



Italian Cultural Institute of New York & Cinello Announce First-Ever North American Digital Artwork (DAW®) Vernissage “MUSaEUM in New York”

Italian digital art company debuts an exclusive gallery of historic masterpieces that are difficult to lease, with proceeds benefiting partner museums.

An exhibition of the greatest masterpieces of Italian Renaissance art. Unique opportunity to admire the works, in their digital guise, next to each other and outside the museum that houses them.

NEW YORK: Leading Italian digital art curator [Cinello](#) announces the opening of *MUSaEUM in New York*, the first-ever showcase of Digital Artworks (DAW®) in the Americas. The cutting-edge DAW® technology is a world-first patent that contributes to the digital dissemination and preservation of artistic heritage. *MUSaEUM in New York* opens on December 9 at the Italian Cultural Institute and is free to the public through February 2023.

Curator Carlo Francini (UNESCO Florence Site Director) explains: “The title *MUSaEUM in New York* is a way for us to pay due tribute to our cultural heritage and invite everyone to appreciate the beauty and uniqueness of the art treasures kept in our museums.”

Seven foundations of Italian artistic heritage and three contemporary works were selected for display at *MUSaEUM*:

- Canestra di frutta (Basket of Fruit) by Michelangelo Merisi (Caravaggio) – Pinacoteca Ambrosiana, Milan
- Ritratto di Musico (Portrait of a Musician) by Leonardo da Vinci – Pinacoteca Ambrosiana, Milan
- Madonna del Padiglione (The Madonna of the Pavilion) by Sandro Botticelli – Pinacoteca Ambrosiana, Milan
- Presentazione di Gesù al tempio (The Presentation in the Temple) by Giovanni Bellini – Fondazione Querini Stampalia, Venice
- La Vergine e San Giovannino adoranti il Bambino (Our Lady and the young St John the Baptist adoring the Child) by Lorenzo Di Credi – Fondazione Querini Stampalia, Venice
- Santa Lucia (St. Lucy) by Santo di Pietro – Fondazione Monte dei Paschi di Siena
- Cleopatra by Artemisia Gentileschi – Fondazione Cavallini Sgarbi, Ferrara
- Nostra Vita by Felice Limosani
- Energy by Fabrizio Plessi
- La Realisme de L’abstraction by Emiliano Ponzi in collaboration with Vincenzo Lodigiani

An opening public panel discussion will be held on Friday, December 9 at 5:30pm at the Italian Cultural Institute (Istituto Italiano di Cultura) at 686 Park Avenue in New York City. It will feature guest speakers including Brera Museum Director J. Bradburne, Ambrosiana Museum General Secretary Antonello Grimaldi, Artist Emiliano Ponzi, Lawyer Alessia Panella and Founder and CEO

at Cinello Franco Losi.

Cinello PRESENT FUTURE

The innovative technology patented by Cinello to create DAW® (Digital Artworks) allows us to conceive unique and uncopiable digital works of art, for the first time in the world. Three artists from different generations were involved in the occasion, with wisdom and the ability to grasp the spirit of the time and reinvent their creativity in a new immaterial contest.

The works on display are from Fabrizio Plessi, Felice Limosani and Emiliano Ponzi.

Fabrizio Plessi (1940) is a pioneer of video art in Italy and internationally. His works have been exhibited at the experimental pavilion of the 35th Venice Biennale of Art (1970) and at the subsequent 1972 edition. He has exhibited in numerous public spaces in Italy and abroad, including Palazzo Dei Diamanti in Ferrara (1975), Städtische Galerieim Lenbachhaus in Munich (1979), Internationaal Cultureel Centrum in Antwerp (1975-1978-1980) and Palais des Beaux-Arts in Bruxelles (1975, 1983), Pompidou Center in Paris (1982). He lives and works in Venice and Mallorca.

Felice Limosani (1966) is an artist and innovator in the Digital Humanities, an expert in expressive avant-gardes and emerging languages. He works with the idea of integrating humanistic and digital culture through art and design to create new levels of perception, knowledge, and interaction between people, technologies, and synesthetic experiences. He lives and works in Florence. During his career, he has created commissioned works, exhibited at the Louvre in Paris, Miami Art Basel, Veneranda Fabbrica del Duomo, Palazzo Strozzi, Palazzo Vecchio, the Accademia of Florence, the French Academy in Rome, Triennale in Milan and Mies Van der Rohe Pavilion in Barcelona.

Emiliano Ponzi (1978) is an illustrator, author and visual artist. His works appear in commercials, magazines, books, newspapers and animation, for clients including Apple, the New York Times, Uniqlo, Le Monde, The New Yorker, Louis Vuitton, MoMa (Museum of Modern Art), Lamborghini, Moleskine, Cartier, Barilla, Armani, Hermes, Der Spiegel, Penguin Books, Esquire, Chronicle, Books, Xiaomi, Vanity Fair, Pirelli, United Airlines, GQ, The Washington Post and the London Telegraph. He has received numerous awards including the Young Guns Award from the New York Art Directors Club and the coveted Gold Cube from the Art Directors Club of New York. He has won numerous medals of honor (gold and silver) from the Society of Illustrators New York, other awards from Print, How International Design Award, Communication Arts Illustration Annuals, and American Illustration 3x3 Magazine Pro Show.



ABOUT CINELLO:

Cinello is an entrepreneurial reality founded by John Blem and Franco Losi that brings the most advanced into dialogue computer systems with the unparalleled Italian artistic heritage, specialized in the creation of DAW® – Digital Artwork, digital versions in 1:1 scale and very high quality and resolution of the masterpieces of most important Italian museums.

Thanks to the patent based on the use of advanced encryption systems, Cinello can guarantee the uniqueness, the non copy-ability and exclusive ownership of each new digital original, in full compliance with the law, qualifying each DAW® as a true museum-certified and authenticated collector's item which holds the original work.

For each work of art Cinello creates a numbered and limited series of DAW® intended for private collectors and to museums and public and private entities from all over the world interested in exhibiting for educational purposes of disseminating the "immovable" masterpieces of our heritage. For more information visit www.cinello.com.

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