

/ METAREMBRANDT

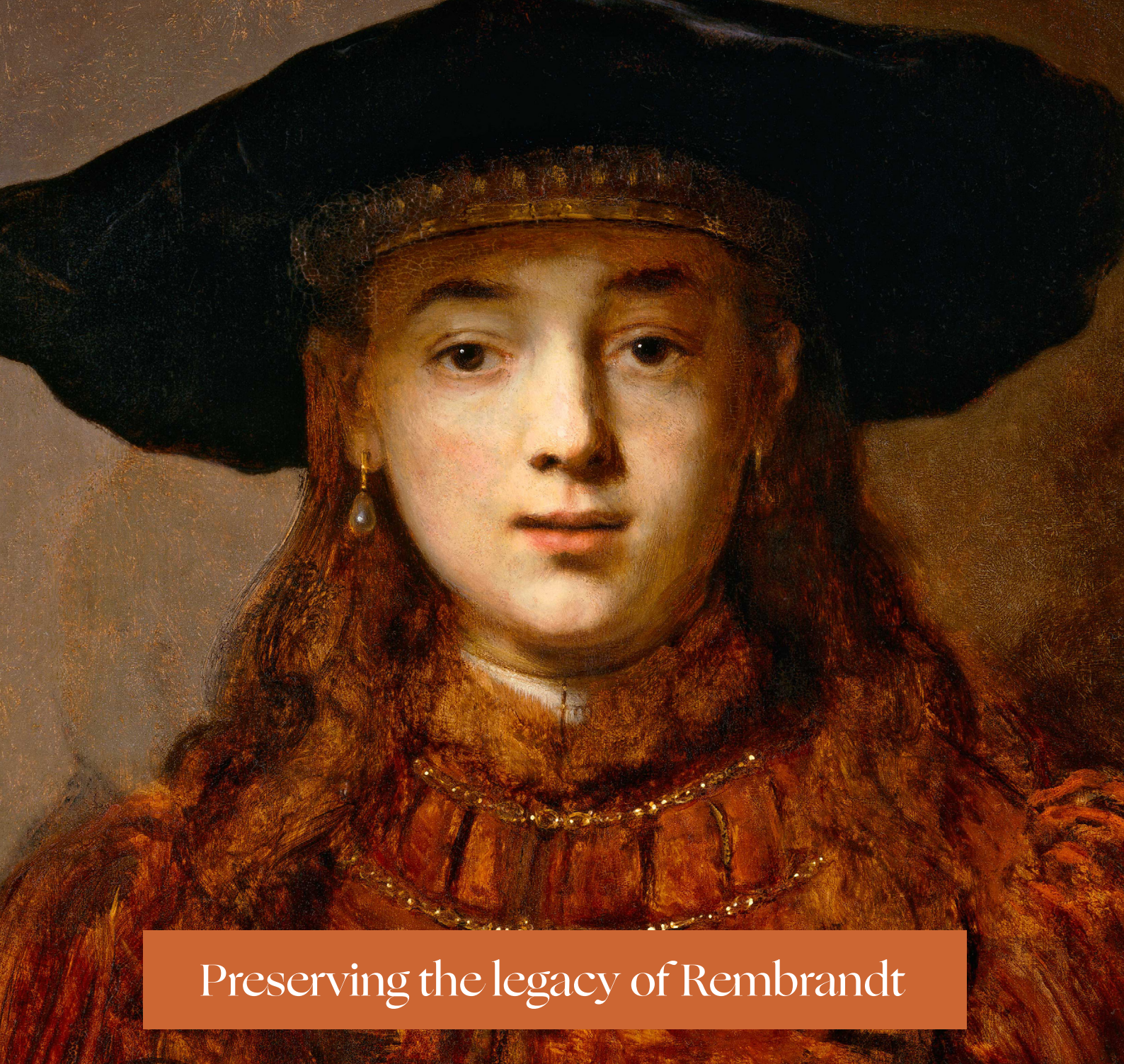


White Paper

Preserving the Legacy of Rembrandt



INCUBATED BY
HODL FINANCE



Preserving the legacy of Rembrandt

The Night Watch NFT collection is based on the famous painting by Rembrandt van Rijn, which has been divided into 8,000 unique NFT pieces. Each piece is displayed in a glass dome and contains hidden stories about the characters, symbols, and objects depicted in the painting. It is also displayed atop one of three pedestals, each made of a different material correlating with the rarity of said piece. By purchasing an NFT, the holders become founding members of the MetaRembrandt Museum, a museum

that is dedicated to preserving Rembrandt's legacy for future generations. They will also have the opportunity to rent out their NFT to other enthusiasts and access exclusive events at the museum and in real life. All NFT holders also receive a place on the "Wall of Fame" at the virtual museum. By purchasing an NFT, holders are not only able to enjoy the exclusive collection and benefits of renting the NFT, but also help to preserve the legacy of Rembrandt's famous works.

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Introducing MetaRembrandt

The MetaRembrandt NFT

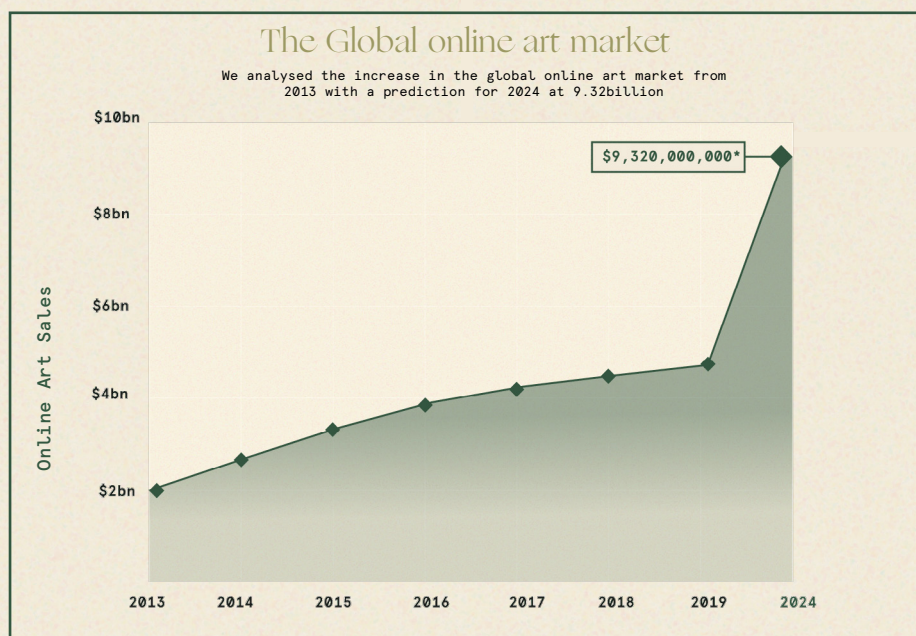
collection represents a revolutionary approach to the preservation and democratization of art. As one of the greatest storytellers in the history of art, Rembrandt's ability to capture the emotional and dramatic moments of his subjects has made his work timeless. With over 300 paintings housed in museums around the world, from Amsterdam to the Arabian Gulf, Rembrandt's work continues to touch the hearts of many.



The Night Watch, Rembrandt's largest and most famous painting, is a prime example of his ability to tell a story through art. This painting depicts a group of civilian soldiers defending Amsterdam from an attack and is widely considered to be the first painting to capture a moment in time. The MetaRembrandt NFT collection seeks to bring this and other historical elements of Rembrandt's work to the blockchain.

Starting with 8,000 exclusive pieces of NFTs, the MetaRembrandt collection allows collectors to own a piece of history and become the founders of the all-digital MetaMuseum. In addition to these initial 8,000 pieces, MetaRembrandt also plans to bring all of Rembrandt's other paintings to the blockchain, making his entire oeuvre accessible to the public. According to the research by Fortune Business

Insights, the art market has seen exponential growth in recent years, with the global art market growing from \$46.33 billion to nearly \$48.5 billion by the end of 2021. This growth is driven by art investors who see art as a valuable and rare investment that will maintain its worth. As the art market continues to grow and art becomes more mainstream, the online art market is also growing rapidly. As seen in the chart down below, the online art market has been growing since 2013 and is expected to rise more in 2022-2024.



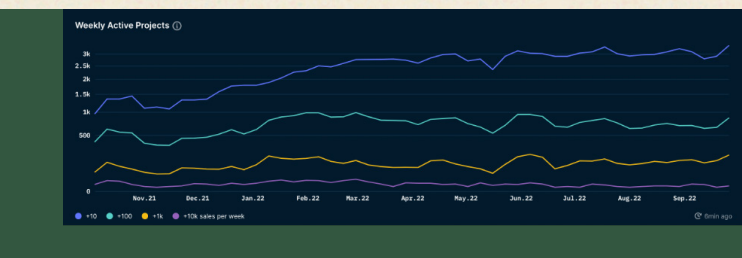
NFTs represent a new frontier for the art market, as they allow for the creation of rare and one-of-a-kind paintings on the blockchain that can be permanently available. MetaRembrandt believes that the mainstream adoption of NFTs in the art market is imminent and is proud to be at the forefront of this movement.

