

Cinello

COMPANY PRESENTATION



DAW® - Annunciation, Leonardo da Vinci

"We support museums and institutions in the preservation of their artistic heritage through a digitalization that respects the existing rules of the art world"

ABOUT US

Cinello was born from the intuition of John Blem and Franco Losi, two engineers from the computer science world who share a passion for the cultural heritage of the entire world.

Their intent was to create a new bond between the digital world and Fine Art that can enhance the legacy of the latter.

Franco Losi's father was an Italian painter who reached his artistic maturity in the second half of the XX century.

Known as *Cinello*, his artistic name and signature have been selected as company name and brand to pay tribute to his enormous commitment to art, the same value that today is a cornerstone of Cinello's philosophy.

Cinello operates also through *Save the Artistic Heritage*, a non-profit organization aimed at spreading the study, education and knowledge of artistic heritage worldwide.



DAW® - Tondo Doni, Michelangelo Buonarroti

OUR PARTNERS



LE GALLERIE
DEGLI UFFIZI



BIBLIOTECA
PINACOTECA
ACCADEMIA

Brera
Pinacoteca



Musei Reali Torino



Gallerie
Accademia,
Venezia



Fondazione
Querini Stampalia



FONDAZIONE
CAVALLINI SGARBI

G•A L L E R I A
N•A Z I O N A L E
D•E L L E
M•A R C H E



MUSEO DI
PALAZZO
PRETORIO



FMPS
Fondazione Monte dei Paschi di Siena

Cinello has developed structured partnerships with the main Italian museums, securing the rights for the digitalization of masterpieces.

Our aim is to offer our patented technology to create new revenues for museums around the world, in order to contribute to the valorization of their artistic heritage and the economic support of the institutions.

DAW® (DIGITAL ART WORK)

The DAW® (Digital Art Work) is an authenticated digital version of a masterpiece.

This new category of artworks represents an innovation for the Art world as well as a new opportunity for Museums and Institutions.

EDITIONS
LIMITED AND
NUMBERED
to witness their
uniqueness

1:1 SCALE
As a new digital
original

TAMPER-PROOF &
UNIQUE
as a result of the
patented digital
management
technology (**MYGAL®**)

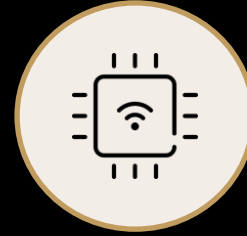
AUTHENTICATED
by **Museums,**
Foundations and IP
owners of the artwork



DAW[®]: COMPONENTS



DAW[®] - *Basket of fruit*, Caravaggio



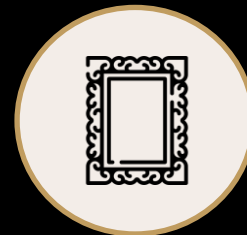
MYGAL[®]

+



CERTIFICATE OF
AUTHENTICITY

+

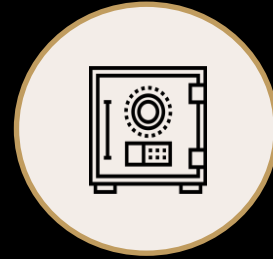


DISPLAY AND FRAME

OUR VALUES

Cinello is strongly committed to contributing to the **democratization of art**.

Thanks to DAWs®' variety of use and the ecosystem mindset that characterize the company, the aim is to bring closer and facilitate cooperation between all the actors operating in the Art system.



To **preserve the cultural heritage** through the digitalization of artworks, maintaining their cultural and financial value



To **support museums and cultural institutions** through a new source of revenues

