



RICONOSCERE  
L'ECCELLENZA DIGITALE

save the **artistic** heritage

Press release | 8 June 2020

**Cinello Unlimited Award**  
**Recognizing Digital Excellence**

**Winners of the First Edition**  
**Cinello Unlimited Award.**

**Marinella Senatore winner of the Artist category**

**Giovanni Audiffredi winner of the Journalist category**

**VSPACE of Galleria Massimo De Carlo winner of the Project category**

**Study Award to Beatrice Pamio**

[www.cinellounlimited.com](http://www.cinellounlimited.com)

The winners of the **first edition of the *Cinello Unlimited Award*** were announced yesterday evening during a ceremony at Palazzo Parigi in Milan. ***Recognizing digital excellence***, the recognition that highlights the best talents in the artistic and cultural fields connected with the world of digital technology.

**The three winners were chosen from ten finalists for each category of participation: Artists, Journalists, Project. Each one received a cash prize of 2,500 euros.**

**Marinella Senatore** wins the **Artist** category award, which was assigned for the most interesting work made or presented in digital environment in 2020, with the work *We Rise by Lifting Others*, a project that was presented at Palazzo Strozzi in Florence in December 2020, in response to the invitation to submit new reflections on the idea of community, closeness and relationship in an era in which the concept of social distancing is affecting the daily life of all people. The project consisted of a large installation place on the courtyard, inspired by the traditional luminaria lighting and a program of participatory workshops specially created by the artist for the online community focused on the idea of social activation and construction of a community built around the practice of performance art. At the same time there were numerous public online activities on the digital channels of Palazzo Strozzi dedicated to deepening the themes and the message behind the initiative.

**Giovanni Audiffredi** wins the **Journalist** category for the best popular article in the field of art, culture and digital innovation written in 2020 and published on a digital platform (website, app, social channels) with *New Rinascimento*, cover of GQ which aims to represent the thin line that separates the real from the virtual. Thanks to the lenticular paper which induces a sudden transformation of the image, there is a visual transition created between the male aesthetics of the past, symbolized by Michelangelo's David, and that of the present, symbolized by the most famous Italian male model in the world: Pietro Boselli. The video contains images of a three-dimensional fashion shoot, shot in London in collaboration with Builders Club, with Boselli as the main character. It is the first time that a print magazine creates a 3D fashion shoot by making a digital cast of the model's body.

**VSPACE of Massimo de Carlo Gallery** wins the award for the **Project** category, assigned to the best campaign or digital project in the field of art and culture. Massimo De Carlo Virtual Space is a complete and engaging experience – accessible through the website [www.massimodecarlo.com](http://www.massimodecarlo.com) or through the Oculus eyewear Hardware ([www.oculus.com](http://www.oculus.com)) like a real space that any viewer can enjoy. The gallery project allows the public to visit the exhibitions remotely, ensuring a fluid and engaging experience.

The *Save the Artistic Heritage* association granted the **study award** to **Beatrice Pamio**, a student at the IULM University of Milan. Her project consists of an Alexa Skill for the Triennale di Milano, where the public can ask Alexa information on programming to communicate more effectively the numerous initiatives proposed by the institution and to further involve the public with their activities. The Skill can also be used to provide information on items in the permanent collection and on its famous figures. In addition, this tool allows you to create virtual guided tours through the integrated use of Amazon Echo Show screens or devices and projects developed by artists and performers exclusively for Alexa and designed solely for this tool. **The winner received a cash prize of 2,500 euros.**

The **Cinello Unlimited award**, which will continue to recognize excellence with a **new edition already scheduled for the future**, was created by Cinello, a company founded by John Blem and Franco Losi, that combines the most advanced technology with the incomparable Italian artistic heritage, realized in the creation of DAW® - Digital Art Work, digital versions of the masterpieces of the most important Italian museums in high quality and resolution in their natural size.

Cinello with their activity and with the *Cinello Unlimited* award wants to support the sectors of visual arts and culture in their **digital dimension** to embrace the possibilities that this world can open. The answers that technology can offer through *digital* systems are crucial to the development and protection of our future, through the optimization of scape, connection between humans all over the world and the possibility of finding faster, more profitable, and functional solutions to modern needs.

The award is the most direct way to affirm, now more than ever, that in every area the highest quality is an admirable value.

The *Cinello Unlimited* award, conceived by Paola C. Manfredi, PCM Studio, was made possible thanks to the precious collaboration with Cinello and the sponsors Enel, Intesa Sanpaolo, and Save the Artistic Heritage.