Insights of the digital art world

The NFT market also has undergone significant growth in terms of usage, volume, and trading over the past several years. This growth has demonstrated that NFTs are no longer solely speculative investments, but rather have become a viable means for investing in fine art and holding it for appreciation.

As NFTs continue to mature and become more mainstream, it is becoming increasingly accessible for everyday individuals to invest in them. Research by Nansen of NFT performance in 2022 indicates that since April 2022, there has been a consistent influx of approximately 250,000 wallets interacting with NFT platforms on Ethereum every week. This steady growth highlights the increasing mainstream adoption and popularity of NFTs as a means of digital asset ownership.

In light of this trend, MetaRembrandt believes that NFTs will play an increasingly important role in protecting the legacies of painters and other artists in the future. As NFTs allow for the permanent and secure safeguarding of digital artwork, they present a unique opportunity for artists to ensure their work's longevity and make it accessible to a wider audience. MetaRembrandt wants to provide a platform for the democratization and preservation of Rembrandt's work for future generations to enjoy.



Considering the growing mainstream adoption and popularity of NFTs as a means of digital asset ownership and the increasing importance of conserving the legacies of painters, MetaRembrandt is proud to announce the launch of the Night Watch NFT collection. By bringing Rembrandt's work to the blockchain, we aim to increase the accessibility and visibility of his famous artworks to a broader audience. This collection represents a revolutionary approach to the preservation and democratization of art by bringing the work of the Netherlands' most famous painter to the metaverse.

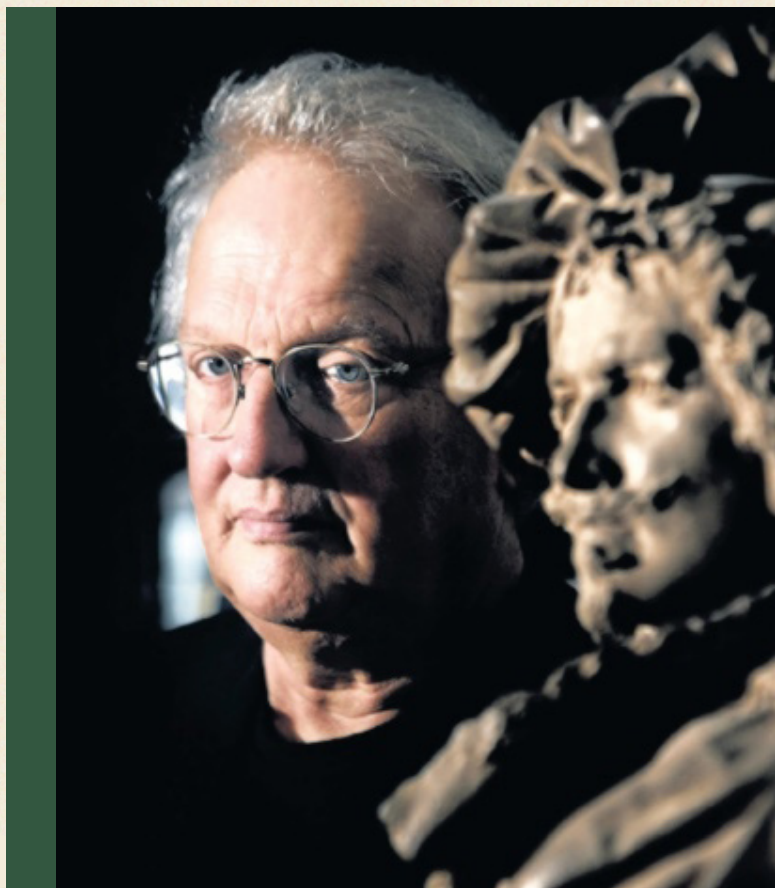


Introduction

Founders / Partnership

The RHF was assisted by the late Prof. Dr. Ernst van de Wetering. He dedicated his life to studying and authenticating Rembrandt's works, including his paintings, etchings, drawings, and whereabouts. He is believed to be one of the few people in the world who has seen all of Rembrandt's paintings in person, as many of them are scattered around the world and some are even in private collections or have been stolen. The current team, led by Pim Slager and Edzard Gelderman, is completed by Marijn Peters, Laura Losse, and Jeane-Pierre Kin. The foundation is also supported by experts from Hodl Finance, which assisted the project in terms of blockchain technicalities and marketing practices.

R REMBRANDT
HERITAGE
FOUNDATION

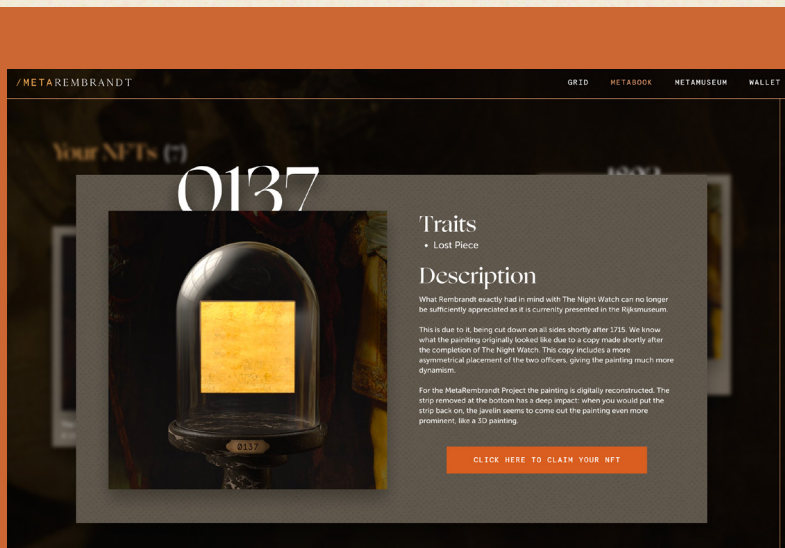


Dr. Ernst van de Wetering



What is MetaRembrandt

MetaRembrandt is a revolutionary platform that utilizes web3 technology to bridge the traditional art world with the digital realm. Our goal is to preserve the works of Rembrandt in the blockchain, starting with his most famous painting, The Night Watch. This iconic painting will be available in 8,000 NFT pieces, which will be sold in four separate phases.



After the initial release of “The Night Watch” NFTs, MetaRembrandt will unveil a range of new products that focus on bringing together the web2 and web3 worlds. This will include the launch of the “MetaRembrandt MetaBook”, a portal where web2 users can discover and claim their NFT, view the MetaBook, and gain access to the web3 world. Additionally, MetaRembrandt will be developing the “Find Your Piece” tool, which will allow NFT holders to see which piece of “The Night Watch” NFT they possess.

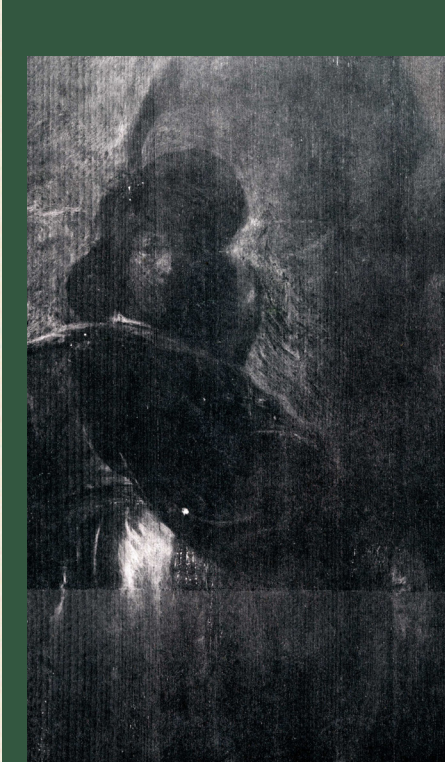
As we continue to develop these products, the development of the MetaMuseum will also be ongoing. The ultimate goal of MetaRembrandt is to launch all 306 of Rembrandt’s paintings on the blockchain, making them available for viewing in the MetaMuseum.

In summary, MetaRembrandt is the gateway that brings web2 and web3 art enthusiasts together, making the works of Rembrandt accessible to a wider audience and preserving them for future generations to enjoy.



