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PREVIOUS STORY

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DUBAI

25°

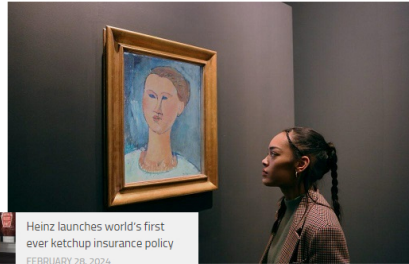
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# Digital Extension of Original Italian Masterpieces—for Collectors, Museums, and Galleries. Numbered. Authenticated. Framed.

BY ADMIN FEBRUARY 28, 2024



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FEBRUARY 28, 2024

ART & CRAFT  
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SPORT / RECREATIONAL  
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FASHION & TRENDS  
STEP INTO THE ETHEREAL: CASADEI UNVEILS 'A DESIRE FOR LIGHTNESS' AT MILAN FASHION WEEK FALL/WINTER 24/25  
FEBRUARY 27, 2024

owned artwork with an exclusive patent – of art enthusiasts.

Embark on a historical journey and seize the masterpieces as Cinello — an Italian company focused on unveiling an extraordinary digital collection at ART DUBAI, featuring Leonardo Da Vinci, Raffaello, Amedeo Modigliani, and more, displayed digitally, courtesy of Cinello's groundbreaking technology.

Leading museums and contemporary artists have embraced a new digital realm for art: the DAW®. DAW® allows artists such as Da Vinci's "Scapigliata," into the digital era, ensuring authenticity, and exclusivity.

In collaboration with Art Dubai, Franco Losi, CEO of Cinello, unveiled the 2024 edition of Art Dubai by presenting masterpieces from art history in their digital form. We are proud to offer these masterpieces as sustainable and eco-friendly tools for

disseminating and preserving the world's artistic heritage. Recognizing the Middle East's enthusiasm for innovation and the future, we anticipate fertile ground not only for market opportunities but also for the emergence of engaging digital art exhibitions in Dubai."

As a result, "to fuse", the multidisciplinary art studio that investigates the expressive possibilities of digital technologies, said, "We have chosen to collaborate with Cinello to explore a new format and medium through which to present our works. We believe that the use of DAW® can be a fascinating way to introduce video works even to collectors who have not yet experienced the world of digital art, or who feel uncertain about approaching it. The possibility offered by Cinello to offer collectable video works, almost as if they were physical works like prints or paintings, allows us to exploit this medium to create specific productions of our installations for a collector's context, without compromising the integrity of the original audiovisual work. For example, in the case of "Unseen Flora", from which the four pieces on display at Art Dubai are derived, DAW® allows us to preserve the component of metamorphosis and continuous transformation that characterizes the botanical figures represented."

Cinello's globally awarded patented technology empowers collectors to own original digital artworks, presented as DAW® serigraphs. DAW® are fortified with proprietary, unbreachable multi-security encryption, thwarting unauthorized duplication or dissemination attempts. The technological prowess of DAW® ensures each digital artwork is irreplicable, guaranteeing its distinctiveness. Every DAW® is accompanied by a certificate of authenticity jointly signed by Cinello and the respective museum, attesting to its legitimacy.

Maintaining absolute exclusivity, DAW® are produced in a limited edition under the strict control of the artist or copyright holder. This exclusivity enhances the value of DAW® artworks, appealing to Collectors seeking rarity in digital assets and long-term investments. Tailored for Collectors, museums, and institutions, Cinello provides an exclusive solution for owning or exhibiting immovable masterpieces of artistic heritage and contemporary artists.

Exclusively at ART DUBAI 2024, Cinello will showcase a captivating selection of

February 28, 2024  
5:41 pm

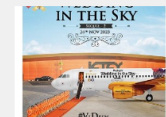
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UPCOMING EVENTS



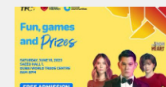
FASHION & TRENDS  
RENOWNED SOUTH ASIAN DESIGNER, MISHA LAKHANI BRINGS TO DUBAI A COLLECTION INSPIRED BY THE GRANDEUR OF THE MUGHAL ERA  
SEPTEMBER 20, 2023



ENTERTAINMENT / EVENTS  
Popley's Wedding in the Sky  
SEPTEMBER 18, 2023

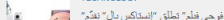


ENTERTAINMENT / EVENTS  
Beat the summer heat in style at Al Na'eem Mall – your go-to destination for family fun!  
JULY 24, 2023



