

save the **artistic** heritage

**Save the Artistic Heritage**  
Presents the digital reproduction of

***Herodias Brings the Head of St. John the Baptist to Salome***  
by Bernardino Luini

Next to  
***La Scapiliata***  
by Leonardo da Vinci  
from the museum Monumental Complex of Pilotta of Parma

as part of the exhibition ***L'Ospite illustre***  
organized by Gallerie d'Italia – Intesa San Paolo

**Gallerie d'Italia – Palazzo Zevallos Stigliano**  
**Museum of Intesa Sanpaolo in Naples**  
**5 July 2018 – 2 September 2018**

*Naples, 5 July 2018* – Association **Save the Artistic Heritage** – a non-profit organization for the promotion and valorization of the Italian historical and artistic heritage – is pleased to **exhibit for the first time**, at **Gallerie d'Italia – Palazzo Zevallos Stigliano**, museum of **Intesa Sanpaolo in Naples**, the digital reproduction of the painting **Herodias Brings the Head of St. John the Baptist to Salome by Bernardino Luini**, next to the acclaimed painting by **Leonardo da Vinci**, **La Scapiliata**, from the museum Monumental Complex of Pilotta of Parma.

La Scapiliata's arrival in Naples marks the **seventh edition** of the ***Ospite Illustre*** exhibition, which is organized in the exhibition space of Intesa Sanpaolo – Gallerie d'Italia – and introduces a significant artwork on temporary loan from prestigious Italian or foreign museum. The exhibition is curated by **Marco Carminati** and it will be open to the public **from 6 July to 2 September 2018**, anticipating the celebrations for the 500<sup>th</sup> anniversary of Leonardo's death in the following year.

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The famous painting by Leonardo is a wooden panel of 27 centimeters by 21, painted with umber, green amber and white lead, first mentioned in 1627 in Federico Gonzaga's inventories: "a sketched painting depicting the head of a woman with disheveled hair..., work by Leonardo da Vinci".

The date of the work is still uncertain as well as the object, its nature (whether it's an unfinished painting, sketch, preparatory study), the origin and the destination.

Next to La Scapiliata there will be a digital reproduction of **Herodias Brings the Head of St. John the Baptist to Salome** by **Bernardino Luini**. The original work was made around 1527 and it is preserved in the Uffizi Galleries since 1793. It is an artwork of great historical importance: the striking resemblance between Leonardo's La Scapiliata and the female figure on the oil painting of the Lombard master suggests that Leonardo's works had a strong influence in Milan area at least until 1530, as the younger artists who trained in his workshop continued to follow his steps.

Exhibition and **the dialogue between the two masterpieces** by Leonardo and Luini has been made possible thanks to the digital reproduction of Luini's work in the form of **DAW® – Digital Art Work**, digital copy reproduced in limited series, numbered and certified, in 1:1 scale, which respects faithfully the original one and is made by Cinello, in agreement with the Uffizi Galleries, by using an innovative patented technology.

The initiative is promoted by Save the Artistic Heritage, a non-profit association that was born with the aim to valorize the historical artistic heritage, that of Italian in the first place, at national and international level, through actions, dissemination and sharing tools, together with new technologies, to create new forms of support. Thanks to Cinello's collaboration agreements with some of the most important Italian museums with the approval of MiBACT, the Ministry of Cultural Heritage and Activities and Tourism, Save the Artistic Heritage is committed to organize exhibitions and displays of art in digital form with educational and informative purposes, with the "immovable" masterpieces of our heritage. Half of the net revenues from the sales or rent of the DAW® will go to museums who have the original copyright, helping this way museums and partner institutions to preserve the artworks the best way possible.

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## **For editors**

### **Save the Artistic Heritage Non-profit Association**

Save The Artistic Heritage is a non-profit association for promotion and valorization of the artistic heritage at national and international level, that of Italian in the first place. Their mission is to spread the study, education and knowledge of Artistic Heritage, especially visual arts, through actions, dissemination and sharing tools, together with new digital technologies.

Save The Artistic Heritage organizes exhibitions, events, reviews, essays, conferences, seminars, studies, presentations and manifestations with the purpose of discussing and increasing knowledge on topics related to associative goals; develops educational and didactic activities in the art world, research, archiving, exchange and collaboration with Italian and non-Italian institutions, which have similar or alike purposes; promotes contacts and collaboration with public institutions, museums, galleries, collectors, fairs and universities in Italy and in the world.