What is MetaRembrandt

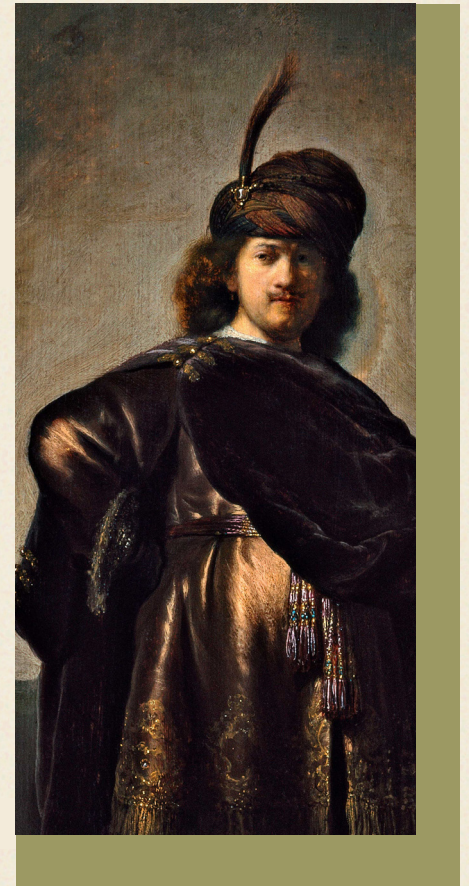
Mission / Vision



MetaRembrandt has the sole goal of keeping the work of Rembrandt alive and accessible for future generations. With the evolving methods of enjoying art, MetaRembrandt is motivated to introduce a new way for the public to experience, preserve, and commemorate Rembrandt's masterpieces in the blockchain. Hence, MetaRembrandt launched the "The Night Watch" NFT collection. Rembrandt's most famous painting is crafted into 8,000 unique pieces for people to mint and collect. "The Night Watch" NFT collection will be presented in the MetaRembrandt Museum, where people can witness Rembrandt's most famous paintings and other historical artworks



(including Rembrandt's 306 paintings) that Prof. Dr. Ernst van de Wetering accessed during his lifetime. The establishment of this museum fulfills the initial goal of preserving Rembrandt's masterpieces by creating a digital space to host all of Rembrandt's paintings in one place. MetaRembrandt is a company with a mission to safeguard important works of art on the blockchain, ensuring their protection against lockdowns, vandalism, and protests. The events of 2020 and 2021 have highlighted the vulnerability of traditional art storage methods, such as museums, where works of art are often inaccessible to the public during lockdowns and vulnerable to damage or destruction during protests. By storing art on the blockchain, MetaRembrandt



aims to make it virtually indestructible, ensuring that these important works will be accessible to future generations. This represents a significant advancement in the field of art preservation and will enable more people to appreciate and experience the beauty of art.

MetaRembrandt is committed to maintaining the high quality of Rembrandt's paintings and showcasing the finest examples. The MetaRembrandt Museum and "The Night Watch" NFT give people the opportunity to experience Rembrandt's masterpieces wherever they are, rather than keeping them hidden in private collections.

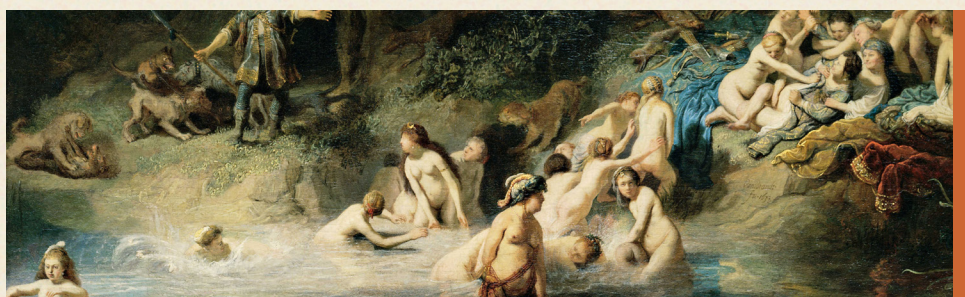
What is MetaRembrandt

Why we are here



Since MetaRembrandt is dedicated to protecting the legacy of Rembrandt on the blockchain, his paintings can now be accessible to current, future, and older generations. MetaRembrandt also aims to set a new standard for the preservation of art by eliminating the need for physical museums and the risks of damage to paintings through demonstrations.

In the MetaMuseum, all art is available indefinitely without the risk of loss or damage, thanks to the transparency of the blockchain.





As an owner of a piece of “The Night Watch” NFT, you have digital ownership of that specific piece. By owning an NFT, holders will have access to a range of utilities, including:

Being a Founder of the MetaRembrandt Museum

Which grants exclusive benefits in both the digital and physical world and shows commitment to supporting the project long-term

Access to the exclusive MetaRembrandt Museum Founders Chat

Where holders can connect with other Rembrandt and art enthusiasts

Voting rights

Allowing holders to have a say in future modifications to the MetaRembrandt Museum

A place on the Wall of Fame

A designated area in the virtual museum that displays all the names of holders of “The Night Watch” NFT

Free lifetime access to the MetaRembrandt Museum exhibitions

Which is granted through web3 integration and allow holders to enter the museum without needing to rent an NFT

The opportunity to rent out your NFT as a ticket

So others can have the MetaRembrandt experience. With profits shared 50/50 between the NFT holder and the MetaRembrandt initiative

The MetaRembrandt NFT

The Rarities



Eye Pieces

The Eye Pieces of "The Night Watch" NFT collection represents the deep historical stories behind each eye in the painting. These characters have witnessed wars, experienced power, and inherited wealth, and their eyes contain more than 300 years of history.

Hidden Stories

The Hidden Story pieces of "The Night Watch" NFT contain exciting and previously unknown stories about the painting and its characters. By discovering these secrets, you can uncover the mysteries of this masterpiece.



Portrait Pieces

The Portrait Pieces of "The Night Watch" NFT captures the emotionally charged brushstrokes that bring the characters to life. These pieces represent the faces of the people in the painting.

The MetaRembrandt NFT

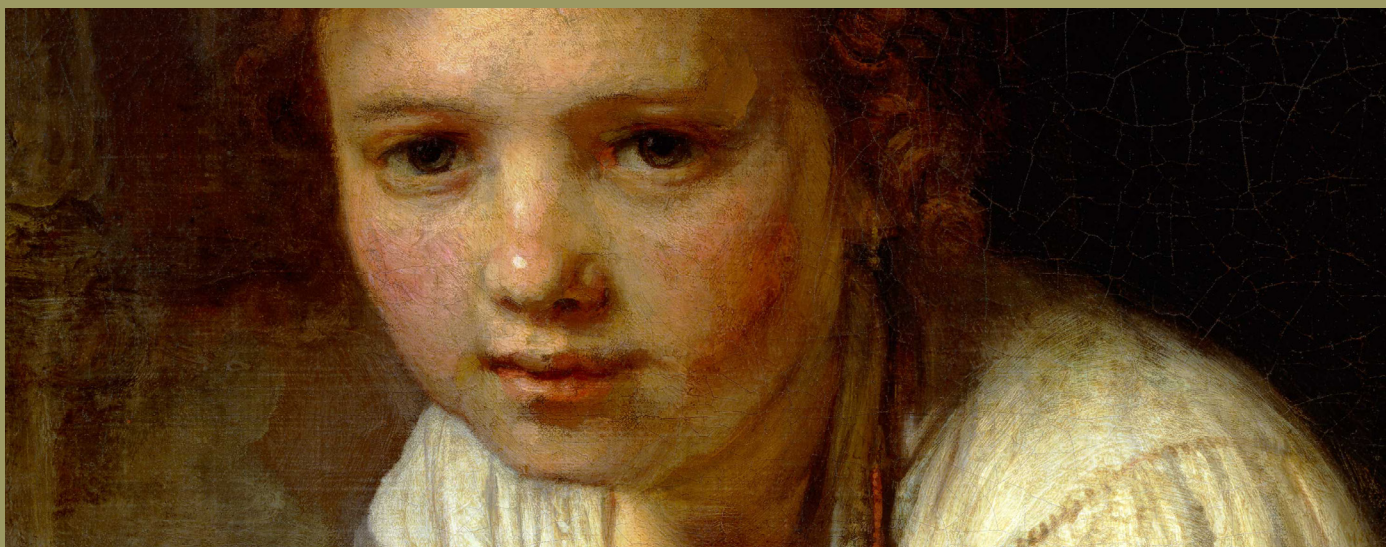


Lost Pieces

The Lost Pieces represents the pieces of "The Night Watch" that were once thought to be gone forever since it was cut down in 1715 to fit between two doors in Amsterdam's Town Hall. However, MetaRembrandt has digitally reconstructed them and immortalized them in the metaverse.

