

let the **art** shine

Save the Artistic Heritage

An evening organised by the non-profit association

Let the Art Shine

**to present an innovative project to support and promote Italy's
historical-artistic heritage in partnership with leading Italian
museums and art collections**

Milan, 11th April 2018 – There is not much left to add about the importance and sheer size of Italy's artistic-historical heritage. It is something that is acknowledged internationally and there for all to see. Our big cities, small villages, archaeological sites and natural landscapes are envied the world over: examples of how history and human ingenuity have stood side-by-side, reciprocally influencing and enriching each other to create an extraordinary heritage we benefit from today and have the duty to pass on to future generations as an incomparable source of life and inspiration. Italy is well-known for being a "diffused museum" safeguarding treasures of inestimable worth both in major tourist locations and small or relatively unfamiliar peripheral towns and villages: each place has its own stories and rich assets to be talked about and promoted. This wealth of treasures is envied the world over, just like our big museums and magnificent art collections resulting from the far-sightedness of illustrious art dealers, who realised the value and significance of art and culture well before us. We should be proud of all this and realise we have the moral duty to protect and promote everything around us, devising new means and synergies for safeguarding and enhancing it and drawing on the latest tools made available by cutting-edge research and technological progress.

Let the Art Shine is a non-profit association set up for this very purpose. Its aim is to spread an awareness amongst everybody interested in art of the need to safeguard and preserve our artistic heritage and, at the same time, to promote new means of support. This evening the association has the pleasure to present an innovative project resulting from a partnership between **Cinello** - a start-up in the field of digital innovation - and some of our country's most important museums and art collections, which serve the vital purpose of looking after those iconic artworks for which Italy is renowned the world over.

Cinello was the idea of two engineers work in computing and sharing the same passion for our country's historical heritage and culture. Experts in information technology, John Blem and Franco Losi are well aware of the opportunities and risks associated with the technological-digital

let the **art** shine

revolution we are going through. They also realise that digital technology is a vital resource for sharing information but, that for that very reason, is also a potential threat to this heritage capable of undermining its uniqueness. As regards our artistic-artistic heritage, the risks associated with digital technology are mainly connected with uncontrolled reproduction and the endless generating of images reproduced and reproducible on any kind of support without any kind of control. This violates the original's intrinsic dignity and penalises the owner of the work's copyrights.

Cinello, a private company that is totally self-financed by its founders, has patented new technology for creating **DAW® – Digital Art Work: 1:1 scale digital copies** managed by a platform drawing on the latest technology, so that all the restrictions and requisites of artworks are respected, first and foremost the uniqueness of the work itself. The platform, which has been developed by a team of in-house engineers, draws on the latest coding and encrypting systems to safeguard the ownership, uniqueness and non-replicability of every single DAW®.

With the authorisation of the MiBACT (Ministry of Culture and Tourism), Cinello has closed contracts for working partnerships with **Complesso Monumentale della Pilotta** in Parma, **Fondazione Monte dei Paschi** in Siena, **Gallerie degli Uffizi** in Florence, **Gallerie dell'Accademia** in Venice, **Museo di Palazzo Pretorio** in Prato, **Museo e Real Bosco di Capodimonte** in Naples, and **Pinacoteca di Brera** and **Veneranda Biblioteca Ambrosiana** in Milan: these museums provide Cinello with high-resolution files of their most important masterpieces from which the company creates, life-size reproductions in limited numbers that are certified and cannot be copied. Two numbered series of DAW® are made for each work: a limited edition in Arabic numerals designed for private collectors and a limited edition in Roman numerals designed for museums and public/private players from all over the world interested in displaying these “unmovable” masterpieces from our heritage. **Every DAW® will come with a certificate of authenticity signed by Cinello and the director of the museum the original work belongs to.**

Half of the net profits from sales of these **DAW®s** will go to the museums owning the copyrights of the originals, helping partner institutes and museums look after the works they own in the very best way possible.

The “Let the Art Shine” Association, Cinello and all the partner museums are proud to announce the launching of this innovative project, which will gradually allow all the artworks kept in museums in our country to be digitalised and carefully listed, providing an innovative and participatory means of promoting, protecting, conserving and enhancing the artistic heritage and guaranteeing all these works, even those never displayed or published, are both visible and accessible.

The **Save the Artistic Heritage** evening is being organised under the patronage of the MiBACT (Ministry of Culture and Tourism) in partnership with Intesa San Paolo and Intesa San Paolo Innovation Center and with the support of Ruinart.

Media Partner Sky Arte HD.

Main Sponsor Cinello.

Our thanks go to: **Complesso Monumentale della Pilotta**, Parma; **Fondazione Monte dei Paschi**, Siena; **Gallerie degli Uffizi**, Florence; **Gallerie dell'Accademia**, Venice; **Museo di Palazzo Pretorio**,

let the **art** shine

Prato; Museo e Real Bosco di Capodimonte, Naples; Pinacoteca di Brera, Milan; Veneranda Biblioteca Ambrosiana, Milan.

For further information

Press Office

Lara Facco

Viale Gian Galeazzo 25 - 20136 Milan

T. +39 02 36565133

E. press@larafacco.com | cinello@larafacco.com

www.larafacco.com