

## The Company Concept

### Hoffman, Barney & Foscari | Builders of Arts, New Media and Culture

We are Hoffman, Barney & Foscari. London-born and globally oriented, we are advocates of artistic, creative, humanistic, and artisanal values—timeless and beyond time—deliberately uniting classical cultural production with digital and AI-driven experimentation. We create brand identities, artworks, and products designed for both traditional markets (under our own brand as well as for external companies) and the world of generative AI and sector-specific players. Specifically, we specialise in creating brand identities and industrial philosophies that focus on sustainability and convergence between craftsmanship and artificial intelligence. We develop prototype licensing under the label “Made in London by Hoffman, Barney & Foscari”, along with original writing, film direction and production, copyrighting, ghostwriting, illustration, and abstract painting.

Our visual works serve both as original oversized pieces for galleries and as patterns for AI training, metadata enhancement, and system enrichment. We maintain a fully in-house, 360° original creative database, aligned with contemporary standards, including the AI Act. We also pioneer Pop Abstractism for applications such as automotive wrapping, design prototypes, interior and luxury goods, and large-scale artworks for public spaces, private homes, condominiums, and institutions.

Our newly launched division, Hoffman, Barney & Foscari Wearables, includes smart glasses designed for broad consumer use and immersive cinema experiences, including independent film. We operate across both commercial dissemination of our own branded products and bespoke creations for newgeneration or already-established global brands. We are firmly rooted in both traditional cultural, artistic, and commercial frameworks, as well as AI-powered digital innovation. Hoffman, Barney & Foscari has even developed a proprietary tool for the production of fully AI-generated films—including comedies—while preserving our fundamental commitment to artisanal origin and human knowledge as a mark of certified value. Moreover, by supporting companies that work with AI systems in fields such as culture, media, lifestyle, and communication, we position ourselves at the crossroads of freehand philosophy and data-driven culture—between analogue creativity and computational instrumentation. By nature and vocation, our approach is Renaissance-inspired and artisanal. By innovation and skill, we embrace the infinite possibilities offered by artificial intelligence. In this duality lies our mission: to remain artisans of the future, bridging human mastery and emerging technologies.