Common Pieces

The Common Pieces of "The Night Watch" NFT is a collection that captured Rembrandt's skill to capture a key moment in time and used his brushstrokes to manipulate light.





The MetaRembrandt NFT

There are many varieties in “The Night Watch” NFT, will you get the rarest piece?



	Pieces	Rarity
Trait breakdown	8000	100%
Common Piece	4323	54,04%
Lost Piece	1325	16,56%
Hidden Story	2220	27,75%
The Old School Wear	335	4,19%
The Flag Bachelor	398	4,98%
Lieutenant Willem van Ruytenburch	314	3,93%
Captain Frans Banning Cocq	498	6,23%
The Girl with the Chicken	111	1,39%
Tambour Jacob Jorisz	237	2,96%
The Dog's Fur	85	1,06%
The Lieutenant's Left Shoulder	6	0,08%
The Spear in Perspective	48	0,60%
The Acid Attack	62	0,78%
The Weapon Practices	32	0,40%
The Movement of the Group	40	0,50%
The Client	15	0,19%
The Shadow Surrounding Amsterdam	25	0,31%
The Petite Mistake	4	0,05%
The Signature Fecit	10	0,13%

The MetaRembrandt NFT

Portrait	457	5,71%
The Girl with the Chicken; an extra	35	0,44%
Musketeer Jan van der Heede	30	0,38%
Sergeant Rombout Kemp	20	0,25%
Captain Frans Banninck Cocq, Lord of Purmerlandt and Ilpenda	80	1,00%
Musketeer Elbert Willemsen	12	0,15%
Sergeant Reiner Engelen	15	0,19%
Lieutenant Willem van Ruytenburch, Lord of Vlaerdingen	48	0,60%
Musketeer Jan Claesen Leijdeckers	20	0,25%
Captain of Arms Jan Adriaensen Keijser	24	0,30%
Rembrandt van Rijn, the Master himself	9	0,11%
Pikeman Walich Schellingwou	15	0,19%
Tambour Jacob Jorisz	24	0,30%
Shield-bearer Jan Pietersen Bronchorst	9	0,11%
Ensign-bearer Jan Visscher Cornelissen	20	0,25%
Pikeman Pauls Schoonhoven	20	0,25%
Shield-bearer Claes van Cruijsbergen	16	0,20%
Pikeman Barent Hermansen Bolhamer	20	0,25%
Pikeman Jan Ockersen	20	0,25%
Shield-bearer Herman Jacobsen Wormskerck	20	0,25%
Eye	61	0,76%

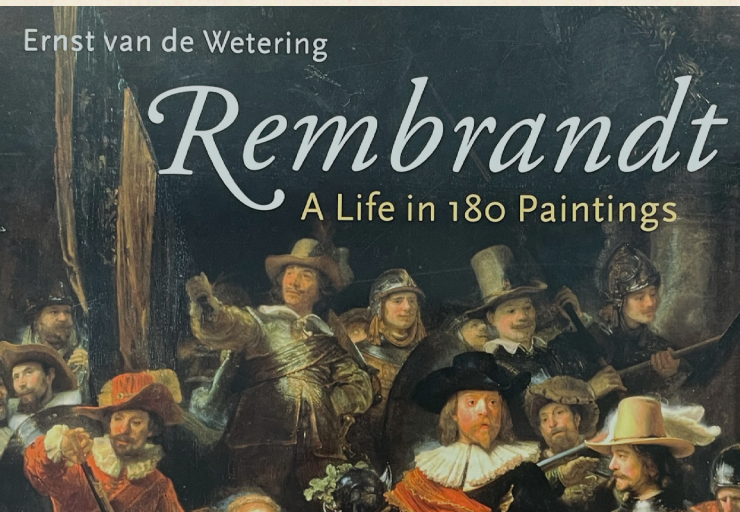


Products

Documenting previous achievements

Rembrandt remastered

Rembrandt Remastered” is an exhibition organized by the Rembrandt Heritage Foundation. It brings together all of Rembrandt’s paintings and digitally restores and remasters them, including stolen, disappeared, and badly damaged paintings. This exhibition traveled from Amsterdam to Tokyo, from Tel Aviv to Wellington, and attracted over 70,000 visitors worldwide.



A Life in 180 Paintings

In collaboration with Prof. Dr. Van de Wetering, the Rembrandt Heritage Foundation published the book “Rembrandt: A Life in 180 Paintings”, which describes the backstories of all of Rembrandt’s collected works. This book is written for those unfamiliar with Rembrandt’s work, but also contains hidden treasures for those who are more familiar with his art. The combination of images and text is meant to give the reader the feeling of looking over Rembrandt’s shoulder as he works.

Selling out the Phase One of the NFT set

In partnership with the Hodl Finance team, MetaRembrandt launched Phase One of “The Night Watch” NFT sale on October 12th 2022. This project received coverage in major local and international newspapers due to its unique nature, including Volkskrant, NRC, Yahoo Finance, and many more. The marketing for this sale targeted both art enthusiasts and museum visitors, and Phase One of the NFT set was sold out to a combination of both people from the web2 and web3 communities who are interested in preserving the legacy of Rembrandt’s work. The success of this phase will allow the release of future products to the public.



Products

Treasury Wallet

MetaRembrandt is focused on bridging the fine-art community to the web3 world, after selling out the first phase of its NFT with around 65% of sales going to web2 buyers. There was confusion among web3 buyers as to how the phase sold out, as in the web3 world, all transactions are visible on the blockchain. But in web2 these transactions are not visible. Web2 buyers were able to claim their NFTs using MetaMask, but there was still a significant amount of confusion surrounding this process.

In response, MetaRembrandt developed a [Treasury Wallet](#) that contains all the sold-out NFTs which updates every week to reflect the amount sold on the portal. This wallet serves as a bridge between web2 and web3 and provides full transparency to the community. This allows users to have full functionality in the MetaRembrandt portal without the need to download a crypto wallet.

The Treasury Wallet will also enable access to other features within the MetaRembrandt ecosystem, such as "The Night Watch" NFT, the MetaBook, the Grid, and later the MetaMuseum.

“Building the
community through
trust and value”

