



## **The Veronica Scanner: Live 3D Portraiture**

22-30 October 2016, 11am-5pm

Coach House Gallery, Waddesdon Manor

Throughout October half-term, Waddesdon Manor will present an exhibition and live experiment in 3D portraiture showcasing a bespoke scanner, the latest photogrammetry techniques, digital 3D modelling, robot carving and 3D printing technologies. Visitors will find the Veronica Scanner displayed alongside sculptures created by the scanner with interpretation tracing the development and possibilities of photography as a tool for sculpture, in the Coach House Gallery between 22–30 October 2016.

During this experiment, visitors will not only be able to watch as members of the public are scanned, processed, printed and carved into three-dimensional portrait busts in real time, but they will also have the opportunity to book a place to have their own digital portrait scan taken by the innovative Veronica Scanner. This ultimate snapshot will take just four seconds and visitors will be sent a digital file of their head within a few days. With this data, visitors can 3D print their busts or rematerialize them in wax, plaster, alabaster, lead glass or even gilded bronze.

Visitors to the exhibition and experiment will be able to watch as the scanner's eight cameras capture 96 high-resolution photographs mapping the fine surface detail of a human head from every angle. These 2D images will then be processed into 3D digital models, uploaded to an online virtual gallery in the exhibition and re-materialised as a physical busts. Wooden busts will be carved in front of visitors' eyes by a highly specialised robot and a group of 3D printers will also print busts in real time.

Waddesdon is celebrating the art of 3D photogrammetry in creating a true likeness in this project with the Royal Academy of Arts, Factum Foundation for Digital Technology in Conservation and the Rothschild Foundation.

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From Pygmalion falling for his own sculpture in Greek mythology to the rise of photography in the nineteenth century as a new way to record facial features, visual art has always sought to reproduce a true likeness between image and form. This new interactive project celebrates the next stage in this story, the art of 3D photogrammetry in the twenty-first century.

The Veronica Chorographic Scanner is designed by contemporary artist Manuel Franquelo Giner, and built by Factum Arte in Madrid. It showcases the emerging technologies behind high-resolution composite photography and photogrammetry. The name 'Veronica' derives from *Vera* in Latin meaning 'true', and *Eikon* meaning 'icon' or 'image', from Greek.

**Please note a limited number of tickets are available for visitors to be scanned by *The Veronica Scanner* and must be pre-booked in advance.** To be scanned, tickets are £5 (plus standard Waddesdon grounds admission, free for National Trust and Art Fund members). Call 01296 820414 to book a scan.

*The Veronica Scanner: Live 3D Portraiture* will also be presented at the Royal Academy of Arts 2–11 September 2016.

**Lord Rothschild, Chairman of the Rothschild Foundation, said:** 'We are very pleased to be collaborating with the Royal Academy and Factum Foundation on this project, which explores the most cutting-edge new technology and its application in art and conservation. We are particularly excited to host the Veronica Scanner at Waddesdon, a house renowned for embracing innovation, portraiture and exceptional craftsmanship – all of which are celebrated through this exhibition.'

**Adam Lowe, Director at Factum Arte, said:** "We think of photographs as images but this odyssey into 3D portraiture demonstrates that they can also be sculptures. The dream of the Greek sculptors was to create a realism that went beyond subjective interpretation. The Veronica Scanner was originally developed for use with anti-ageing treatments but it is finding its application in portraiture and conservation. In this experimental workshop we will push its capabilities to the limit and build bridges between 3D recording and the emerging world of 3D output - both additive and subtractive. We are thrilled that both the RA and the Rothschild Foundation have reacted so quickly to bring this emerging technology to the public in a spirit of experimentation and curiosity.'

**Tim Marlow, Artistic Director at the Royal Academy of Arts, said:** 'The relationship between art and technology is a long, complex and fruitful one. We are delighted to be collaborating with Waddesdon Manor and Factum Foundation on such a visionary project.'

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## Organisation

*The Veronica Scanner: Live 3D Portraiture* is the result of a partnership between Factum Foundation, the Rothschild Foundation and the Royal Academy of Arts.

Robot and robot supervision provided and operated by the Bartlett School of Architecture (UCL). 3D printers provided by iMakr and MyMiniFactory. Software for processing on site provided by Capturing Reality. Software for cloud processing, Ember: Precision Desktop 3D Printer and virtual online gallery provided by Autodesk.

