

IRAVIDARTS  
DEVELOPMENT  
PORTFOLIO



APRIL 2026



# IRAVIDARTS LIMITED

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Iraividarts was founded in 2022 to develop a new kind of storytelling platform around one of culture's rarest and most enduring sources of value: the life, instruments, and afterlives of Antonio Stradivari. In an age increasingly shaped by artificial intelligence, replication, and synthetic content, Stradivari represents the antithesis. His instruments remain singular, emotionally resonant, and materially inimitable. More than three centuries later, the market continues to confirm that distinction: leading Stradivari violins are valued in the tens of millions of dollars.



Each surviving instrument carries a dense accumulation of human stories across performance, migration, patronage, conflict, aspiration, and reinvention. Our focus is to translate the Stradivari universe into premium film, television, documentary, audio, live, and experiential formats that speak directly to the anxieties and possibilities of the present: authenticity, permanence, craftsmanship, and the search for a human voice that technology still cannot reproduce.





# A CULTURAL IP PLATFORM

## A rare source world with unusual depth

Iraividarts is built around one of the most distinctive and underexploited narrative ecosystems in global culture: the life, instruments, legacy, and afterlives of Antonio Stradivari. A single mythos generating premium storytelling across drama, thriller, comedy, family, documentary, audio, live performance, and experiential formats.

## A new hybrid asset class

A defining advantage of Iraividarts is direct access to a co-founder-owned collection of rare historic string instruments led by the Back–Josefowitz Stradivari. These instruments are extraordinary cultural objects and the foundation of a new hybrid asset class where ownership, stewardship, storytelling, live activation, and premium audience experiences intersect. This creates a platform in which the same underlying assets can carry value across productions, performance events, institutional collaborations, sponsorship, and long-tail cultural participation.

## Vertical IP Strategy

We leverage the Stradivari universe across every meaningful layer of cultural engagement: prestige drama, thriller, comedy, family programming, documentary, scripted audio, publishing, music, soundtracks and live performance, event formats, competition circuits, museum and institutional collaborations, artist residencies, education, digital storytelling, social and interactive media, gaming, apps, merchandise, branded luxury partnerships, cultural travel, and immersive experiences.

## Structured Finance

Our finance model is built to scale, combining **one-third equity, one-third pre-sales** and market partners, and **one-third tax incentives** or subsidies. A key focal point is long-tail participation in enduring IP and hybrid cultural assets that perform across formats, territories, and activation pathways over time.

## Participation

We are seeking partners who see the opportunity to help build this platform at scale, across packaging, talent, distribution, and aligned capital participation. For those looking beyond individual titles to enduring cultural IP with long-tail value, Iraividarts offers a rare point of entry.

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# THE STROZZI EFFECT

MYSTERY THRILLER

**FORMAT:** 8 x 60 TV Series

**PRODUCER:** Philipp Kreuzer

**WRITER:** Paris Qualles

**SHOWRUNNER:** Sean Crouch

**DIRECTOR:** Christoph Schrewe

**BUDGET:** €2.4 million/ep



*What if the most powerful weapon in history...  
was a piece of music written 350 years ago?*

From Vienna to New York to Tokyo a string of shocking suicide-murders begins claiming powerful figures around the globe. No common motive or network, only a narrow window of time linking them to the same obscure cultural event.

Only one person sees a pattern.

Hendrix, a brilliant gray-hat hacker and former child prodigy/Juilliard drop out, is the first to detect something hidden in the noise. His rare neurological sensitivity to sound exposes a chilling link: each victim had recently encountered the same fragment of Baroque music by Barbara Strozzi, a Venetian composer once accused of witchcraft by a society unsettled by her genius.

