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Digital extension of original Italian masterpieces — for collectors, museums, and galleries

Reimagining the world's most renowned artwork with an exclusive patent - thoughtfully curated for a new era of art enthusiasts.



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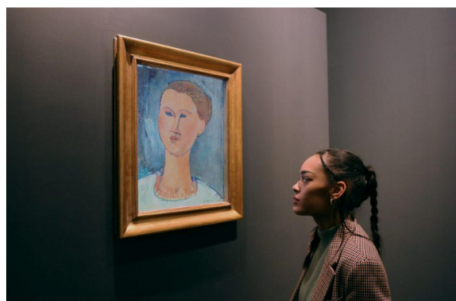
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Embark on a historical journey and seize the opportunity to own iconic masterpieces as Cinello — an Italian company focused on heritage and technology — unveils an extraordinary digital collection at ART DUBAI 2024 (1/2/3 March).

Leonardo Da Vinci, Raffaello, Amedeo Modigliani, and other iconic creators come to life digitally, courtesy of Cinello's groundbreaking Digital Artwork (DAW®) initiative.

In an exclusive collaboration with leading museums and contemporary artists worldwide, Cinello has pioneered a new digital realm for art: the DAW®. DAW® brings universal masterpieces, such as Da Vinci's "Scapigliata," into the digital era with unmatched precision, authenticity, and exclusivity.

Commenting on Cinello's participation at Art Dubai, Franco Losi, CEO of Cinello, said: "We are delighted to participate in the 2024 edition of Art Dubai by presenting a selection of iconic female portraits from art history in their digital form. We strongly advocate for digital platforms as sustainable and eco-friendly tools for disseminating and preserving the world's artistic heritage. Recognising 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."

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 collectible 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 unauthorised 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

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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 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.

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Ajmal's aristocratic affair: Introducing Aristocrat Coral and coastal scents

The glamorous launch was a celebration of the senses with live music, fire performances, and a spectacular fireworks display



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Ajmal Perfumes, a global farm-to-fragrance brand with seven decades of craftsmanship in the intricate art of perfumery, celebrated a new chapter with the launch of two exquisite scents, Aristocrat Coral and Aristocrat Coastal, against the picturesque backdrop of Al Umm Al Quwain Beach Hotel and Resorts — Lumi Beach. The event, inspired by the enchanting corals and pristine coasts of the Maldives, reflected the very core of Ajmal Perfumes' philosophy—blending tradition with contemporary allure.

'Aristocrat', celebrated as one of the brand's best sellers, epitomizes the essence of India's regal heritage. With Aristocrat Coral and Coastal, the brand extends this revered line, meticulously crafting each note to evoke the serene yet powerful essence of the mesmerizing Maldivian landscapes. More than mere fragrances, they beckon as portals, inviting individuals to embark on journeys and explore new horizons.

Aristocrat Coral delicately captures the femininity and grace of the sea's coral reefs. Opening with whispers of velvet peach and osmanthus flower, it envelops you in a scent reminiscent of a precious organza shell. In contrast, Aristocrat Coastal bursts forth with the vibrant energy of grapefruit and basil, embodying the robust essence of the sea's endless horizons. This invigorating fragrance, perfect for adventure seekers, mirrors the dynamic contrast of the island nation's coral and coast, embodying the wild spirit of the ocean.

The highlight of the evening was the grand unveiling of the perfumes by the CEO of Ajmal Perfumes, Abdulla Ajmal himself, culminating in a spectacular fireworks display.



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The Aristocrat Coral and Coastal launch unfolded as a glamorous extravaganza, seamlessly intertwining the picturesque beach vistas with captivating artistic performances. A celebration of the resplendent beauty of the Maldives' coral reefs and coastline—the muse behind these divine fragrances. Guests indulged in a sensorial feast, with mesmerizing fire performers illuminating the night and a live saxophonist casting a spellbinding aura.

At the event, Abdulla Ajmal, shared insights into the inspiration behind the new scents, stating, "With each fragrance we bring to life, our endeavor is to encapsulate a narrative, a piece of our illustrious past, and a touch of indulgence that deeply resonates with our esteemed patrons. Aristocrat Coral and Coastal stand as more than just fragrances; they represent a celebration of our pioneering spirit and an unyielding dedication to excellence—a tradition ingrained within the very fabric of Ajmal Perfumes across generations."

Ajmal Perfumes, through this launch, has once again demonstrated its role as an innovator in the fragrance industry, creating experiences that go beyond the bottle, lingering in memories as their scents linger in the air. Aristocrat Coral and Coastal are not just additions to a collection; they are a testament to Ajmal's unwavering pursuit of crafting scents that transcend time and trends, further cementing their status as a symbol of luxury in the world of perfumery.

Visit: https://shop.ajmalperfume.com/uae_en/

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A pioneer event on Taxation: Insights about UAE Corporate tax and free zones

The highlight of the event included expert speakers discussing about the intricacies of UAE Taxation and the launch of two books

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The power of solitude: Why you should go on a solo trip



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Taxation Society recently hosted a landmark event at India club, which brought together more than 300 tax experts, professionals, and businessmen to discuss the intricacies about UAE corporate tax and

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