[www.cinellounlimited.com](http://www.cinellounlimited.com)

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#### CINELLO

**Cinello** is a company founded by **John Blem** and **Franco Losi** that combines the most advanced technology with the incomparable Italian artistic heritage, specialized in the creation of **DAW® – Digital Artwork**, high-quality and high-resolution digital versions of the masterpieces of the most important Italian museums in their **natural size**.

Thanks to the patent based on advanced encryption systems, Cinello can guarantee the uniqueness and **exclusive ownership** of each new digital original that is impossible to copy, in full compliance with the legal constraints, qualifying each DAW® as a real **collector's item**, certified and authenticated by the museum that houses the original work.

For each work Cinello creates a **numbered and limited series** of DAW®s intended for private collectors and for museums and public and private institutions around the world interested in exhibiting the “immovable” masterpieces of Italian heritage for educational and dissemination purposes.

[www.cinello.com](http://www.cinello.com)

## FINALISTS

### ARTIST CATEGORY

**Domenico Barra, Collettivo DAPA, Marcin Gierat, Nicola Gobetto, Chiara Lecca, Marcello Maloberti, Vincenzo Marsiglia, Marinella Senatore, Massimo Uberti and Silvia Vecchiato.**

### JOURNALIST CATEGORY

**Giovanni Audiffredi, Nicolas Ballario, Luca Beatrice, Matteo Bergamini, Stefano Bucci, Germano D'Acquisto, Franco Fanelli, Silvia Granziero, Daniele Perra and Massimiliano Tonelli.**

### PROJECT CATEGORY

*Cactus Magazine* - **Luca Smorgon e Simone Rossi, Fondamenta – Artissima; Le Tipe Umane - Andrea Incontri Tommaso Calabro;** Letizia Battaglia, Palermo e la lotta alla Mafia – Istituto Italiano di Cultura di Berlino; *Radio Gamec* - **Lorenzo Giusti e Leonardo Merlini; Ren Hang- il filtro, Centro per l'arte contemporanea Luigi Pecci; Seascape/ Borders Davide Quadrio; The Bonamist Francesco Bonami; The Sound of Couture #whatdoesistsoundlike - Valentina Nervi and VSPACE, Galleria Massimo De Carlo.**

## HONORARY COMMITTEE

**PRESIDENT: John Blem, President, founder of Cinello**

John is an electronic engineer and a successful entrepreneur, who founded Milestone Systems in 1998, a world leader company in IP video management software solution for surveillance purposes, which was sold to Canon Inc., a company where he is still a member of the Board of Directors. Previously he was Operations Manager at Tenfore Research & Development A / S (1993-1998). John lives in Copenhagen, and he currently invests in various companies, funds, start-ups, and other sectors in which he has a specific interest.

**Sabina Belli** was born in Milan, but she moved to Paris at young age, where she studied, founded a family and had three daughters, now young professionals themselves. She began her career in advertising at Ogilvy and Young & Rubicam, before moving on to the field of marketing, first in the L'Oréal Luxe Group with Helena Rubinstein and Giorgio Armani Parfums, then in LVMH, where she remained for twenty-one years holding top management positions in Dior Parfums and Moët Hennessy and she was the managing director of the Bulgari brand. In 2015 she joined the Kering Group as CEO of the Pomellato Group in Milan, where she rediscovered her origins. Sabina Belli has developed brands and products such as Giorgio Armani's Acqua di Giò, Christian Dior's J'Adore, Veuvo Clicquot, Bulgari and today she is considered an international expert of the luxury market and the management of highly creative and innovative teams.

**Mario Cristiani.** Together with Maurizio Rigillo and Lorenzo Fiaschi, he is the founder of Galleria Continua in San Gimignano. He opened galleries in 2005 in Beijing and in 2007 in Le Moulin, in the French countryside and in Havana, Cuba. He is the chairperson of Associazione Arte Continua, focused on the realization of the Arte all'Arte. Art, Architecture, Landscape project. Since 2009 he has been President of the Scientific Committee of Arte Pollino un Altro Sud. He is Honorary President of Save The Artistic Heritage association.

**Umberta Gnutti Beretta** was born in Brescia on 10 February 1968 and studied in Brescia, Lausanne, Geneva, Rome, London, and Lugano. In 1991 she obtained a B.A. in Business Studies from Franklin University in Lugano. She then joined the family business, where she handled the procurement of raw materials. After living in New York for four years she returned to Italy, where she started to cultivate her own interests and get seriously involved in charity work. For about twenty years she has been actively involved with various non-profit organizations and foundations, focusing on fundraising aspects. She has always had a keen interest in art and devote considerable time and energy to this passion.