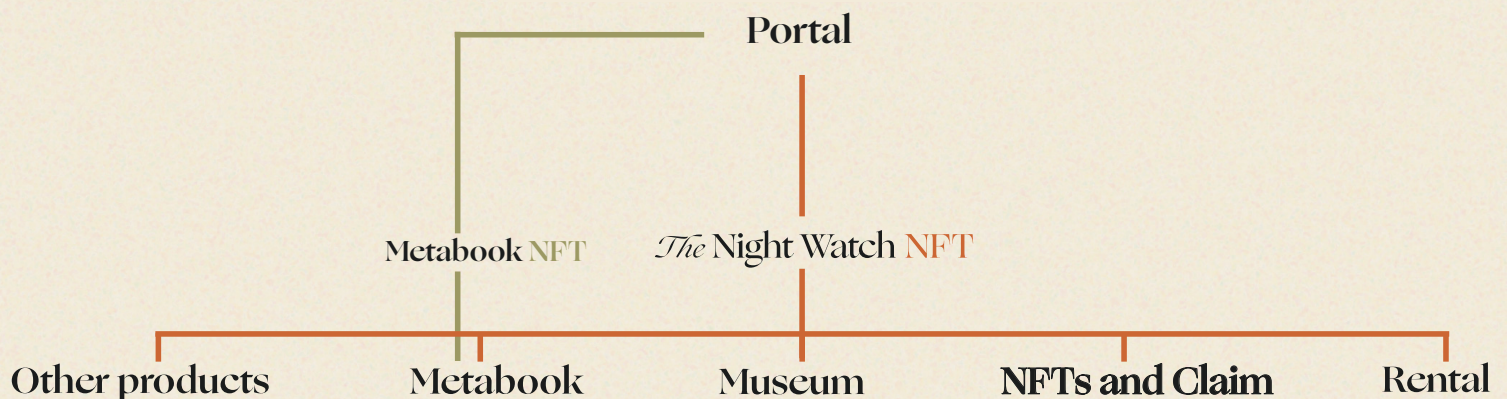
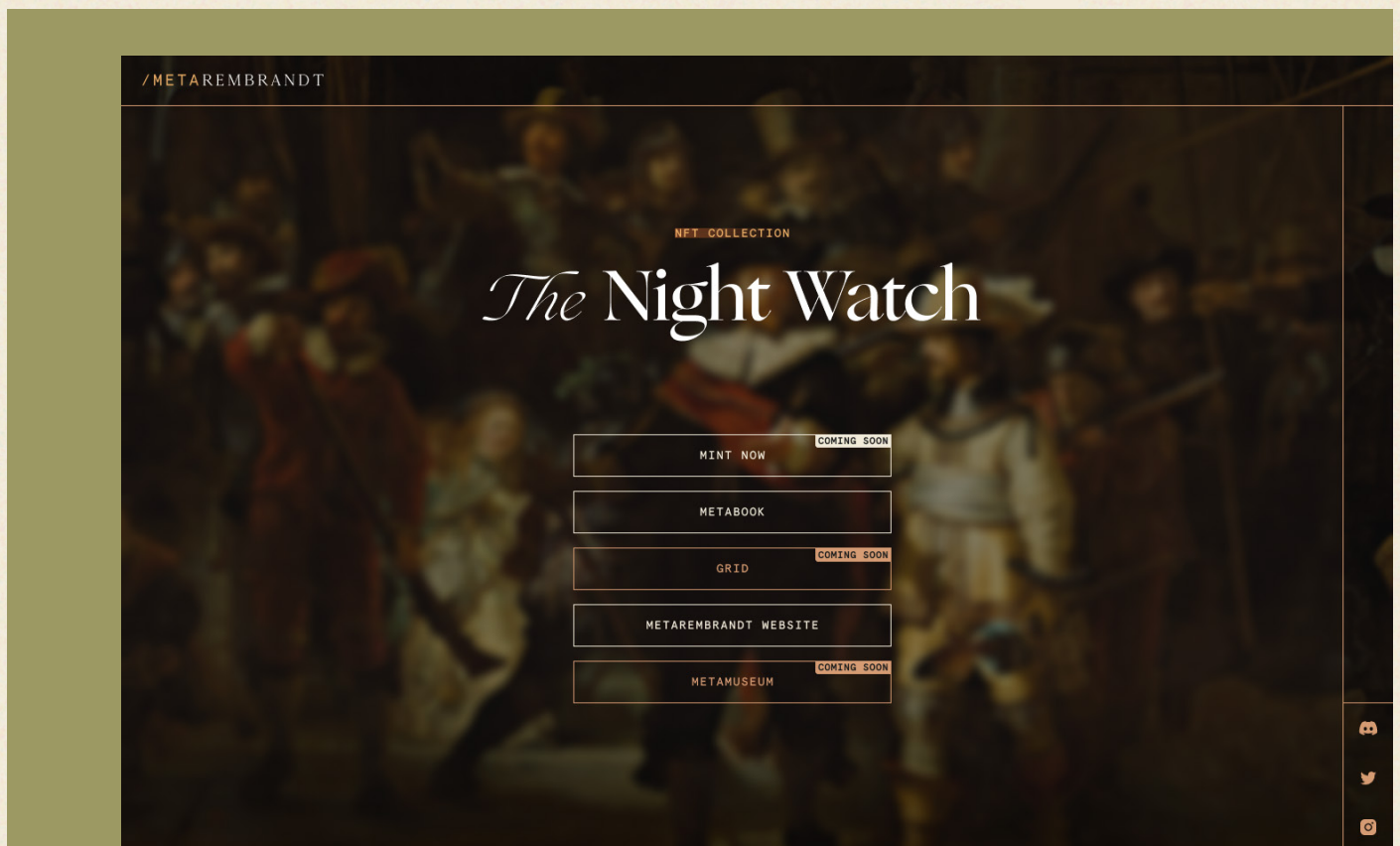


Bridge between web2 and web3

Upcoming products to be released

Portal

The purpose of MetaRembrandt is to safeguard the legacy of the renowned artist Rembrandt and to bridge the divide between web2 and web3 users. To achieve this objective, the first step is to upgrade and enhance the existing MetaRembrandt Portal, facilitating a more seamless experience for web2 users to view and hold their “The Night Watch” and MetaBook NFTs. With the introduction of the “Treasury Wallet”, web2 users will no longer be required to claim their NFTs through MetaMask.

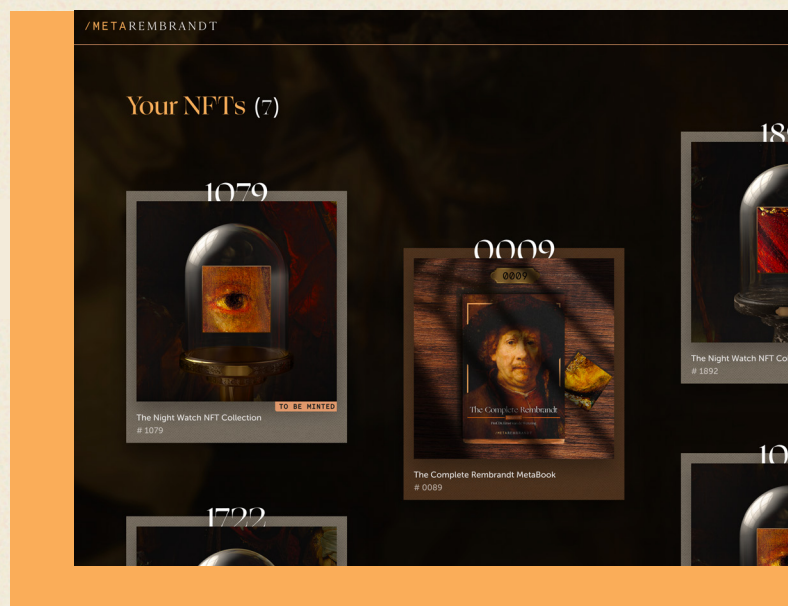


Upcoming products to be released

Portal

The new portal will serve as the foundation for creating a seamless bridge between web2 and web3 users. The ultimate goal of the portal is to become the central hub of the MetaRembrandt ecosystem, providing a one-stop destination for all MetaRembrandt products and services. To bridge the gap between web2 and web3 users, the MetaRembrandt team will develop a new system that allows for easy access to "The Night Watch" NFT regardless of the user's crypto expertise. The system allows users to claim their NFT using either an email address or a MetaMask wallet, enabling web2 users to fully access and use their NFTs in the same way as a crypto wallet user would.

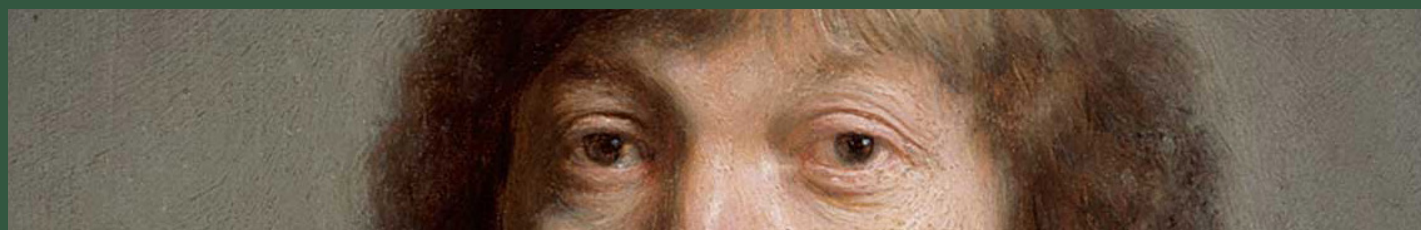
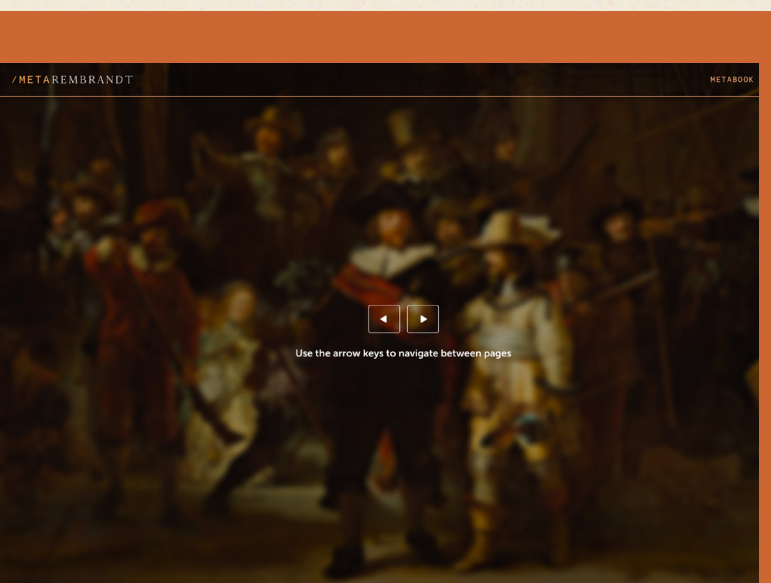
The MetaRembrandt portal represents a significant advancement in the field of NFT accessibility, making it easy for both web2 and web3 users to participate in the growing NFT ecosystem. This new system will enable more people to access and enjoy the benefits of NFT ownership. This initial step will be the foundation for creating a central hub of the MetaRembrandt ecosystem, providing a one-stop destination for



all MetaRembrandt products and services.