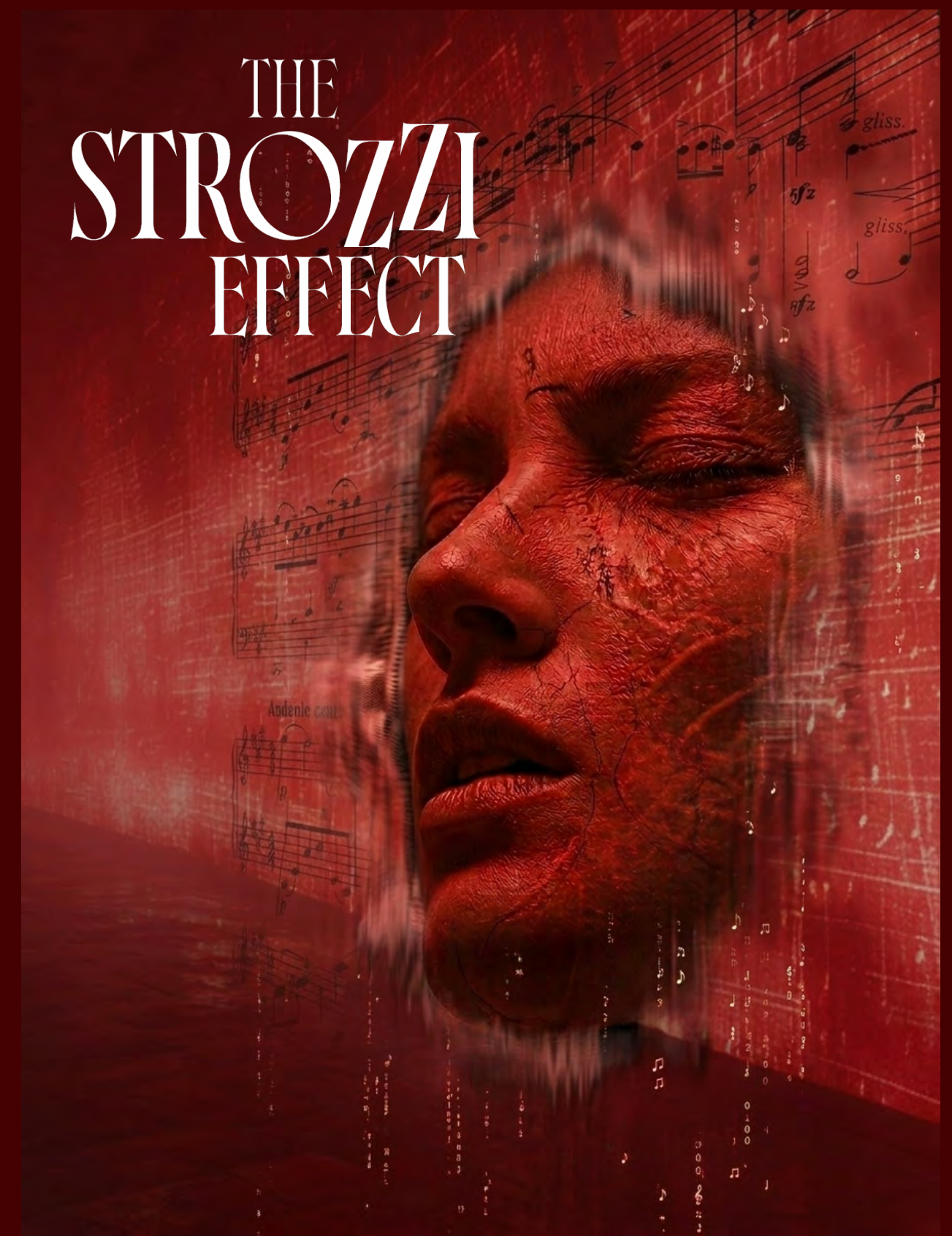
The trail leads Hendrix into a centuries-old puzzle connecting Strozzi's music with specific Stradivari instruments capable of triggering a rare neurological response — elevating some listeners into ecstatic clarity while pushing others toward violent obsession.

To decode the mystery, Hendrix joins forces with a disgraced professor obsessed with Stradivari and a formidable rare-artifacts dealer whose world intersects collectors, billionaires, and intelligence services.

Their investigation leads to a powerful private foundation and its enigmatic leader, a militant pacifist determined to finish what history began.

Her ambition: to end war... by quietly composing obedience.

The Strozzi Effect.



