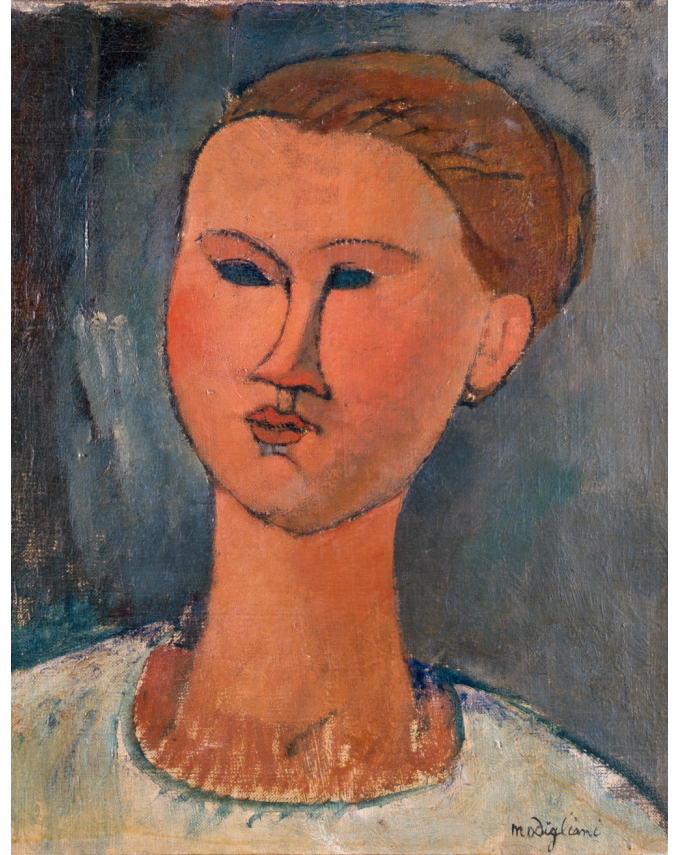


***Eternalising Art History:  
From Da Vinci to Modigliani***

Unit London

16 February –  
19 March 2022

Private View  
Tuesday 15 February



Amedeo Modigliani, Testa di Giovane Donna (Head of a Young Lady),  
Conceived in 1915 and digitised in 2021, DAW® (Digital Artwork) Limited Edition 9 of 9  
Image courtesy of Pinacoteca di Brera (Milan) and Cinello.

Unit London presents ***Eternalising Art History***, a groundbreaking exhibition of digital counterparts of six treasured Italian masterpieces, certified on the Blockchain and recreated as physical reproductions of the original works. These digital art works – DAW® – have been produced in partnership with four major Italian cultural institutions, including the **Uffizi Gallery** in Florence, whose conservation efforts will directly benefit from 50% of the net revenue created by sales of the works. The exhibition will include iconic works from their world-class collections by Italian Masters including **Leonardo Da Vinci, Caravaggio, Rafael, Modigliani, Francesco Hayez** – many of which have never before been seen in the UK.

The six masterpieces span several different movements in art history– from Renaissance, 19th Century Romanticism and Modern art periods, and reside within four important institutional collections: **Pinacoteca di Brera (Milan), Complesso Monumentale della Pilotta di Parma (Parma), Veneranda Biblioteca Ambrosiana (Milan)** and the **Uffizi Gallery (Florence)**. The exhibition is unique in harnessing the most cutting-edge web3 technology, to bring some of the most prized classical masterpieces from the walls of Italian museums to the heart of London, and to an entirely new audience.

The exhibition comes at a time when travel is still limited due to Covid-19 and there is an appetite for the development of new and innovative ways of experiencing culture in a world restricted by the ongoing pandemic. The digital works presented in *Eternalising Art History* offer an opportunity that would otherwise be out of reach for international audiences who are unable to visit due to the pandemic. Further, it opens up accessibility to works that are unable to travel for international exhibition due to reasons of conservation. Each work is produced as a digital limited edition of nine and created with the patented technology of museum-endorsed tech partner Cinello. Each artwork is displayed on a screen that is framed in an exact replica of the original, each one moulded and handcrafted in Tuscany. The price range of the works is between £100,000 - £500,000.