**Eliano Lodesani.** In 1977 he started in Credito Emiliano, where he was part of the "high potential development" project, which took him to the United States at Chemical Bank - New York. At the end of 1989 he started at Deutsche Bank Italia as Head of Human Resources Development and in 1993 he was appointed Head of Human Resources and Organizational Development. In 1997 he joined Banco Ambrosiano Veneto as Human Resources Manager. In March 2001 he was appointed General Manager and then Chief Executive Officer of Banca PrimaVera of the Banca Intesa group. From 2003 to 2006 he was Chief Executive Officer and General Manager of the Intesa Casse del Centro banking holding. From 2006 to 2009 he held the position of Head of the CIS (Commonwealth of Independent States) Department of the Foreign Banks Division of Intesa Sanpaolo and then became, in September 2009, Head of the CIS & South Mediterranean Department. He was Director of Banca Intesa Mosca, Pravex Bank and AlexBank. In 2011 he assumed the position of Regional Director of Veneto, Friuli Venezia Giulia, and Trentino Alto Adige of Intesa Sanpaolo and in 2013 he was appointed General Manager of Cassa di Risparmio del Veneto. Since 1 June 2014 he has been Chief Operating Officer of the Intesa Sanpaolo Group. Since October 2015 he is also President of the CASL (Trade Union and Labor Affairs Committee) in ABI.

**Sara Sozzani Maino's** career in fashion began in 1991 at 10 Corso Como in Milan. In 1994 she became an intern at Vogue Italia. Today, as deputy director of Vogue Italia and head of Vogue Talents, Sara continues to oversee this important international project created with Franca Sozzani in 2009. A regular attendee at global talent spotting committees, serves as a judge in several fashion competitions, including LVMH's prize, the International Talent Support (ITS), Woolmark Prize, Fashion Trust Arabia and many more. Since September 2018 she has been the International Brand Ambassador for Camera Nazionale della moda Italiana. In 2019 she launched A New Awareness, a project that wants to create more awareness and consciousness to new generations. A special remark about her is the collaboration with yoox.com focused on sustainability called The Next Green Talent.

## JURY

**PRESIDENT: Franco Losi, CEO Cinello**

Franco, son of a renown Italian painter, has thirty years of experience in the field of new technologies and startups, which began in Mountain View, California, in the early nineties, where he founded his first artificial intelligence company. He is one of the founders of Cinello, a company that was born from the love for art and culture inherited from his father, from the passion for technology and from the awareness of the risks caused by uncontrolled digitalization.

At the same time, he is engaged in various activities and think tanks on the current and future implications of digital evolution.

**Francesca Bortolotto Possati** is an Italian entrepreneur, author, interior designer, philanthropist, and hotelier. She was the chief executive officer of the Bauer Hotel group in Venice, and the granddaughter of Arnaldo Bennati, Ligurian shipbuilder who purchased the Bauer Hotel in 1930. She was the only female CEO in the city of Venice as of 2008. A native of Venice, she has also been involved in the city's cultural life over many years. As well as a hotelier, Bortolotto Possati is a public figure and a patron of arts, with a particular focus on Venice. She is on the board of Save Venice Inc., a foundation dedicated to restoring important works of architecture and art in Venice. She sponsors the Zuecca Project Space (a non-profit area on Giudecca Island that hosts art exhibitions and events together with local and international art communities). She is on the board of Altagamma, which rewards internationally acknowledged Italian companies.

**Elio** is an Italian singer, composer, flutist, voice actor and theatrical actor. He is the leader of Elio e le Storie Tese ensemble, which he founded in 1980, together with drummer Pier Luigi Zuffellato. He is the lead singer of the band but he also performs playing the guitar and the transverse flute, an instrument in which he graduated from the Giuseppe Verdi Conservatory in Milan. In recent years he has been an interpreter of scores written for him by composers of classical origin, such as Luca Lombardi or Nicola Campogrande. He was also a judge on X Factor Italy from the fourth to the seventh season as well as the ninth season.

**Paola Caterina Manfredi.** After a collaboration with the Public Relations office of the RAI headquarters in Milan she held top positions in two leading Italian companies in the Communication/PR sector, gaining solid professional experience in large corporate, political, and cultural projects with public and private clients. In 2007 she opened her own agency, PCM Studio, specialized in communication for cultural institutions and projects for companies that invest in culture. Since 2014 she has regularly held courses at the Business School of Il Sole 24 Ore and Naba. Starting from this year she has been an adjunct professor at the Iulm University of Milan. Since 2002 she is a member of Ordine dei Giornalisti della Lombardia - Register of publicists in Lombardy.

**Paola Manfrin** lives and works in Milan. She is Creative Director for luxury, lifestyle, design, and art brands, as well as co-editor of Permanent Food, an art magazine developed together with Maurizio Cattelan (currently only on: <http://permanentfood.tumblr.com>). She founded [www.interviewmatch.it](http://www.interviewmatch.it) a web publishing project where artists, architects and thinkers are interviewed through images.