## Exhibition

Waddesdon Manor 22–30 October 2016. Admission £10 (child £5). Free for National Trust and Art Fund members. Opening hours 11am – 5pm, daily. [www.waddesdon.org.uk](http://www.waddesdon.org.uk)

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### Images to download:

[https://www.dropbox.com/sh/6gcuvd3wa3zuk1u/AABIVajxwyyvDZf1ctmc\\_1kb2a?dl=0](https://www.dropbox.com/sh/6gcuvd3wa3zuk1u/AABIVajxwyyvDZf1ctmc_1kb2a?dl=0)

### Notes to editors:

- Free bus service from Aylesbury Vale Parkway station:** To encourage the use of public transport, Waddesdon is running a bus service open to all visitors to Waddesdon Manor. The bus will collect from Aylesbury Vale Parkway (AVP) train station at 11.03 each morning (Wed to Sun) to link up with the 09.57 train from London Marylebone. The bus will depart from the Welcome Pavilion in the Waddesdon car park at 4.15pm on Wed, Thurs and Fri in good time to connect with the 16.43 from AVP (which arrives at Marylebone at 17.48). On Sat, Sun and Bank Holiday Mons the departure time will be 4.45pm as the train from AVP leaves at 17.15 (arriving at Marylebone at 18.20).
- Waddesdon Manor** was built from 1874 by Baron Ferdinand de Rothschild to display his outstanding collection of art treasures and to entertain the fashionable world. It combines the highest quality 18<sup>th</sup>-century French decorative arts, magnificent English portraits and Dutch Old Master paintings with one of the finest Victorian gardens in Britain, famous for its Parterre and ornate working Aviary. The house was bequeathed to the National Trust in 1957 and is now managed by a family charitable trust, The Rothschild Foundation, under the chairmanship of Lord Rothschild.
- Factum Foundation** was founded in 2009. It grew out of the experimental work of Factum Arte's workshops in Madrid. Factum Arte is committed to developing new technologies and building bridges between digital mediation and traditional craft skills in the creation of contemporary works of art for many artists from around the world. Factum Foundation is devoted to applying these technologies to the preservation of cultural heritage and to the dissemination of the important role technology to deepen our understanding of the importance of the artefacts of the past.

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Recent projects produced by Factum Foundation include a scan of Tutankhamun's tomb in Luxor, Egypt, a re-materialised copy of Caravaggio's *Nativity with Saint Francis and Saint Lawrence* in Palermo, Italy and other cultural heritage recordings in Daghestan, Jordan, Lebanon, England, USA, France and Italy. Factum Arte, the workshop in Madrid from which the Foundation emerged, have worked with a number of artists including Royal Academicians Anish Kapoor, Grayson Perry, Conrad Shawcross and Gillian Wearing. <http://www.factumfoundation.org>

- 4. The Rothschild Foundation** is a UK charity chaired by Lord Rothschild which [manages Waddesdon Manor on behalf of the National Trust](#). In addition to its ongoing commitment to Waddesdon Manor, it supports a number of arts and cultural projects across the UK and a broader programme of charitable initiatives local to Waddesdon. The Foundation promotes research, outreach and debate across all its areas of interest. [www.rothschildfoundation.org.uk](http://www.rothschildfoundation.org.uk)

- 5. About the Royal Academy of Arts**

The Royal Academy of Arts was founded by King George III of England in 1768. It has a unique position in being an independent, privately funded institution led by eminent artists and architects whose purpose is to be a clear, strong voice for art and artists. Its public programmes promote the creation, enjoyment and appreciation of the visual arts through exhibitions, education and debate.

The RA is undergoing a transformative redevelopment which will be completed in time for its 250<sup>th</sup> anniversary in 2018. Led by the internationally-acclaimed architect Sir David Chipperfield RA and supported by the Heritage Lottery Fund (HLF), the plans will link Burlington House on Piccadilly and Burlington Gardens for the first time, uniting and revitalising the two-acre site. The redevelopment will also reveal the elements that make the RA unique, sharing with the public the historic treasures in its Collection, the work of its Academicians and the RA Schools, alongside its world-class exhibitions programme. [www.royalacademy.org.uk/ra250#video](http://www.royalacademy.org.uk/ra250#video)

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