Upon the full release of the portal, web2 users will have the ability to fully access and utilize the web3 world and view their NFTs, claim and view the MetaBook, the Grid and MetaMuseum in their accounts. The update aims to make it easier for web2 users to transition to the web3 world and experience all that MetaRembrandt has to offer. In Q1, we plan to release the first section of the portal, incorporating all these functionalities to make it user-friendly and accessible for all. The first step is adding the MetaBook to the portal, which will enable users to view, zoom in, read, and see all of the pictures of Rembrandt, accompanied by descriptions of Ernst van de Wetering's research.

Following this, the portal will be optimized to support the MetaMuseum, and by the end of Q4, upon logging in, users will be able to experience the MetaMuseum in all its glory. The MetaMuseum will be built on a system that will enable anyone in the world to access it. This will be accomplished by utilizing crypto and web2 technology simultaneously, exemplifying the future of technology.



Upcoming products to be released

The MetaBook NFT

The MetaBook is a limited edition NFT that showcases all of the works of Rembrandt on the blockchain. This NFT is available exclusively to the first 2,000 holders of "The Night Watch" NFTs. This NFT serves as a tribute to the founders and early supporters of the MetaRembrandt project, and to preserve the legacy of the artist. This NFT is unique for each of the 2,000 holders, and will be limited to 2,000 pieces, and will never be replicated.

Even if they choose to sell they will remain with their original "The Night Watch" NFT which gives access to everywhere in the portal.

The MetaBook NFT only gives access to the Book in the portal. At MetaRembrandt, we believe that rewarding early holders is a key aspect of the blockchain ecosystem. By providing lifetime access to the MetaBook, we are demonstrating our commitment to creating value for our community and fostering a sense of ownership and engagement among NFT holders.



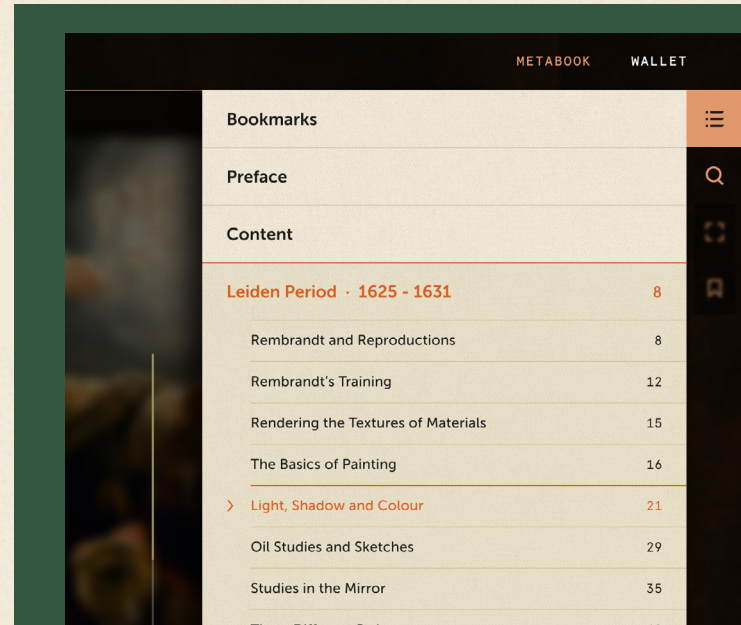
The MetaBook NFT represents a new paradigm in digital content ownership, where the value of an NFT is not limited to its market price, but also includes access to exclusive and valuable content. This creates a new level of engagement and investment potential for NFT holders, and we are excited to be at the forefront of this development. We believe that the MetaBook NFT is an innovative and valuable addition to the NFT ecosystem.



Upcoming products to be released

The MetaBook

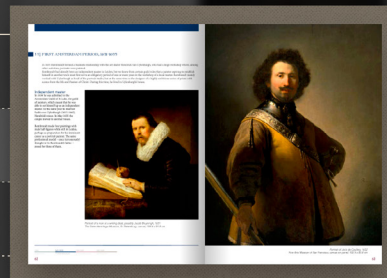
In addition to the MetaBook NFT, we have also developed the MetaRembrandt MetaBook, which is only accessible to holders of the The Night Watch or MetaBook NFT. This means that the 8,000 holders will be able to view it. The MetaBook contains all of Rembrandt's paintings, along with detailed explanations and visualizations of each one, written by Dr Ernst van der Wetering. By holding an NFT, the holder will be able to view X-ray, hidden and lost pieces of all the paintings. With logging in to the Portal, the holder will have the true legacy of Rembrandt at their fingertips.



Your Bookmarks (3)

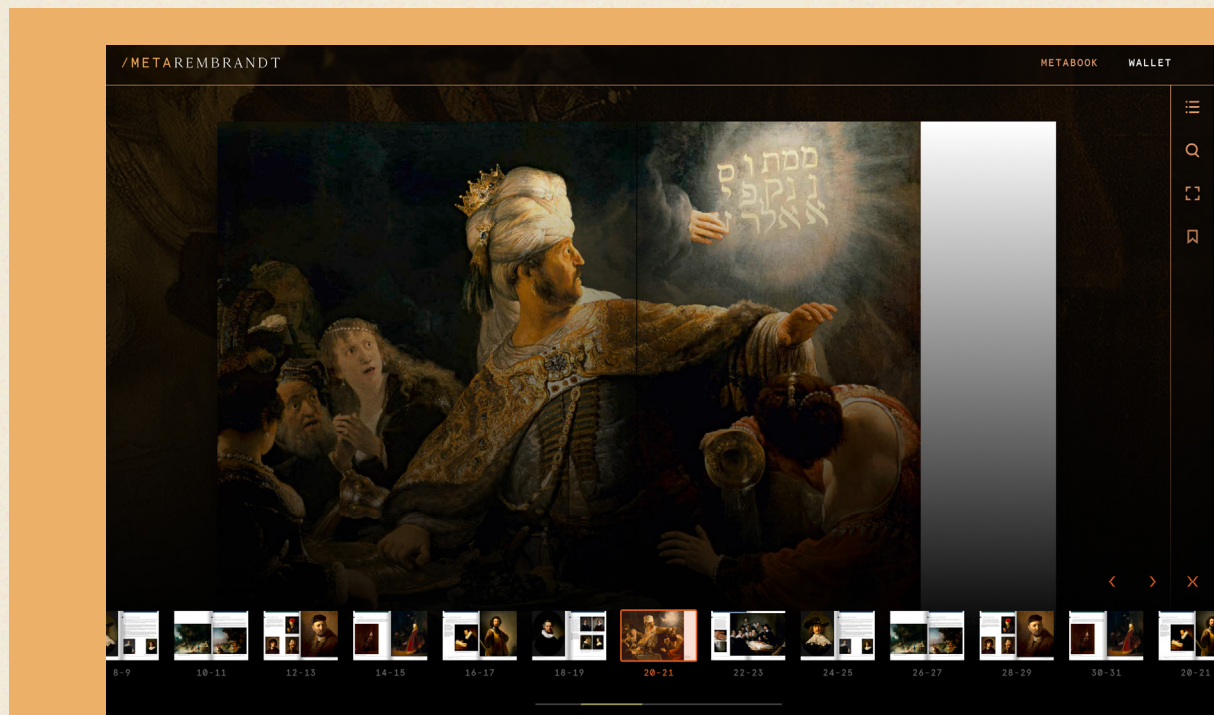
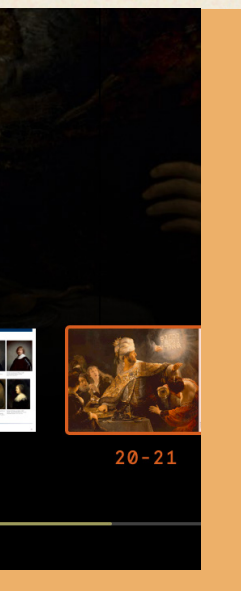
15	Rendering the Textures of Materials	
20 - 21	Light, Shadow and Colour	🖱️
40	Three Different Styles	
70 - 71	Unusual Pairs	
82 - 83	Rembrandt as a Portrait Painter	

