**italdesign giugiaro creates the clone of the**

**etruscan sarcophagus of the spouses**

* **The Etruscan masterpiece recreated with the very same technologies and machines used by Italdesign Giugiaro’s daily work for prototypes and cars**

Bologna, October 22 2014

During the press conference of the exhibition “The journey after life. The Etruscans and the afterworld between masterpieces and virtual reality” held in the Museum of History in Bologna, Italy, the clone of the Etruscan most famous masterpiece, the Sarcophagus of the Spouses, created by Italdesign Giugiaro, has been unveiled.

The clone has been manufactured, under the direct supervision of Giorgetto Giugiaro, by Italdesign Giugiaro using the very same technologies and machines used in everyday work to mill the 1:1 scale models of cars and prototypes.

The clone is made of polyurethane resins and milled with a vertical 5-axes computer-controlled milling machine within Italdesign Giugiaro Milling department, starting from a 3D digital scanning of the original Sarcophagus, showcased in the Etruscan National Museum Villa Giulia in Rome.

“This clone is perfectly similar to the original one – dr. Alfonsina Russo, Suprintendent of the Etruscan National Museum in Rome, said – the result is so astonishing, it almost moved me! This is a perfect example about modern technology to support ancient art and history. Thus a very unique piece of history can be shown all over the world without any problem”.

“I am very happy and proud of this project – Giorgetto Giugiaro said – It brings me back to my artistic root, my father and grandfather were painters and art lovers. It has been a happy bracket in the everyday job but it also represents an innovation in the fruition of art and history: with this clone also blind people will be able to experience it touching it with their hands”.

**ITALDESIGN GIUGIARO**

**PR & PRESS OFFICE**

Via Achille Grandi, 25

10024 Moncalieri (TO)

**Tel.:** +39 011 6891824

+39 011 6891987

+39 011 6201428

**Fax:** +39 011 6470755

**e-mail:** pr@italdesign.it

The clone of the Sarcophagus of the Spouses will be displayed in the Museum of History in Bologna for the next four months.

*Read the whole story on http://www.italdesign.it/en/topics/clone-of-the-sarcophagus-of-the-spouses/*