



*“Appreciating the good qualities of craftsmanship,
he used to find and select what was most beautiful and varied to put in his works.”*

from the Life of Giorgione da Castelfranco in Vasari’s *Vite*

Bracco is honored to support the Kunsthistorisches Museum as the main sponsor of *Bellini, Giorgione, Titian, and the Renaissance of Venetian Painting* — an exhibition that celebrates these three great masters and explores their relationships with contemporary painters. By bringing together masterworks of the first three decades of the 16th century, the exhibition sheds new light on a period of extraordinary vitality — in particular, on its stylistic and technical innovations.

The Bracco Group, an international leader in diagnostic imaging, is also committed to promoting innovation, as well as the European culture and values, drawn from history, on which a responsible future is based. For decades it has been endorsing cultural projects such as classical concerts and operas, the restoration of monuments, and art exhibitions in Europe and the United States.

This initiative with the Kunsthistorisches Museum represents a further step forward in our traditional support of Italy’s artistic and cultural heritage also abroad.

Most significantly, this exhibition corresponds closely to our corporate mission: it emphasizes the technical examination of these paintings by radiology, besides other sophisticated techniques, using the same platforms that Bracco has developed for advanced medical applications. The diagnostic imaging systems we created to see what is otherwise undetectable in the human body may also be applied to reveal new elements — underdrawings and “pentimenti,” or changes of mind — in the work of these Cinquecento artists. Thus, modern technologies provide new understanding and new knowledge of the greatest moment in Venetian painting, one of the high points of Western civilization.

Diana Bracco
President and CEO, Bracco Group



LIFE FROM INSIDE

**Art and Science in Partnership:
The Bracco Group Proudly Sponsors Major International
Exhibition of Renaissance Masters**

**at the
National Gallery of Art, Washington
June 18 through September 17, 2006**

Art and science come together in a special exhibition revealing what lies beneath some of the world's greatest Renaissance masterpieces.

In humans, medical imaging unlocks secrets about illness or changes to the body. Procedures using x-ray, CT scanning, ultrasound, and MRI give us invaluable information without the need for invasive, sometimes risky surgery. The Bracco Group, based in Milan, Italy, is one of the world's leading companies producing special contrast agents to improve the quality of these medical imaging procedures. Bracco's contrast agents enhance the ability of physicians to diagnose illnesses and evaluate treatments.

Just as medical imaging procedures are performed on patients to show "life from inside," so too many similar techniques can be applied to works of art to learn about their history, their form, the artist's technique, and more in a completely non-invasive and safe way.

The ability to examine art with advanced x-ray techniques plays an important role in modern conservation science. These techniques have yielded startling information about many priceless works of art. Discoveries made by using x-rays are evaluated in light of what is already known about a painting, the artist, and the period in which the painting was produced. Conservators can spend days studying a single x-ray image and may use the x-rays as a starting point for ordering other tests, such as chromographic analysis.

Many of the 52 masterpieces in the National Gallery of Art's major new international exhibition, **"Bellini, Giorgione, Titian, and the Renaissance of Venetian Painting"**, have been examined

by advanced scientific techniques, including x-radiography. The imaging procedures and other tests - including chemical analysis of paint - have provided information critical to exploring the relationships among artists of the period and their works. These sophisticated techniques help to reveal innovative treatments of pictorial themes such as the pastoral landscape, the erotic female, and dramatic portraiture.

The Bracco Group is the ideal sponsor for this exhibition. Bracco is renowned as a world leader in medical imaging innovations and has an ongoing commitment to initiatives that improve the appreciation of Italy's historical-artistic heritage.

"Bracco is proud to support the National Gallery of Art in this extraordinary project, one of this year's most important art exhibitions," said Diana Bracco, president and CEO of the Bracco Group. "This initiative represents a continuation of our support of the artistic and cultural heritage of Italy, particularly in the United States, where Bracco is directly present and where it has also established significant research and clinical development activities. This exhibition will unveil hidden features of Renaissance paintings, thanks to radiological and other sophisticated techniques, the same kind of technological platforms that Bracco develops for medical applications."

"This exhibition brings the Renaissance alive not only as an era in history, but also as a concept embraced by the most adventurous artists of their time," said Earl A. Powell III, director of the National Gallery of Art. "

"It is gratifying to be able to share with the public so many masterpieces thanks to the generosity of our lenders. We are very grateful to the Bracco Group for making this exhibition possible; we welcome them as a sponsor to the Gallery and appreciate their enthusiastic support."