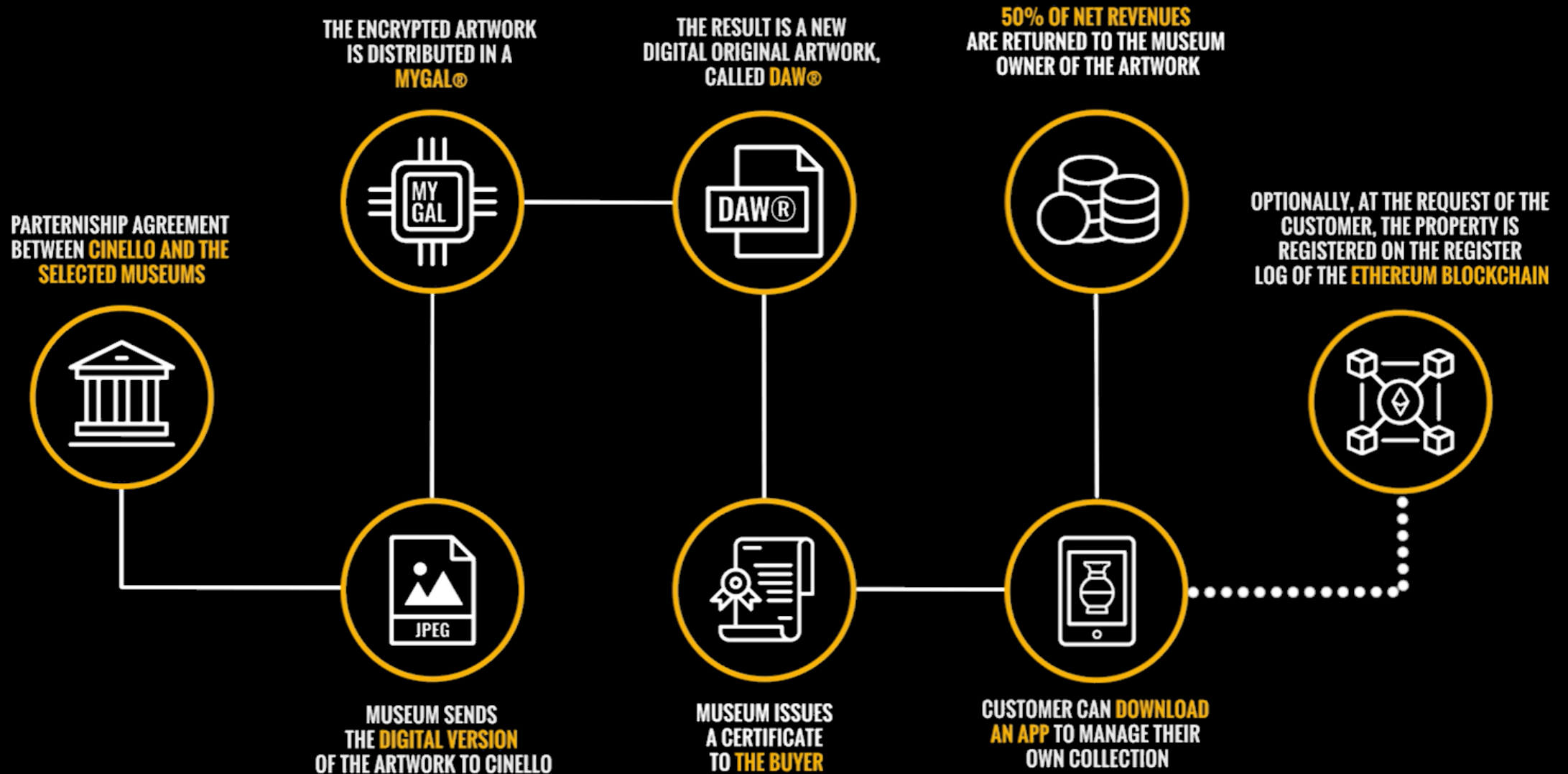


To **make available unique masterpieces worldwide** by bringing artworks to the public and expanding the geographical resonance



To make the **art world sustainable**, by reducing environmental footprint through eco-friendly exhibitions

THE BUSINESS MODEL STRATEGY



MILESTONES



NOVEMBER 2020

The DAW® of the prestigious artwork *Tondo Doni* by Michelangelo has been sold to an Italian collector for **\$275,000**. 50% of the net revenue has been returned to Gallerie degli Uffizi.



NOVEMBER 2021

The second DAW® market validation was *The Kiss* by Francesco Hayez which has been sold for **\$95,000**. 50% of the net revenue has been returned to Pinacoteca di Brera



FEBRUARY 2022

The exhibition "*Eternalising Art History: from Da Vinci to Modigliani*" composed of 6 DAWs® has been hosted at Unit London Gallery. The event led to the sale of some DAWs®.

PRESS RELEASE

artnet[®]

"The project debuted at London's Unit gallery, in an exhibition titled Eternalizing Art History, which displayed digital replicas of six famous Italian masterpieces by the likes of Raphael and Leonardo da Vinci. These authorized digital copies are shown on digital screens set within handmade replicas of the artworks' original frames." - Naomi Rea

The New York Times

"Same-size digital versions of the Leonardo portrait, Caravaggio's «Bowl of Fruit» and Raphael's «Madonna of the Goldfinch» were offered in editions of nine, ranging in price from 100.000 euros to 500.000 per piece. Fifty percent of sales proceeds went back to the licensing museums."


THE ART NEWSPAPER

"Eternalising Art History: From Da Vinci to Modigliani at Unit London gallery will present six digitised paintings on screens of the same dimensions within frames virtually indistinguishable from those of the original works." - Kabir Jhala

THE  **TIMES**

"A digital reproduction of Raphael's Madonna of the Goldfinch has gone on display as part of the Eternalising Art History exhibition at the Unit London gallery in Mayfair."

DISTINGUISHED TESTIMONIALS



EIKE SCHMIDT,
DIRECTOR OF THE UFFIZI
GALLERY

'Masterpieces here at the Uffizi are now **widely accessible** in distant parts of the world - or even in the domestic environments - in Cinello's digital format'



JAMES BRADBURNE,
GENERAL DIRECTOR OF
PINACOTECA DI BRERA

'The thing that I like about this initiative is that it doesn't cheat - it isn't banally commercial. It isn't unfaithful to the object, **it's a way of experiencing art and culture. Is it a reproduction, a copy or another original work?** I don't see disharmony between the two things.'



MARIO CRISTIANI,
FOUNDER OF GALLERIA
CONTINUA

'We cannot leave **our heritage unguarded and defenseless**. Producing artworks in limited editions and collaborating with the institutions that hold the original artworks is the right way to use technology while **saving the heritage**



CINELLO GLOBAL LEADERSHIP TEAM



FRANCO LOSI
Founder & CEO



JOHN BLEM
Founder & President



LUCA RENZI
COO & GM, Europe



**GIACOMO NICOLELLA
MASCHIETTI**
Communication and Social Media



SERENA TABACCHI
Digital Art Strategist



ALESSANDRO CAVALLINI
Research & Development



PRIMO MARONATI
Chief Commercial



FEDERICA PESCE
PR & Event Manager

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