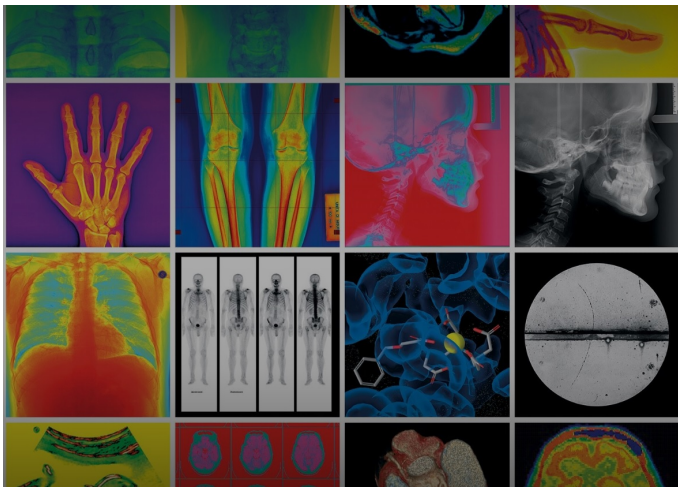


Bracco Foundation in the great digital exhibition “Once upon a Try” by Google Arts & Culture



The great digital exhibition of Google Arts & Culture “Once upon a Try” breaks down geographical barriers and makes accessible important content globally. The exhibition unites the collections, accounts and knowledge of more than 110 institutions of 23 countries, united to reveal thousands of years of discoveries and the great minds behind them.

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The Bracco Foundation is contributing to the project with nine interactive stories about science and diagnostic imaging in particular, a discipline that can reveal the secrets of life and art.

[The Beauty of Imaging](#), promoted by the Bracco Group in 2017 during the celebrations of its 90th anniversary, was displayed at the Milan Triennale and the Naples City of Science and now, thanks to Google, is accessible to all. The first x-ray in history, the unexpected link between ocean exploration and ultrasound scans, the accidental

discovery of radioactivity and the Nobel of Marie Sklodowska Curie are just some of the seven interactive accounts from the exhibition created for Bracco by FeelRouge Worldwide Shows, with the artistic supervision of Marco Balich, and design and layout by Studio GiòForma.

[Art from inside](#) on diagnostics applied to cultural items completes the narration that reveals the invisible: Caravaggio, the Venetian Renaissance and the 1973 “Piccolo” violin by Lorenzo Storioni are the stages of a valuable itinerary that shows, through some universal masterpieces, the contribution of science to the understanding of the genesis and secrets of a work of art.

[“Life as a scientist – The faces of the #100esperte project”](#). Some exemplary stories of science and women from the photographic exhibition that presents the lives and researchers of some of the greatest Italian female scientists, photographed by Gerald Bruneau, which aim to make the general public aware of women in science and encourage the spread in Italy of scientific culture.

To explore “Once upon a Try”:
<https://artsandculture.google.com/project/once-upon-a-try>

#onceuponatry