FEBRUARY 28, 2024

TECHNOLOGY



**لکم کائیرا مستورہ ہجج کف الیہ**  
مصممہ لالتقاط السور فی ای وقت و فی ای مکان  
FEBRUARY 28, 2024

**FOOD & DINNING**  
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female portraits by Da Vinci, Raphael, Bronzino, and Modigliani, bringing Italian beauty and heritage to the heart of vibrant Dubai. At the fair (by IMMATERIKA booth), Cinello will also showcase contemporary digital artists who have fully embraced DAW® technology to seal their pieces. From internationally acclaimed masters like Fabrizio Plessi to emerging talents like YOU (Matteo Mandelli) and fuse\*, Cinello continues redefining digital art's boundaries.

**YOU MAY ALSO LIKE...**

**Abu Dhabi Art to Host Largest Fair to Date, with 92 Galleries Participating in Landmark 15th Edition**  
AUGUST 9, 2023

**Euphoria' by Rima Chahine the Art Exhibition in Dubai from Nov 27-Dec10,2023**  
NOVEMBER 25, 2023

**YANGO ANNOUNCES COLLABORATION WITH DUBAI-BASED COLLECTIBLE DESIGN BRAND KAMEH AT ART DUBAI DIGITAL 2023**  
MARCH 1, 2023

**ENTERTAINMENT / EVENTS**  
Mahzooz is set to have a grand presence at the Philippines Independence Day  
JUNE 8, 2023

**Khalifa City Community Day**  
7 June 2023  
09:00am to 12:00pm  
Join us for the grand opening of the Khalifa City Community Centre at the Khalifa City Park. The event will feature a variety of activities, games, and entertainment for all ages.  
11 AM to 12 PM: Live Performance by the Khalifa City Community Centre Band  
12 PM to 1 PM: Live Performance by the Khalifa City Community Centre Band  
1 PM to 2 PM: Live Performance by the Khalifa City Community Centre Band  
2 PM to 3 PM: Live Performance by the Khalifa City Community Centre Band  
3 PM to 4 PM: Live Performance by the Khalifa City Community Centre Band  
4 PM to 5 PM: Live Performance by the Khalifa City Community Centre Band  
5 PM to 6 PM: Live Performance by the Khalifa City Community Centre Band  
6 PM to 7 PM: Live Performance by the Khalifa City Community Centre Band  
7 PM to 8 PM: Live Performance by the Khalifa City Community Centre Band  
8 PM to 9 PM: Live Performance by the Khalifa City Community Centre Band  
9 PM to 10 PM: Live Performance by the Khalifa City Community Centre Band  
10 PM to 11 PM: Live Performance by the Khalifa City Community Centre Band  
11 PM to 12 AM: Live Performance by the Khalifa City Community Centre Band

**ENTERTAINMENT / EVENTS**  
لوقت ملیہ بالمرح فی یوم "کوتوروس" السجسی یمدینة خلیفة  
MAY 29, 2023

**ENTERTAINMENT / EVENTS**  
CELEBRATE EID AL FITR IN DUBAI WITH ENTHRALLING ENTERTAINMENT, FABULOUS FIREWORKS, GREAT REWARDS AND MUCH, MUCH MORE  
APRIL 17, 2023

**RECENT POSTS**

- Cigna Healthcare Awards Excellence: Celebrating Partner Achievements
- فرجی فیلیم "تطلق" "السنالکس ریل" تقام لکم کائیرا مستورہ ہجج کف الیہ مصممہ" لالتقاط السور فی ای وقت و فی ای مکان
- Heinz launches world's first ever ketchup insurance policy
- Digital Extension of Original Italian Masterpieces—for Collectors, Museums, and Galleries. Numbered. Authenticated. Framed.
- New data reveals a surge in interest in travel to France ahead of the Olympics taking place in Paris in 2024.

**ABOUT FASHION WITH STYLE**

This site is launch by a team of experts and professional based in dubai. Dubai is rank among the top world's leading fashion industry & dubai is also the shoppers paradise.

This web Site is Ultimate choice for all the news & views on latest trends and updates for the entire GCC and MENA Region.

**HIGHLIGHTS**

**HEALTH & FITNESS**  
Cigna Healthcare Awards Excellence: Celebrating Partner Achievements  
FEBRUARY 28, 2024

**BUSINESS/BANKING / INVESTMENTS**  
'NAQD Community Bank' receives preliminary approval for launch, aims to meet needs of digital economy of UAE  
MARCH 1, 2023