Feria Estatal de Texas
- Bag of Nothing – Bag of Randomness for Monday, September 26, 2016
- Blog Talk Radio – Oh, We Shun, Don’t We? #253
- Catholic Travel Blog – Michelangelo’s Sistine Chapel Exhibit Comes to Dallas, TX
- CultureMap – These are the 10 Best Things to Do in Dallas This Weekend
- CW 33.com – Holy Exhibit: The Sistine Chapel Coming to State Fair of Texas
- CW 33.com – Must-Sees at the State Fair of Texas
- Denis on Forum – Sistine Chapel Frescoes are Coming to Dallas
- DFW.com – CultureFix: State Fair of Texas Edition!
- D Magazine – What Do Big Texas, Michelangelo, and Taylor Swift have in Common?
- D Magazine – Your Guide to the State Fair of Texas 2016: Opening Week
- Fort Worth Star Telegram – Taylor Swift, Michelangelo and Clydesdales, oh my: Must-sees at the State Fair of Texas
- GuideLive – Crews hoist Big Tex into his State Fair Home
- GuideLive – Michelangelo’s Sistine Chapel: The Exhibition
- GuideLive – Why Go to Vatican City When You Can See the Sistine Chapel at the State Fair of Texas?
- NBC DFW 5 – Sistine Chapel Frescoes at State Fair of Texas
- NBC DFW 5 – State Fair of Texas Opens Gates Friday
- Texas Monthly – Fair Game
- The Texas Standard – Which of these State Fair Headlines is False?
- Try Dallas! – TryGuide: State Fair of Texas
- WFAA ABC 8 – State Fair of Texas: Sistine Chapel Exhibit
- WFAA ABC 8 – This Week on Good Morning Texas (Sept. 26-Sept. 30)
- WFAA ABC 8 – Michelangelo’s Sistine Chapel: The Exhibition at the State Fair of Texas
- WFAA ABC 8 – State Fair of Texas Guide
- Where Traveler – State Fair of Texas 2016: An Insider’s Guide to Our Favorite Fall Tradition
- Good Morning Texas – Sistine Chapel Exhibit
- CBS 11 News This Morning at 6AM – Sistine Chapel Exhibit
- NewsFix – Sistine Chapel Exhibit
- CBS 11 News at 6 PM – Sistine Chapel Exhibit
- Fox 4 News at Noon – Sistine Chapel Exhibit
- Good Day at 6 AM – Sistine Chapel Exhibit
- NewsFix at 5 PM – Sistine Chapel Exhibit
- News at 4 PM – Sistine Chapel Exhibit
- News at Midday – Sistine Chapel Exhibit
- News Daybreak at 6:00 AM – State Fair of Texas: Sistine Chapel Exhibit
- News Daybreak at 5:30 AM – State Fair of Texas: Sistine Chapel Exhibit
- NewsFix at 5 PM – Sistine Chapel Exhibit
- CBS 11 News at 4 PM – Sistine Chapel Exhibit
- Good Morning Texas – Sistine Chapel Exhibit

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ASSETS AVAILABLE FOR DOWNLOAD
https://www.dropbox.com/sh/j1ub9tnsi2mcpld/AABXYHI1NtS4b51yqtZyDxLna?dl=0

LOGO:

MICHELANGELO’S
SISTINE CHAPEL
THE EXHIBITION

EVENT FLYER:
PHOTOS OF THE EXHIBIT:
CONTACT

Media Contacts:

Dana Cobb
TrizCom PR Office: 972-247-1369
Mobile: 972-955-9747
Dana@TrizCom.com

Katie Mudd
TrizCom PR
Office: 972-247-1369
Mobile: 214-676-4254
Katie@TrizCom.com

Nikki Darling
TrizCom PR Office: 972-247-1369
Mobile: 469-667-9371
Nikki@TrizCom.com

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