First Amsterdam Period · 1631 - 1635



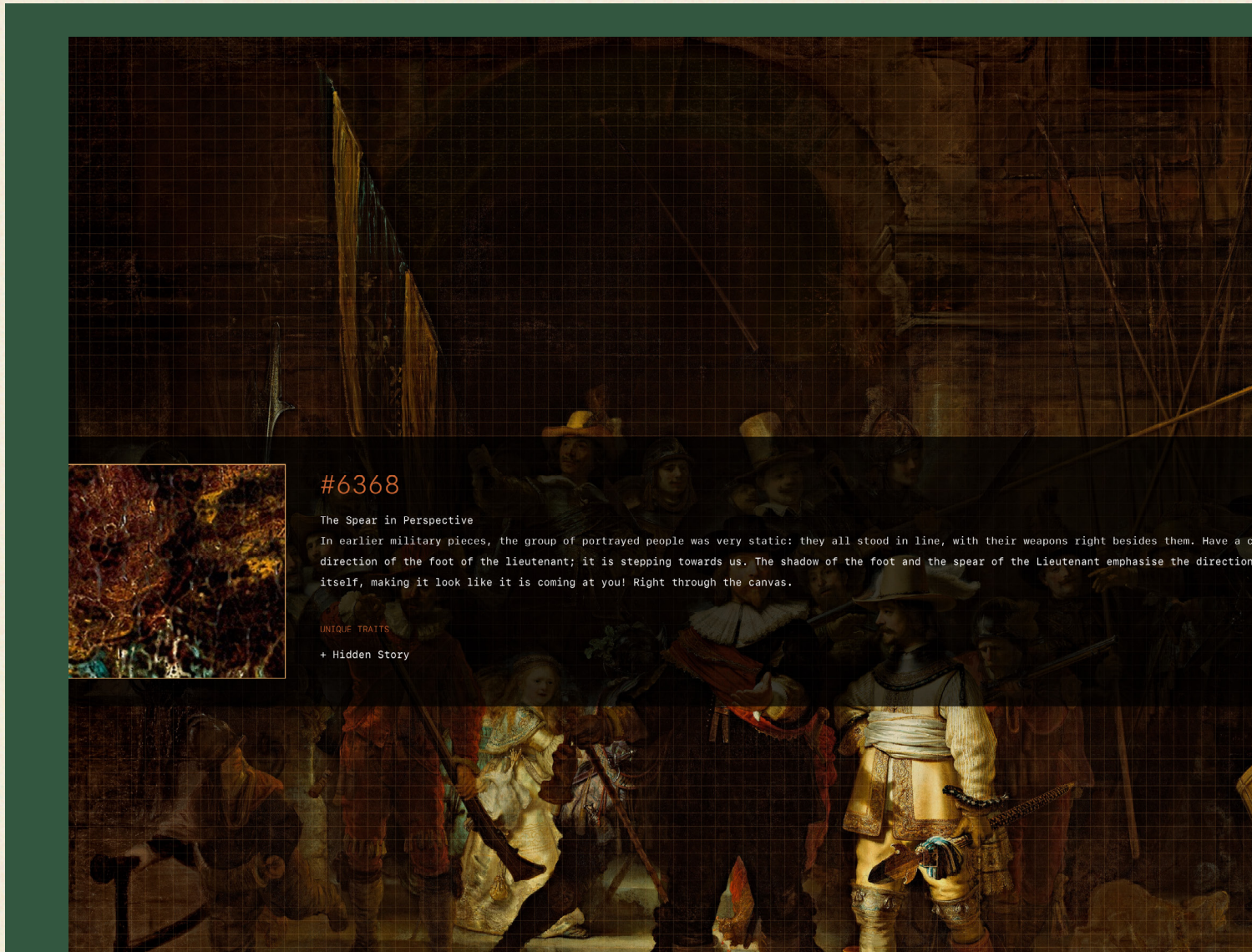
First Amsterdam Period · 1631 - 1635

First Amsterdam Period · 1631 - 1635



Upcoming products to be released

Find Your Piece



The “Find Your Piece” feature of the MetaRembrandt platform will allow users to locate their NFT in the actual “The Night Watch” painting. Using this feature, users will be able to see their NFT on the larger canvas and explore the hidden stories and lost pieces of the painting. In addition, we will create a feature called “The Grid” which will display all minted NFT pieces and allow users to see which pieces are still available for minting in future phases of the project. The “Find Your Piece” feature and “The Grid” will be integrated with the blockchain to ensure transparency and authenticity.



Upcoming products to be released

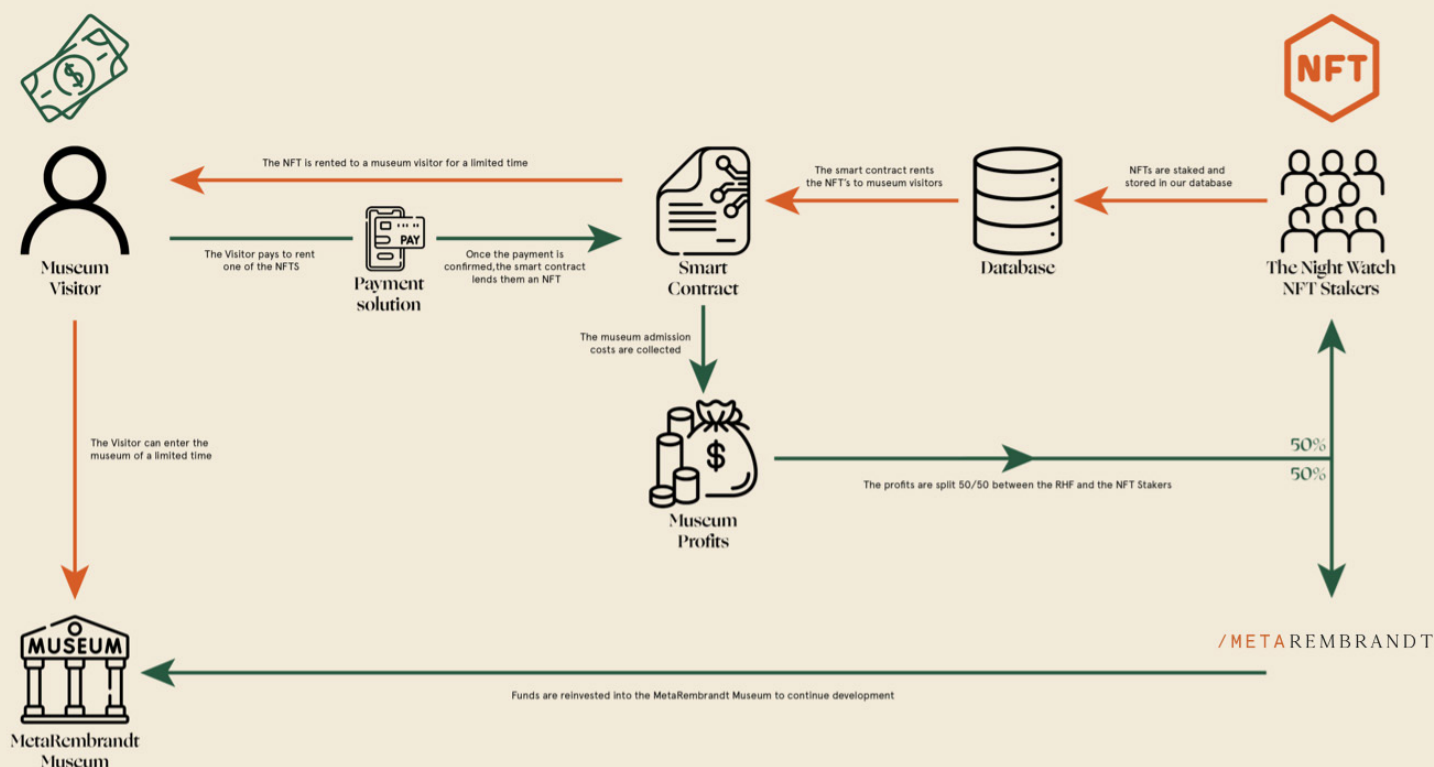
The Metamuseum

The MetaMuseum is a digital museum where the complete collection of Rembrandt's paintings (306) will be displayed. This will be the first time that all of Rembrandt's paintings will be viewable in one place. These paintings have been digitally remastered and restored to their original state, allowing for high-definition viewing. The primary goal of the MetaMuseum is to safeguard Rembrandt's collection indefinitely and make it accessible to current and future generations, while also being a museum that is free of the limitations and issues present in traditional physical museums. The MetaMuseum will feature all the amenities of a traditional museum but will be accessible from anywhere, at any time, without the need to wait in lines. The museum can be visited alone or with the community. The paintings will be displayed in one place, including the previously hidden and X-rayed paintings, along with research and information about each painting, so visitors can stay up to date on all of Rembrandt's works.

