

June 26, 2007

The Shroud of Turin comes to RP

## NO NEED TO TRAVEL TO ITALY

Filipinos do not have to wait for a couple more decades nor travel more than 6,500 miles to see the Shroud of Turin. For the first time in the Philippines, and the first time in Asia, Shroud Exhibits International, Inc. presents the Philippine Exhibition of The Mystery of the Shroud of Turin.

After enlightening New Zealand, the exhibit's journey continues in the Philippines. The Philippine Exhibition of The Mystery of the Shroud of Turin opens on July 20 at SM City-Pampanga. It will then be taken to SM Mall of Asia from Sept. 8 to Dec. 9; SM Davao from Jan. 18 to Feb. 3, 2008; and SM City Cebu from April 4-27, 2008.

Managed by Primetrade Asia, Inc., endorsed by the Catholic Bishops Conference of the Philippines (CBCP), the Department of Education and the Commission on Higher Education, and for the benefit of the Sisters of the Holy Face Congregation, The Holy One of the Lord Catholic Foundation, Inc., and the Diocese of Parañaque, the exhibition allows visitors to journey with the Shroud's history, discover the facts and myths behind the most studied archaeological artifact of all time, and unravel the mystery behind the Shroud.

"The exhibit is a one-of-a-kind, 45-minute lights and sound show featuring exclusive video clips, special artifacts, and over 80 exhibit items; never been shown before in the Philippines and in Asia," reveals Irene Lloren, president of Shroud Exhibits International, Inc. "The exhibit items come from the collection of Mr. Barrie Schwartz, the Official Documenting Photographer commissioned by King Umberto II of Savoy, the Shroud's previous monarch-owner."

To ensure that visitors will fully experience the history and science behind the Shroud of Turin, visitors shall be divided into groups of fifty, first through a comprehensive video that summarizes what the visitors can expect from the journey they are about to undertake. The visitors are then taken along the Way of the Cross, to relive the passion of Jesus Christ, journeying from the trial, to Calvary and until His death and burial.

"Featured in this section of the exhibit are artifacts, such as the whip, crown of thorns and nails, that are commissioned from the armourer of the movie Lord of the Rings," explains Lloren. "A visual showcase also awaits visitors, as there will be moving images of the scourging at the Pillar and the scene at Mt. Calvary to further the spiritual experience."

The next part of the exhibit tackles the various methods used to prove or disprove the authenticity of the Shroud, based on art and architecture, science and technology, and the Bible. The various theories behind the Shroud are also discussed, such as the Leonardo

Da Vinci theory, the Photograph theory, the Middle East Pollen theory, the Hemoglobin discovery, the Templar theory, the Risen Christ theory and the Carbon Dating story.

Further along the tour is the replica of the Shroud of Turin, which was recreated in 2005 from Schwartz' original photos, using the very latest digital photographic reproduction techniques- in life-size form on backlit and full-size transparencies, on full life-size digital prints and in both positive and negative formats, along with many close-ups of the individual detail of the man on the Shroud.

For more details, contact Shroud Exhibits International, Inc. at [shroudexhibits@yahoo.com](mailto:shroudexhibits@yahoo.com).

Tuesday, July 10, 2007  
SM Pampanga unveils 'Shroud of Turin'

CITY OF SAN FERNANDO -- For centuries, a piece of linen cloth bearing the image of a crucified man, called the "Shroud of Turin", is continuously revered by the faithful believing it was the actual burial shroud of Jesus Christ.

The shroud is said to be locked away in a cathedral in Turin, Italy and only displayed three or four times in a century.

However, shoppers at SM City Pampanga will be given the rare opportunity to view the replica of the world's most studied archaeological artifact of all time, which will be unveiled at SM City Pampanga on July 20.

Together with 80 other exhibit items from the collection of Barrie Schwartz, the official documenting photographer commissioned by King Umberto II of Savoy, the Shroud's previous monarch-owner, the replica of the Shroud will be unveiled for the first time in the Philippines and in Asia at SM City Pampanga.

The tour will allow visitors to journey with the Shroud's history, discover the facts and myths behind this artifact, and unravel the mystery behind this treasured piece.

"The exhibit features exclusive video clips, special artifacts, and over 80 exhibit items never been shown before in the Philippines and in Asia," said Irene Lloren, president of Shroud Exhibits International, Inc.

Visitors will be taken on a module-by-module tour of the historical pilgrimage of the Shroud, that will enable the spectators to relive the passion of Christ, "with a visual

showcase and moving images of the scourging at the Pillar and the scene at Mt. Calvary," added Lloren.

The next part of the exhibit will tackle the various methods used to prove and disprove the authenticity of the Shroud, based on architecture, science and technology, and the Bible. The various theories behind the Shroud such as the Leonardo da Vinci theory, the Photograph theory, the Middle East Pollen theory, the Hemoglobin discovery, the Templar theory, the Risen Christ theory and the Carbon Dating story will also be discussed.

After this stage, visitors will be able to view the replica of the Shroud of Turin, which was recreated in 2005 from Schwartz's pictures, using the latest digital photographic reproduction techniques -- in life-size form on backlit and full-size transparencies, on full life-size digital prints and in both positive and negative formats, along with many close-ups of the individual detail of the man on the Shroud.

An Adoration Chapel is also on hand for visitors who wish to spend some moments in quiet solace and prayer, while a special of the exhibition is also set aside for special events like seminars and workshops, hosted by religious groups.

"The last part of the tour serves to reach out to our visitors on a personal level," said Lloren. "The area allows them to relive their experience, to reflect on the shroud and what it means to their faith, and to carry out the message of the Shroud in their activities," she also said.

The 45-minute exhibit tour is managed by Primetrade Asia, Inc. and endorsed by the Catholic Bishops Conference of the Philippines, Department of Education and Commission on Higher Education. It will benefit the Sisters of the Holy Face Congregation, The Holy One of the Lord Catholic Foundation, Inc., and the diocese of Parañaque.

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