Unit London has been a pioneer in the digital art revolution since the Gallery launched in 2013, with a commitment to equity, innovation and accessibility for artists and collectors alike, they are a distinctive voice in the new art ecology. *Eternalising Art History* will be the first in a series of three exhibitions of digital artworks to be presented at the Gallery in Mayfair, London.

**Joe Kennedy Co-Partner of Unit London says** "Since its inception, Unit London has been dedicated to spearheading innovation in the industry and exploring ways that art can bridge the gap between physical and virtual experience, for the benefit of artists and audiences alike. We are delighted to present *Eternalising Art History* as a first of its kind - truly breaking new ground. We are entering a brave new world and it's exciting to find opportunities for blockchain technology to generate audiences, revenue and footfall for the museums that care for these masterpieces - which is why 50% of net sales go directly to the institution in support of the conservation of these cultural icons."

ENDS

For further information please contact:

**Rebecca Connolly**

rebecca.connolly@flint-culture.com

+44 (0)208 194 4360

### **About Unit London**

Since the gallery's inception in September 2013, Unit London has established itself as a global artistic platform for the world's most distinctive talent. In an often opaque and unaccommodating art market, Unit London has sought to identify, cultivate and expose works of art on a meritocratic basis. The gallery has successfully launched and advanced the careers of numerous important contemporary artists and remains firmly committed to its driving principles of equity, innovation and accessibility.

The gallery is forthright in its dedication to be an open and transparent institution at the forefront of an expanding and diversifying art industry. As a consequence of its boldly independent approach to the gallery model, Unit London has become synonymous with a

pioneering use of social media and digital content. The gallery endeavours to act as a platform; a stage upon which the stories of today's most gifted artists can be told, whilst bridging the gap between the physical and virtual spheres of modern experience; connecting people with the art they love.

In actively engaging with its growing audience of millions worldwide, the gallery hopes to carve out a more significant role for the creative and visual arts in the future of our societies – firmly believing that mass engagement with art can play a critical role in cultivating creative thought. A more creative world will be better placed to solve the significant challenges it will face in the future. Championing art and creativity to the broadest possible audience is, and will continue to be, the gallery's core, driving mission.

### **About Cinello**

Cinello came into existence through the inspiration of John Blem and Franco Losi, two Italian engineers who come from the world of information technology. The Founders share a passion for the culture, history and artistic heritage of their country.

Cinello is a private company totally self-financed by the founders, which has patented a new technology for the creation of DAW® – Digital Art Work: produced in the original dimensions of the actual masterpiece and managed by a platform that uses the most modern technologies, respecting all the constraints and requisites of the work of art and primarily maintaining the uniqueness of the art work itself.

The platform was developed by a resident team of engineers, making use of the most modern encryption and cryptography systems which are capable of guaranteeing, for each DAW®, ownership, uniqueness and the impossibility of being copied.

Cinello has offices in Florence, Milan and Copenhagen.

### **About DAW®**

DAW® is a new technology protected by an international patent. Each DAW is a digital multiple of a masterpiece of art history, produced in original size in a limited series. The works are certified and protected with a patented digital encryption system. The extraordinarily high technological content makes the DAW absolutely impossible to copy and guarantees its uniqueness. For each DAW an NFT token is created on the Blockchain, this certifies the ownership of the work. Each DAW is created with the consent of the museum which houses the original work and is accompanied by a certificate of authenticity signed by Cinello and by the museum itself. All revenues from DAW and from exhibitions are shared equally with Cinello's partners to ensure a new revenue stream without introducing any restrictions on ownership or current rights.