

save the **artistic** heritage

Save the Artistic Heritage
Presents the *DAW*® (limited digital edition) of

Portrait of a Musician
by Leonardo da Vinci

in the permanent Collection of
Veneranda Biblioteca Ambrosiana, Milan

replacing the original
on loan at the exhibition
Leonardo da Vinci
at Musée du Louvre, Paris
from October 24, 2019 to February 24, 2020

The operation is part of a wider framework for the enhancement of the
Collection of Veneranda Biblioteca Ambrosiana, following the signed
agreement between the institution and the startup Cinello

Milan, September 2019 2019 – Association **Save the Artistic Heritage** – a non-profit association for the promotion and enhancement of the historical and artistic Italian heritage – is pleased to **exhibit for the first time in the permanent Collection of Veneranda Biblioteca Ambrosiana in Milan, the *DAW*® (limited digital edition) of Leonardo da Vinci's masterpiece *Portrait of a Musician***, on loan at Musée du Louvre (Paris) on the occasion of the great exhibition *Leonardo da Vinci*, organized by the most important French museum from October 24, 2019 to February 24, 2020, celebrating the 500th anniversary of the death of the Florentine genius, who died in Amboise (France) in 1519.

Portrait of a Musician (circa 1485) is Leonardo's only portrait on a wooden panel in Milan, and the only male portrait created by the artist for a private client in the Sforza court. The work is also known as the *Portrait of a Doctor* or *Portrait of Giovan Galeazzo Visconti*, and until the nineteenth century it was mistakenly considered a *Portrait of Ludovico Il Moro*. The discovery of the sheet music finally identified him as a court musician: a precious example of Leonardo's

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pictorial phase when he produced, among other things, absolute masterpieces such as the *Virgin of the Rocks* and the *Last Supper*.

The work is currently on loan, and it is replaced for the first time ever (until February 24, 2020) by a **DAW® - Digital ArtWork**, a **digital edition on monitor**, reproduced in **limited series, numbered and certified, in 1:1 scale** and in all respects similar to the original artwork, **created by the startup Cinello** in agreement with Veneranda Biblioteca Ambrosiana using an **innovative patented technology**.

The initiative is promoted by Save The Artistic Heritage – a non-profit association founded with the aim to promote and enhance the historical and artistic heritage at national and international level, that of Italian in the first place, through actions, dissemination and sharing tools, together with new digital technologies, and to create new methods of support – and it is **part of a wider framework for enhancing the heritage of Veneranda Biblioteca Ambrosiana**, where a DAW® was already exhibited in last summer (more specifically the *Resurrection of Christ* by Marco Basaiti). In particular, thanks to Cinello's **collaboration agreement signed with some of the most important Italian museums** – including Veneranda Biblioteca Ambrosiana – and with the approval of the MiBACT, Ministry of Cultural Heritage and Activities and Tourism, Save the Artistic Heritage works for **circulation, exhibiting in digital format, with educational and informative purposes, these “immovable” masterpieces of our heritage. Half of the net revenues from the sale or circulation of the DAW® will go to the museums who own the original copyrights** - in this case to **Veneranda Biblioteca Ambrosiana** – helping museums and partner institutions to preserve the works the best way possible and to value the priceless heritage.

INFORMATION FOR THE PRESS

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