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The Uffizi collects € 70,000 from the sale of a digital Tondo Doni

by Redazione, written on 05/14/2021, 19:33:07

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Interesting operation for the Uffizi: thanks to the sale of a digital reproduction of Michelangelo's Tondo Doni, the Florentine museum collects a good 70 thousand euros.



The Uffizi earn 70 thousand euros from the sale of a digital reproduction of the Round Gifts of Michelangelo. These are the proceeds from the sale of the first unique digital screen printing, authenticated as NFT (Non Fungible Token: these are unique, collectible digital works) via platform Blockchain and protected by a patent, of the masterpiece kept at the Florentine museum. The digital Tondo Doni is a DAW® (Digital Artwork), the first Italian patent in the world that contributes to the digital dissemination of the artistic heritage. The frame is a faithful physical copy, while the work is a high definition

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transposition, created and patented by the company **Cmelio**.

Manufactured in **limited series**, certified, in 1:1 scale, the new digital original is identical to the masterpiece from which it is obtained and protected with a digital encryption system, which makes it absolutely incomparable and unique. For each DAW®, an NFT token is also created on the Blockchain that certifies the ownership of the reproduction at very high resolution, making it an attractive work for the crypto art market. The DAW® of the famous Michelangelo's Tondo kept at the Uffizi in Florence is the first example ever to have been sold by the company.



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The agreement between the company and the Galleries provides for payment to the museum of the 50% of the revenue net of the selling price for each DAW® created on the basis of a painting chosen from the selection of works at the center of the agreement. Among these, there are the Madonna del Granduca, the Veiled and the Madonna del Cardellino by Raphael, The Birth of Venus, Spring and Calumny by Botticelli, The Annunciation and Baptism of Christ by Leonardo, Eleonora da Toledo by Bronzino, Caravaggio's Bacchus, Rubens's The Four Philosophers, Tintoretto's Leda and the Swan, Titian's Venus of Urbino, Canaletto's View of the Doge's Palace in Venice. Once made, the DAW® is accompanied by a certificate of authenticity signed by the director of the museum holding the original.

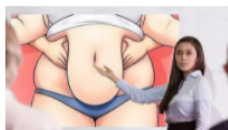
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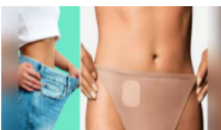
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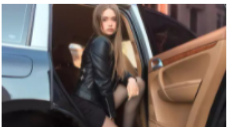
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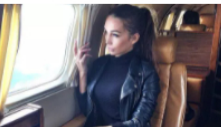
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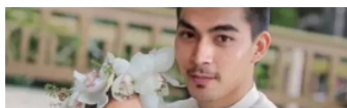
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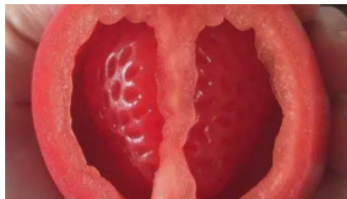
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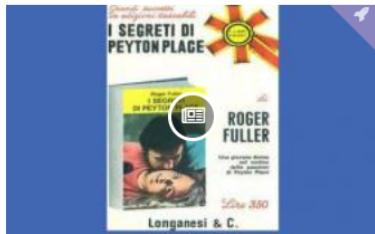
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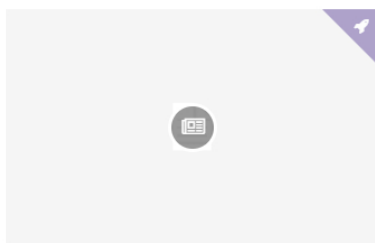
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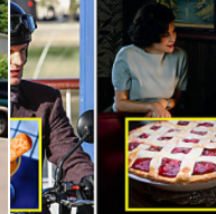
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