



FOR IMMEDIATE RELEASE

**The Tech Museum of Innovation Hosts World Premiere Of
*LEONARDO: 500 YEARS INTO THE FUTURE***

**First and Only Display of Priceless Works, Drawings, Models Opens September 27;
Tickets on Sale Now**

***City of San Jose, San Jose Redevelopment Agency and Team San Jose Collaborate with
The Tech to Bring this Unique and Educational Exhibition to Silicon Valley***

SAN JOSE, Calif. – June 3, 2008 – The Tech Museum of Innovation, one of the nation's premier science and technology museums, today announced it will host the first and only U.S. showing of ***LEONARDO: 500 Years Into the Future***, the most comprehensive exhibition ever created to showcase the innovative art, science and engineering works of Leonardo da Vinci and his contemporaries.

The uniquely inspirational and educational exhibit combines nearly 200 artifacts, including life-size working models, hands-on interactive machines and displays, multimedia presentations and works of art based on Leonardo da Vinci's engineering, scientific and art principles. More than half the pieces in the collection have never before been seen by the public.

Tickets for the exhibition, which opens September 27 and runs for 99 days only through January 4, 2009, are now on sale at www.thetech.org or by calling (408) 294-TECH (8324). Prices range from \$15 to \$25 for children, seniors, students and adults, and tickets include full gallery admission to The Tech. Steep discounts are available to members of The Tech, and discounted group rates are also available.

LEONARDO: 500 Years Into the Future is making its one and only U.S. stop as a result of collaboration among The Tech, Team San Jose, The City of San Jose and the San Jose Redevelopment Agency. Having partnered successfully to bring *Gunther von Hagens' BODY WORLDS 2 & The Three Pound Gem* to San Jose last Fall, these organizations are committed to making San Jose a center for world-class content and experiences in Northern California.

"As the global capital of innovation, San Jose is the ideal city for a significant exhibit like this," said San Jose Mayor Chuck Reed. "Congratulations to The Tech and the Redevelopment Agency for working

together to bring such unique educational and cultural attractions to San Jose. The Redevelopment Agency's investment in this exhibit will benefit Downtown restaurants, hotels, and other San Jose businesses."

"*LEONARDO* is a masterpiece of artwork, history and creativity that captures our mission to inspire the innovator in everyone," said Peter Friess, President of The Tech, who has invigorated the museum with such major exhibits as "*BODY WORLDS 2*" and a variety of interactive displays and programs.

"Scientists, engineers, designers, educators, students and the general public all will find it fascinating. It was certainly worth waiting five centuries for."

LEONARDO is a scientific project by the Istituto e Museo di Storia della Scienza di Firenze (Institute and Museum of the History of Science in Florence, Italy), in collaboration with Polo Museale Fiorentino. The exhibit's curator is the museum's director, renowned Leonardo expert and professor of the history of science at the University of Florence, Paolo Galluzzi. The exhibition is produced by Opera-Laboratori Fiorentini (Opera Florentine Laboratories)".

The culmination of more than 30 years of work by professor Galluzzi, each model has been painstakingly recreated by Florence artisans and professional art restoration experts using tools and materials common during Leonardo's lifetime in 15th Century Italy.

"Visitors from around the country will visit San Jose to see this amazing collection of work," said Dan Fenton, president and CEO of the San Jose Convention and Visitors Bureau and Team San Jose. "As the Capital of Silicon Valley, where innovation and technology are key ingredients to success, San Jose is the perfect destination for this exhibit to showcase one of the world's most innovative thinkers in history."

About The Tech Museum of Innovation

The Tech Museum of Innovation is a hands-on technology and science museum for people of all ages and backgrounds. Located in San Jose, California – the Capital of Silicon Valley – its mission, as a public-benefit corporation, is to inspire the innovator in everyone. Through hands-on exhibits, educational programs, the annual Tech Challenge team competition for youth, and the internationally recognized Tech Museum Awards, presented by Applied Materials, Inc., The Tech Museum of Innovation honors the past, celebrates the present, and encourages the development of innovative ideas for a more promising future. For more information about The Tech Museum of Innovation, visit www.thetech.org.

About the City of San Jose

From its founding in 1777 as California's first city, San Jose has been a leader, driven by its spirit of innovation. Today, San Jose stands as the largest city in Northern California and the Capital of Silicon Valley—the world's leading center of innovation. The city, the 10th largest in the U.S., is committed to remaining a top-ranked place to do business, work, live, play and learn. For more information, visit, www.sanjoseca.gov

About the San Jose Redevelopment Agency

The Agency is dedicated to improving the quality of life for all who live and work in San Jose. Governed by the City Council, the Agency facilitates and oversees comprehensive programs for development to

revitalize and strengthen quality of life and competitiveness for San Jose's downtown, neighborhoods and industrial areas. For more information, visit www.sjredevelopment.org

About Team San Jose

Team San Jose's mission is to ensure that San José's Convention Center and Cultural Facilities are effectively managed to reduce costs, improve the local economy, and add value for our customers, residents, workers, and businesses within the City of San Jose. Team San Jose's board includes local hoteliers, organized labor, the arts and the Convention & Visitors Bureau.

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