

FOR IMMEDIATE RELEASE

## EMERGING PAINTER HYPNOS PARTNERS WITH DIGITAL TECHNE TO PROTECT ARTISTIC PRODUCTION USING GENOMIC TAGGING

Rome, Italy - June 23, 2023 - Digital Techne, the leading company spearheading the digital revolution in the Art&Collectibles market, is proud to announce a partnership with Hypnos, an emerging Italian painter based in Rome. Hypnos has chosen to utilize Digital Techne's innovative genomic tagging technology to protect his artistic production and preserve the authenticity of his artwork.

Digital Techne's genomic tagging solution, powered by an invisible drop of ink containing a unique DNA sequence registered on the blockchain, revolutionizes the way art objects are protected from counterfeiting. This groundbreaking technology ensures that each artwork is distinguishable and impossible to counterfeit, preserving its integrity and value.

Hypnos, known for his pioneering use of DNA in art, gained recognition through his acclaimed artwork, "Michael's Gate," which features a genomic signature created with the artist's own DNA. With Digital Techne's advanced platform, Hypnos believes his original concept is elevated to new heights, providing an affordable and comprehensive solution for artists to safeguard the authenticity of their work and prevent any possibility of counterfeit.

Digital Techne's Chief Executive Officer, Filippo De Jorio, expresses his enthusiasm about the collaboration, stating, "We are delighted to collaborate with Hypnos, the pioneer of using DNA in art. His innovative approach and artistic vision have been and will continue to be of great inspiration to our company. Hypnos's partnership with Digital Techne further validates the effectiveness and value of our genomic tagging technology."

The collaboration between Hypnos and Digital Techne empowers artists by increasing the economic value of their creations and instilling confidence in buyers. By combining Hypnos's artistic vision with Digital Techne's cutting-edge technology, this partnership offers a transformative approach to protecting and verifying the authenticity of artworks.

Hypnos explains, "Digital Techne complements my original idea of the artist's DNA signature, which holds great philosophical value. However, it cannot completely mitigate the risk of counterfeits, especially when the artist is still alive. With Digital Techne's solution, all artists now have access to a robust platform that safeguards the authenticity of their work, ensuring its uniqueness and preventing fraudulent replication."

Digital Techne continues to revolutionize the Art&Collectibles market, empowering artists and collectors alike with secure and verifiable means of art authentication.

For more information about Digital Techne, please visit:

Digital Techne: [www.digitaltechne.it](http://www.digitaltechne.it)

About Digital Techne:

Digital Techne is a leading company introducing a digital revolution in the Art&Collectibles market through innovative genomic tagging technology. Their solution ensures the authenticity and uniqueness of art objects, providing a secure platform for artists and collectors.

About Hypnos:

Hypnos is an emerging Italian painter based in Rome, known for his innovative use of DNA in art. His works explore the intersection of science, philosophy, and artistic expression, pushing the boundaries of traditional artistic practices.