Studies of philosophy in Siena, Louvain and Harvard, **Walter Mariotti** (1967) directed the ARS of the municipality of Monticiano (1986) and the URP of Grosseto (1998-2000), collaborating with the University for Foreigners of Siena (1996- 2000) and at the Unesco Chair for the Imaginary of the IULM in Milan (2003-2006). As a journalist he directed the monthly magazines Campus, Class, Class Arte (2001-2005) and the New Initiatives sector of the 24 Ore Group (2006-2012), for which he created the supplements I Viaggi del Sole, English24 and IL. For Mondadori he coordinated the redesign of the weekly Panorama, assuming the deputy directorate (2012-2013), before founding Periferie (2014-2015), the report on the cities promoted by Senator Renzo Piano and at the same time engaging in the relaunch of the supplements attached to the Corriere del Ticino (2016-2017). Among other experiences he has carried out strategic consultancy activities for industries, companies, and cultural institutions, including the Ministry of Cultural Heritage.

**Ottavio Nava** Co-founder & Managing Director Italy of We Are Social, he grows professionally in the TBWA Agency.com group from which he separates in 2010 to launch his own agency together with partners and friends Gabriele Cucinella and Stefano Maggi. He is constantly working with clients such as BMW, Netflix, Barilla, AB-InBev, Pirelli, ING Direct and Campari focusing on strategy, creativity, and innovation.

**Pasquale Junior Natuzzi** was born in Bari, Puglia, in 1990 - with dual Italian and US citizenship - and he is the son of Pasquale Natuzzi and Kimberlee Monique Philips.

In 2010 he decided to suspend his university career to start The Secret Society: a fashion start-up characterized by a disruptive and unconventional approach.

In 2011 he moved to New York to attend Assett and Wealth Management courses at major international banking groups. In 2012 he returned to Italy and joined Natuzzi as Marketing Program Manager, specializing in the management of marketing and communication levers, in the creation of digital communication projects and in the development of events characterized by a very strong experiential connotation.

In October 2018 he also took on the position of Stylist and Creative Director and became Chief Creative & Marketing Officer. In 2019 he was also appointed Regional Manager Emerging Markets. He is a member of the FederlegnoArredo General Council and chairs the Federation's Sustainability Task

Force (design, sustainability, and synergies for the leadership of the Italian wood furniture sector).

**Clarice Pecori Giraldi** began her career in the art world in 1984, as a junior modern art specialist at Sotheby's Italy. Over the years, she increased her expertise in the international art sector of the twentieth and twenty-first centuries by becoming head of the department at Christie's as well as taking on managerial positions. She travels between Milan and London, before settling in Milan in 2017 where she founds her own art collection management company, Cpg Art Advisory srl. In this independent role she continues as strategic advisor for several private collections of 20th and 21st century art as well as the San Patrignano Collection which has inaugurated its permanent headquarters in Rimini and the ongoing social themed collection of the Genesi association. She has followed the enhancement of many collections: the Chiara and Francesco Carraro Foundation, Bacon Trust and others that prefer to remain anonymous. Her activity focuses on extensive care of the collection, from the inventory to export licenses, to the analysis of the state of conservation as well as to the generational change.

**Lorenzo Perini Natali** was born in Viareggio (Lucca) in 1990 and he currently lives in Milan. After working for an industrial group with production sites in Italy, Brazil, and the United States, he moves to Milan where he graduates in Visual Arts at NABA Milano, specializes with a Master in Contemporary Art Markets and does an internship at Sotheby's Modern and Contemporary Art department. In addition to bringing on projects involved with his art collection he continues to support the work of emerging Italian and international artists.

**Gea Politi**, publisher and director of Flash Art, historical contemporary art magazine and publishing house, founded in 1967. In the last twenty years she has collaborated with major cultural institutions, she has held conferences and lectures in contemporary art centers and universities, she has curated international exhibitions and projects. Gea collaborates with the United Nations as an advisor for cultural development projects. She chairs with Cristiano Segnanfreddo, CGPS, the publishing group that owns Flash Art and Agenzia del Contemporaneo.

**Cristiano Segnanfreddo**, innovator and creative entrepreneur, he was professor of Aesthetics in Fashion Design at the Politecnico of Milan, Scientific Director of Corriere Innovazione by Corriere della Sera. He is the director of Progetto Marzotto. Author of "The Italian Book of Innovation" (Rizzoli, 2017). He chairs with Gea Politi CGPS, an editorial group that owns the art magazine Flash Art and Agenzia del Contemporaneo. He sits on the Advisory Board Italy of UniCredit and the Santa Margherita Wine Group. He works as a strategic advisor for the United Nations Ethical Fashion Initiative.