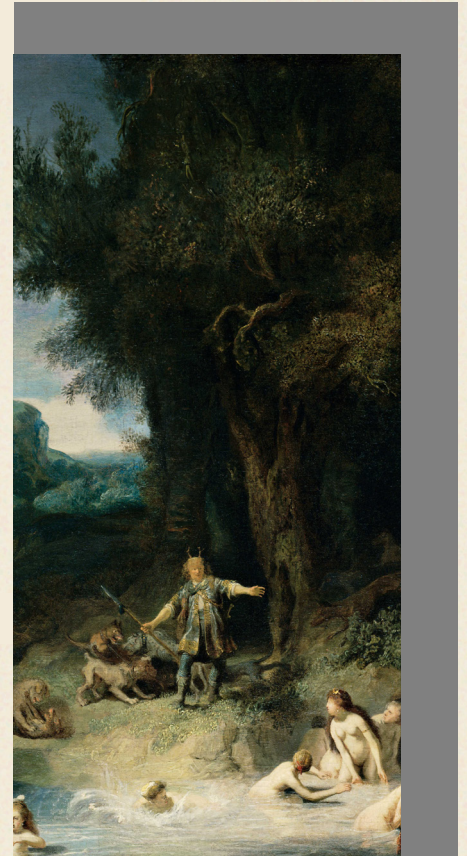
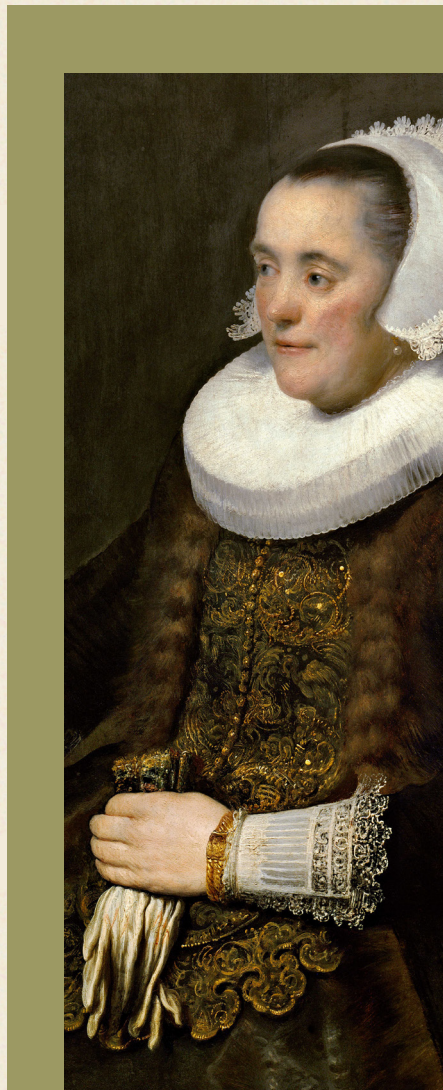
For NFT holders, there will be the ability to rent out their NFTs to visitors in the MetaMuseum, providing an opportunity for others to enter the



MetaMuseum and rewarding early supporters of the project. The MetaMuseum will bring our vision to reality. See the image below for how it works.

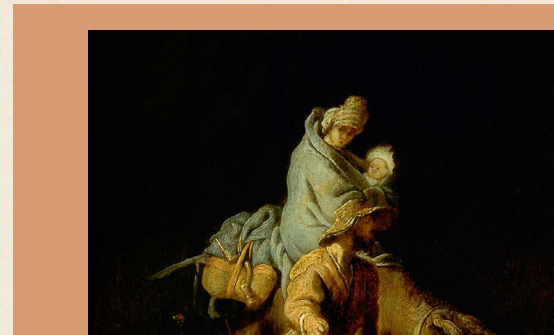


306 NFTs to be released



Following the launch of the MetaMuseum, MetaRembrandt will mint all of Rembrandt's paintings as NFTs on the blockchain, ensuring their preservation and accessibility for all in the MetaMuseum. By minting these NFTs, there will be special opportunities to bid on the paintings, enabling MetaRembrandt to showcase these special paintings on the blockchain. Preserve Rembrandt's legacy and view these paintings in the MetaMuseum. This will fulfill the goal of MetaRembrandt to bridge

web2 and web3 and bring the world together to appreciate the works of Rembrandt. With this approach, there will be 306 unique paintings that can be owned by special holders, making it possible for people all over the world to own a piece of these 306 NFTs. Which will be utilized to represent paintings within the MetaMuseum. To provide an immersive experience, these NFTs will allow for the ownership of unique digital representations of Rembrandt's paintings. Each NFT will be displayed in the MetaMuseum to the web2 owner and web3 wallet address, providing a real experience in the MetaMuseum.



This release is just the beginning of the MetaRembrandt project's plans to revolutionize the art world through innovative technology and features. The team will continue to strive towards its goal of bringing new and exciting developments to the industry.



Conclusion

The main objective of MetaRembrandt is to keep the legacy of Rembrandt's paintings alive and accessible to current and future generations. To achieve this goal, we are building the MetaMuseum, a digital museum where all of Rembrandt's paintings will be displayed. This includes paintings that have been lost, stolen, or damaged, which have been digitally restored and remastered by MetaRembrandt. The MetaMuseum will be funded by the sale of NFTs, and all NFT holders will be recognized on the Wall of Fame in the museum. In addition, NFT holders will have the opportunity to rent out their NFTs. By preserving the legacy of Rembrandt's paintings through the MetaMuseum, we aim to honor the vision of the late Professor Dr. Ernst van de Wetering, who dedicated his life to researching and promoting the work of Rembrandt.

Roadmap

Q1 2023

- MetaRembrandt portal to be updated to work together for web2 and web3
- MetaBook to be finalized and launched
- MetaMuseum outreach to developers

Q2 2023

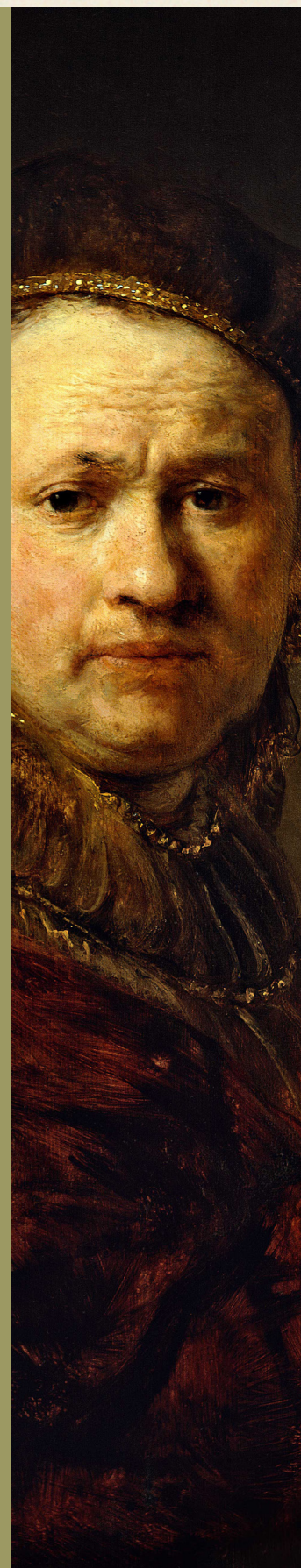
- Find your NFT feature
- Making sketches for the MetaMuseum
- Concluding a deal with the developers for MetaMuseum

Q3 2023

- Depending on market conditions Phase 2 to be launched
- MetaMuseum to be developed

Q4 2023

- Finalizing the MetaMuseum development
- MetaMuseum open to the NFT holders
- MetaRembrandt 306 NFT mint for private holders
- MetaMuseum opening to the global world
- Rental system to be launched



Roadmap

The MetaRembrandt team has set forth a clear roadmap for the development and launch of our platform.

In Q1 2023, we plan to update the MetaRembrandt portal to seamlessly integrate with both web2 and web3 technologies. Additionally, the MetaBook will be finalized and launched, and we will begin outreach to developers for the MetaMuseum.

In Q2 2023, we will be focusing on the development of the "Find your NFT" tool and creating sketches for the MetaMuseum. We will also be finalizing deals with developers for the MetaMuseum.

In Q3 2023, we will be closely monitoring market conditions to determine the launch date for Phase 2 of the MetaRembrandt NFT collection. We will also be continuing the development of the MetaMuseum.

Finally, **in Q4 2023**, we will be finalizing the development of the MetaMuseum and making it available to NFT holders. We will also be minting an additional 306 NFTs for private holders and opening the MetaMuseum to the global public. Additionally, we will be launching a rental system for the MetaRembrandt NFT collection.

This roadmap is subject to change depending on market conditions and other unforeseen circumstances, but we remain committed to delivering a revolutionary platform that bridges the traditional art world with the digital realm and preserving the legacy of Rembrandt for future generations to enjoy.

