

Money and Beauty

Botticelli and the Renaissance in Florence

Many of Botticelli's masterpieces will be exhibited, including works that are being shown for the first time in Japan.

In the 15th century, artists in Florence—the city of flowers—created a large number of magnificent works under the patronage of the Medici family, who were also well-known bankers. The financial power of Florence and the Medici family, who amassed a fortune through the Mediterranean trade and their financial business, was essential to the birth of Renaissance art. The Florentine Renaissance, famous for Botticelli (1445-1510), who was favored by the Medici family, is considered to represent the cultural heritage that was brought about by the growth of Florentine financial business.

This exhibition will highlight the banking and financial business that dominated the trade and business throughout all of Europe while working as the prime mover of the Renaissance, and it will also highlight the birth of modern activities of mécénat. Approximately 80 items will be displayed, consisting mainly of Botticelli's masterpieces as well as paintings, sculptures and engravings created by distinguished artists of the Renaissance period, including books and materials that tell of the historical background.



Sandro Botticelli *Annunciation* 1481, Florence, Galleria degli Uffizi © Gabinetto Fotografico della S.P.S.A.E e per il Polo Museale della città di Firenze

General Information

Period : Saturday, March 21 - Sunday, June 28, 2015
*4/13 & 4/20 closed

Venue : Bunkamura the Museum (TOKYO, Shibuya)

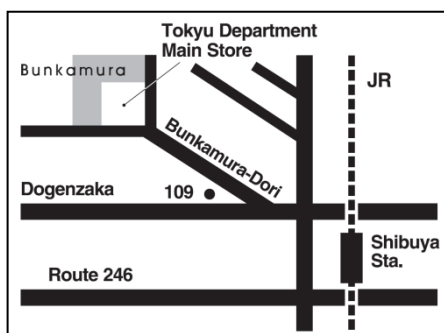
Hours : 10:00 - 19:00 Friday, Saturdays until 21:00
(Last entry 30 minutes before closing)

Admission Fee:

Adults	¥1,500
College & high school students	¥1,000
Junior high & elementary school students	¥700

- Students must present their ID when purchasing student tickets (excluding elementary school students).

General Inquiries 03-5777-8600 (Hello Dial)
Exhibition Website <http://botticelli2015.jp> (In Japanese)



Access by Public Transport

- Approx. 7-minute walk from the Hachiko Exit of Shibuya Station on the JR Line
- Approx. 7-minute walk from Shibuya Station on the Tokyo Metro Ginza Line and Keio Inokashira Line
- Approx. 5-minute walk from Exit 3a of Shibuya Station on the Tokyu Toyoko Line, Tokyu Denentoshi Line, Tokyo Metro Hanzomon Line and Tokyo Metro Fukutoshin Line