



LEONARDO

Genio e Bellezza

GENIUS AND BEAUTY

LEONARDO GENIUS AND BEAUTY

At Cosmoprof Worldwide Bologna 2019, an exhibition promoted by Cosmetica Italia and Accademia del Profumo will celebrate one of the greatest Italian geniuses of all time and his contribution to the world of cosmetics

Bologna, 14-18 March 2019 – The multifaceted talents of **Leonardo da Vinci** are widely known, he was skilled in assuming a number of different guises: inventor, sculptor, painter, engineer, architect. Something that he is less famous for, however, is his role as a **cosmetologist**. But as a matter of fact, the writings of Leonardo himself and the correspondence between the genius and some of the most prominent female figures of the Renaissance courts are full of recipes and experiments connected to the world of beauty and self care.

In 2019, five hundred years after the death of da Vinci, **Cosmetica Italia** (the Italian personal care association), **Accademia del Profumo** and **Cosmoprof** pay tribute to his brilliance with an initiative that combines a historical celebration with an exhibition that reveals one of his lesser-known talents.

This exhibition, entitled *Leonardo Genius and Beauty*, created by the academic researcher **Maria Pirulli**, will run from **14 to 18 March 2019**, at **Cosmoprof Worldwide Bologna**. Open for the entire duration of the event at the **Service Centre of BolognaFiere Exhibition Centre**, the show displays a selection of codices (notebooks containing various writings, sketches and notes) detailing Leonardo's cosmetic inventions, as well as studies on plants and flowers from his works and the first distillation experiments that would later lead to the birth of chemistry. A selection of the "experimenti" and recipes used by some of the most important female Renaissance figures also feature.

«I think that the recipes for cosmetics concocted by Leonardo – comments researcher Maria Pirulli – were seen by his contemporaries as a sort of magic (indeed, one of his nicknames was "Mago"). Similarly, today we can certainly view him as "forerunner" of everything concerning beauty and the modern cosmetics world».

Upcoming events

Venezia - From May 3 to September 20 the exhibition *Leonardo Genius and Beauty* will be shown at the Museum of Palazzo Mocenigo - Study Center for History of Textiles, Costume and Perfume. This edition will highlight the link between Milan and Venice: two cities where, in the Renaissance, the use of perfume and cosmetics was widespread and a specific role in the service of the court was dedicated to a "magister of perfumes", who procured the ladies some mixtures for bleaching the hair, a very popular fashion in Venice.

Milano - Saturday 28th and Sunday 29th September the show will be hosted by Casa degli Atellani. This historical place belonged to the Duke of Milan, Lodovico il Moro, and has been Leonardo's mansion during the realization of *The Last Supper*. On the occasion of this event a limited-edition fragrance will be presented: a charismatic essence, that represents Leonardo's character with all his facets and complexities.

Cosmetica Italia - Founded in 1967, it is the Italian personal care association, related to Confindustria, which brings together approximately 500 businesses, representing 95% of the total industry turnover.

Accademia del Profumo - Was founded in 1990 to promote perfume as an essential element of well-being, highlighting its creativity and growing its culture and diffusion in Italy.

Cosmoprof Worldwide Bologna - Has been the leading international observatory on trends in the cosmetics sector for more than 50 years. The success of Cosmoprof throughout the world relies upon BolognaFiere Cosmoprof S.p.a., an international structure responsible for the organisation and marketing of the event, making it the world's leading trade fair for the beauty industry.

Cosmetica Italia press and communications office

Benedetta Boni: ph. (+39) 02.281773.48 - (+39) 333.8785084 - benedetta.boni@cosmeticaitalia.it
Mariachiara Silleni: ph. (+39) 02.281773.39 - (+39) 344.1107620 - mariachiara.silleni@cosmeticaitalia.it

LEONARDO GENIO E BELLEZZA IS A PROJECT BY

IN COOPERATION WITH

