

save the **artistic** heritage

LEONARDO DA VINCI **Masterpieces and Flying Machines**

Exhibition of masterpieces, made possible with **DAW® – Digital Art Work**,
digital technology of startup **Cinello**
organized by **Save the Artistic Heritage**
in partnership with the Italian Consulate in Jeddah

The ***Disheveled, Portrait of a Musician***, drawings and projects:
twenty digital reproductions, authenticated, numbered and certified
make possible the gathering of Leonardo's artworks
from the great collections of Italian museums

From October 12, 2019
Sharbatly House - Jeddah, Saudi Arabia

Jeddah October 12, 2019 – The ***Disheveled, Portrait of a Musician*** and more than 15 drawings representing **geometrical designs, flying machines** and **scientific studies**, from the collections of the Monumental Complex of Pilotta and Veneranda Biblioteca Ambrosiana, at the Sharbatly House in the historic center of Jeddah (Saudi Arabia), the genius of the Italian Renaissance, Leonardo da Vinci, is the protagonist **from October 12, 2019** in a unique exhibition **LEONARDO DA VINCI. Masterpieces and Flying Machines**.

An exhibition that has been made possible only thanks to **DAW® – Digital Art Work**, digital reproductions made with a technology with enormous potential, developed by the startup **Cinello**, specialized in digital innovation.

All the **twenty works, the protagonists of Masterpieces and Flying Machines**, are, in fact, digital reproductions made with a patented technology that can perfectly recreate a limited number of copies of a masterpiece that is **authenticated, numbered and certified, made in 1:1 scale, identical to the original size**.

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The decision to exhibit this selection of works comes not only from the desire to introduce **the variety and vastness of the interests and studies of Leonardo** – who used **drawing** to describe all his intuitions - to the international public, but it is also a special occasion to approach and understand a **technology** with great potential.

The exhibition opens with the **Portrait of a Musician** (circa 1485) from the collection of the **Veneranda Biblioteca Ambrosiana**, Leonardo's only portrait on a wooden panel in Milan, and the only male portrait created by the artist for a private client in the Sforza court. The work is also known as the *Portrait of a Doctor* or a *Portrait of Giovan Galeazzo Visconti*, and until the nineteenth century it was mistakenly considered a *Portrait of Ludovico II Moro*. The discovery of the sheet music finally identified him as a court musician.

It remains, however, a precious example of Leonardo's pictorial phase when he produced, among other things, absolute masterpieces such as the *Virgin of the Rocks* and the *Last Supper*.

Next to it are the drawings of **sixty geometric solids**, made a few years later for Luca Pacioli's treatise *De Divina Proportione* (1498), part of the *Appendix* of Ambrosiana's Codex: works that represent an important testimony of the influence of Piero Della Francesca and Euclidean geometric theories on the Milanese culture during the Renaissance.

The exhibition presents also **another mysterious portrait**, known as the **Disheveled** (circa 1508), from the collection of the **Monumental Complex of Pilotta in Parma**. The work is surrounded by mystery even today, as there is no documentation of its dating, origin or destination, and even though it appears to be a preparatory study, it has a complete appearance that suggests an independent work.

The **second part of the exhibition is dedicated exclusively to the studies of flight and flying machines: sixteen drawings** – reproductions of designs of the Codex Atlanticus – which compose a story of a theme that was widely analyzed by Leonardo. His constant research on nature and human anatomy inevitably led him to confront the primary elements of air and water and the infinite possibilities of their practical applications. The training in Verrocchio's workshop and the attendance on theatrical settings helped to inspire Leonardo in his research on human flight. The scenic machines, the actors' wings and the flying scenes certainly influenced the artist and his scientific research, as well as the studies on the flight of birds and studies made before him, which he certainly knew well.

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In his various experiences around Italy, between Milan, Rome and Florence and then in France, Leonardo continued to search his whole life, in human anatomy and flight of birds, the secret of building working *flying machines*.

The exhibition **LEONARDO DA VINCI. Masterpieces and Flying machines** is part of a wider project for the enhancement, dissemination and promotion of the Italian artistic heritage. Thanks to the collaboration agreement signed with some of the most **important Italian museums** and with the approval of the **MiBACT, Ministry of Cultural Heritage and Activities and Tourism, Save the Artistic Heritage** together with **Cinello** work for circulation, exhibiting in digital format, with **educational and informative purposes**, these "immovable" masterpieces of our heritage.

Half of the net revenues from the sale or circulation of the DAW® will go to **the museums** who own the original copyrights, helping the institutions to preserve the works the best way possible and to value the priceless heritage which they preserve.

The exhibition is organized by the Association Save The Artistic Heritage in partnership with the Italian Consulate in Jeddah. Special thanks to TAMER SA'AID, Saudia Airlines, Kab Holding, ASG Holding, Leonardo SPA, Forsan, Sharbatly, Chandelier Home, Mauzoun.

Save the Artistic Heritage is a non-profit association founded with the aim of raising awareness among enthusiasts about the need to safeguard and maintain the artistic heritage and, at the same time, with the aim of disseminating new methods of support. In particular, it promotes with its activities an innovative project developed in collaboration with Cinello – a startup of digital innovation – and some of the most important museums and art collections in Italy, who play an essential role in preserving these iconic artworks that represent our country in the imagination of anyone in the world.

Cinello was born from the idea of John Blem and Franco Losi, two IT engineers who share the passion for Italian culture and artistic heritage. Blem and Losi know the opportunities and risks of the technological and digital revolution, aware of how digital represents a resource for sharing, but also how for this very reason it can compromise the value of the heritage in its uniqueness. Cinello is a private and self-financed company and it has patented a new technology for the creation of **DAW® - Digital Art Work**: digital copies at 1:1 scale managed by a platform that respects the constraints and requirements of a work of art, first of all its uniqueness. The platform is always able to guarantee the work's ownership, uniqueness and copy protection for every DAW®. The museums provide Cinello with high-resolution files of

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masterpieces from which the company creates DAW®, limited reproductions in real size, certified and impossible to copy.

Every DAW® is accompanied by a certificate of authenticity, signed by Cinello and the Director of the museum that owns the original work.

INFORMATION FOR THE PRESS

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