

The logo for Cinello, featuring the name in a stylized, handwritten script font.

The Basket of Fruit by Caravaggio in its digital version at the Pinacoteca Ambrosiana in Milan

Starting from November 22, 2023, the Basket of Fruit by Caravaggio at the Pinacoteca Ambrosiana in Milan will be replaced by the DAW® (Digital ArtWork, Limited edition number 4 of 9 by Cinello. The installation allows the public to admire the beauty of the painting while the original version is temporarily on loan.

*Milan, November 2023 – on November 22, 2023, Caravaggio’s Basket of Fruit will leave the permanent collection of the Pinacoteca Ambrosiana in Milan and **it will be replaced by the DAW®, Limited edition number 4 of 9, digital and certified version authorized by the museum, providing all the features of the original work thanks to Cinello’s internationally patented technology (www.cinello.com).***

The Basket of Fruit, painted by Caravaggio between 1597 and 1600, represents the first still life in art history. Given its importance in Pinacoteca’s collection, **Cinello’s patented technology will allow visitors to enjoy the work** during the absence of the original version which will be temporarily exhibited in Asti at Palazzo Mazzetti.

DAW® (Digital ArtWork) by Cinello

DAW®s (Digital ArtWork) are limited, certified and authorized original-size digital editions of historical masterpieces of our museums. These are digital works produced in limited editions, numbered and authenticated by museums, foundations and owners of the intellectual property of the work. They are presented in their original size, impossible to copy and protected with a patented digital encryption system. Their uniqueness makes them true works of art. **They are not to be mistaken as NFTs** because the original file is protected by a centralized encryption system developed by Cinello and patented under the name MyGal®.

This makes it significantly different from any other form of digital art on the market. The way to display works of art is extremely innovative: in addition to the digital file of the work and MyGal®, the DAW® includes a high-definition monitor and a handcrafted Italian frame, identical to the original one. In this way, the viewer can admire the work anywhere in the world, experiencing the same sensation he would have when visiting the museum where the original work is housed. Each DAW® is accompanied by a certificate of authenticity which guarantees its ownership.



“The most important and precious works of Italian and international museum collections are available today to be exhibited in any context. Masterpieces, such as Caravaggio’s Basket which are not usually moved due to their immense value, can be appreciated in their digital versions thanks to DAW® technology. Cinello allows institutions and individuals to request the loan of one or more DAW® to promote, with a philanthropic intent, Italian culture abroad, or to support the museum that has granted a loan to their original works.” - comments **John Blem, Founder and President of Cinello.**

“How disappointing would it be to visit a museum and not be able to enjoy its complete collection due to a loan or restoration? Well, today it is possible through the new digital originals, DAW®s. Our patented technology offers unprecedented solutions for the dissemination and conservation of public and private artistic heritage. Cinello is proud to offer the public the DAW® version of Caravaggio’s Basket to keep the collection complete, allowing visitors to enjoy the beauty of the first still life in art history in an innovative format.” concludes **Franco Losi, Founder & CEO of Cinello**

With its philanthropic mission, Cinello wants to be a strategic partner to Museums, Institutions, Embassies, Cultural institutes and all the key players in the diffusion of Italian culture in the world, **offering its patented technology to support them economically and contribute to the valorization of the Italian artistic heritage.** With DAW® it is possible to organize exhibitions with great artistic masterpieces, normally not available, anywhere in the world while reducing the risks of possible damage to the originals.

Cinello’s philanthropic mission

The DAW® of Caravaggio's Basket of Fruit will be on loan in the Pinacoteca Ambrosiana in Milan provided by Cinello, who will bear the entire costs of creating the work. This fits perfectly into the philanthropic mission of the company, which has always stood by the museums and foundations. The sales between private individuals, usually collectors interested in purchasing phygital works of modern or contemporary art, will provide **50 % of the proceeds of the DAW® sales (net of the operating costs incurred by Cinello) to the entity holding the reproduction rights of the digital work, who will obtain new resources without any investment or cost.**

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www.cinello.com

About Cinello

Cinello is a company engaged in the promotion and enhancement of artistic heritage on a national and international scale. Founded in September 2015, it invented and patented **DAW® (Digital Artwork)**. These are unique digital works of art, whether ancient, modern or contemporary (it is the ideal solution for the dissemination of video artworks and native digital works of art), produced in limited editions, numbered and authenticated, non-reproducible, protected with a patented digital encryption system.



The idea of making digital files unique was born from the intuition of **John Blem** and **Franco Losi**, two computer engineers (who worked for many years in Silicon Valley, California), coming from the world of Information Technology, who share a passion for culture, the historical and artistic heritage of our country. Cinello wanted to develop a platform capable of keeping up with technological innovation that could create new forms of revenue for Italian museums and that would guarantee a high standard of security for the works of new digital artists. In an era where the innovation cycle has become faster than the life cycle of any product, it is necessary to design solutions capable of overcoming the technical seasons. It is important to underline that Cinello's patent can adapt to the most recent and high-performance technology available. Cinello has created green exhibitions, with low environmental impact, all over the world. Cinello has already organized numerous significant events: in 2019 "Leonardo Da Vinci: Masterpieces and Flying Machines", an exhibition in Saudi Arabia in Jeddah curated by Carlo Francini and created with the collaboration of the Italian Consulate General; in 2021, the sale of the Tondo Doni DAW® with 50% of the net proceeds, equal to €70,000, to the Uffizi Galleries; in 2022 the exhibition "Eternalising Art History: From Da Vinci to Modigliani", at the Unit London gallery and "MUSaEUM in New York", curated by Carlo Francini, at the Italian Cultural Institute in New York; in 2023 the exhibition of the DAW® "Presentazione al Tempio" by Bellini in the "Voglia de carnaval" exhibition of the Alda Fendi Foundation in Rome and the participation in Palm Beach Modern + Contemporary (PBM+C), the most prestigious art fair in South Florida.

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