## **Cinello**

### **How to valorize artistic heritage**

Cinello is a start-up that was founded in 2015 from the idea of two engineers with a long experience in the field of information technology, John Blem and Franco Losi, aforementioned the son of a well-known painter from Piacenza, Cinello. Their adventure combines their skills developed in the field of digital technologies in thirty years of career in Silicon Valley and important multinational companies, their passion for art and Italian historical artistic heritage, identifying element of Italy and an asset to valorize.

Starting from important masterpieces, Cinello creates the DAW® - Digital Art Work: digital multiples in 1: 1 scale, in limited series, certified and impossible to copy thanks to a patented technology that guarantees its uniqueness. Each DAW® is unique, numbered, authenticated and non-reproducible and it respects all the features and requirements of a work of art, starting from its uniqueness.

With the approval of MiBACT, Cinello has signed agreements with the most important public and private Italian museums - Monumental Complex of Pilotta of Parma, Gallerie dell'Accademia of Venice, Museum and Real Bosco di Capodimonte, Uffizi Galleries

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Pinacoteca di Brera, Veneranda Biblioteca Ambrosiana, Museum of Palazzo Pretorio of Prato, Monte dei Paschi di Siena Foundation - which have authorized the reproduction of a wide selection of their most famous masterpieces. For every DAW® half of the net revenues will be shared with the museum that holds the original artwork, avoiding this way the possible dispersion of value of the artistic heritage that the digitalization could imply, and guaranteeing new resources for its preservation and valorization.

www.cinello.com

### **Press Review:**

<https://www.hestetika.it/erodiade-porta-la-testa-di-san-giovanni-battista-a-salome/>

<http://www.artemagazine.it/attualita/item/7299-leonardo-alle-gallerie-d-italia-di-napoli-con-la-scapiliata>

<https://www.corrierequotidiano.it/cultura/05-07-2018/le-mostre-imperdibili-dellestate-la-scapigliata-di-leonardo-napoli>

<https://www.fanpage.it/napoli-a-palazzo-zevallos-arriva-la-scapiliata-di-leonardo-da-vinci/>

<https://arte.firstonline.info/ospiti-deccezione-alle-gallerie-ditalia-palazzo-zevallos-stigliano/>

<http://www.vesuviolive.it/ultime-notizie/255332-la-scapiliata-di-leonardo-da-vinci-a-napoli-quando-ammirarla/>

<http://www.quotidianosociale.it/save-the-artistic-heritage-la-salome-incontra-la-scapiliata/>

[http://napoli.repubblica.it/cronaca/2018/07/05/news/a\\_palazzo\\_zevallos\\_leonardo\\_da\\_vinci-200895931/](http://napoli.repubblica.it/cronaca/2018/07/05/news/a_palazzo_zevallos_leonardo_da_vinci-200895931/)

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[http://bancadati.datavideo.it/media/20180706/20180706-RAI\\_3-TGR\\_CAMPANIA\\_1400-142943777m.mp4](http://bancadati.datavideo.it/media/20180706/20180706-RAI_3-TGR_CAMPANIA_1400-142943777m.mp4)

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## Arte

### NAPOLI

L'associazione Save the Artistic Heritage è lieta di esporre per la prima volta alle Gallerie d'Italia - Palazzo Zevallos Stigliano la riproduzione digitale del dipinto Erodia-de porta la testa di San Giovanni Battista a Salomè di Bernardino Luini accanto alla celeberrima opera di Leonardo da Vinci La Scapiliata, proveniente dal Complesso Monumentale della Pilotta di Parma. L'esposizione, curata da Marco Carminati, sarà aperta fino al 2 settembre 2018, anticipando le celebrazioni per i 500 anni dalla morte di Leonardo previste per il prossimo anno. Accanto a La Scapiliata sarà esposta una riproduzione digitale di Erodia-de porta la testa di San Giovanni Battista a Salomè di Bernardino Luini.





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**Palazzo Zevallos****A Napoli  
testa di donna  
di Leonardo**

Inaugurata a **Palazzo Zevallos**, Napoli, la mostra con il celebre dipinto di Leonardo "Testa di donna", detta "La Scapiata". Un eccezionale prestito concesso dal Complesso monumentale della Pilotta di Parma. L'iniziativa rientra nella rassegna "L'ospite illustre" e anticipa le celebrazioni per i 500 anni dalla morte del genio toscano previste nel 2019. "Fa tu adonque alle tue teste gli capegli scherzare insieme col finto vento intorno alli giovanili volti e con diverso revoltare graziosamente ornargli". Queste righe sono considerate la miglior descrizione della Scapiata, dipinta con terra d'ombra.