# LEGEND STRADIVARI

## HISTORICAL DRAMA

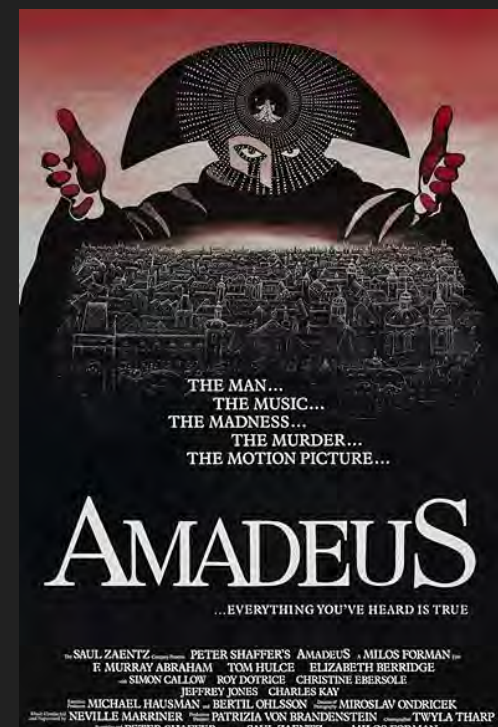
**FORMAT:** Feature Film and 8 x 60 TV Series

**PRODUCER:** Nadine Luque

**WRITER:** Ian Kelly

**STORY:** Serafina Campestrini

**BUDGET:** €10 million (Feature)



*"You should be like a musician whose score follows the melody—the inner one, rising from the people—and forms a song out of this." - Pope Leo XIV*

Antonio Stradivari's quest is to find a way to capture the tonality of human expression, and recreate that voice for posterity, beyond the mortal realm of the human body. It begins as a "vision of sound" that he apprehends spatially, chromatically and physically. For Antonio, sound carries memory, grief, longing, desire, and a myriad emotions that demand form.

It is an epic journey that echoes through history; from Orpheus, who sought to carry love beyond death, to Bach, who built eternal cathedrals of sound, to Stevie Wonder's Songs in the Key of Life, an attempt to encode the full register of human experience into music that could outlast its maker.

For Antonio, it is the violin that emerges as the only vessel capable of being a resonance chamber for experience, a living link between the inquisitive soul of its maker and the hands, bodies and compositions of the future that will awaken it across time. Before he can translate his visions into an instrument, Antonio must pass through a series of encounters that test his capacity to hold them. The revelations of each experience of suffering, tolerance, endurance and responsibility leaves its trace in the wood, forming instruments that hold the weight of a life and release it as sound long after the hands that made them are gone.

Our story begins with the awakening of a calling during his childhood and ends with the crafting of the first instrument to bear his signature in 1665 at the age of 21. Becoming Legend, Stradivari.



# THE CREMONA CLUB

ENSEMBLE DRAMEDY

FORMAT: 8 X 30 min



*Somewhere between a block of wood and a nervous breakdown, a generation starts to think.*

In Cremona, the birthplace of the violin, five young outsiders from England, Korea, Italy, Austria, and Mexico arrive to study a craft that seems to have no place in the modern world. Each has come to escape a different kind of dead end and the low-grade despair of a generation told to perform itself endlessly without ever learning how to become anything real.

What they enter is a world that appears absurdly out of time. Violin making is slow, exacting, unforgiving, and governed by traditions none of them naturally belong to. Yet under the erratic guidance of the brilliant and deeply unorthodox Professor Moroder, that old world becomes something none of them expected: an unlikely mirror, a pressure chamber, and eventually a sanctuary.

As they compete for a coveted apprenticeship with a master maker, rivalries flare, alliances shift and the students begin to discover that the very qualities they thought made them misfits may be exactly what this tradition needs in order to survive.

In a fractured world of noise and attention deficits, something rare emerges from the forgotten provincial backwater: the possibility that real meaning can still be crafted by hand.



# OPERATION LEHAR

MYSTERY / INVESTIGATIVE DRAMA

FORMAT: 10 x 50 min Scripted Podcast

*A stolen Stradivari reopens a case two men thought they had survived.*

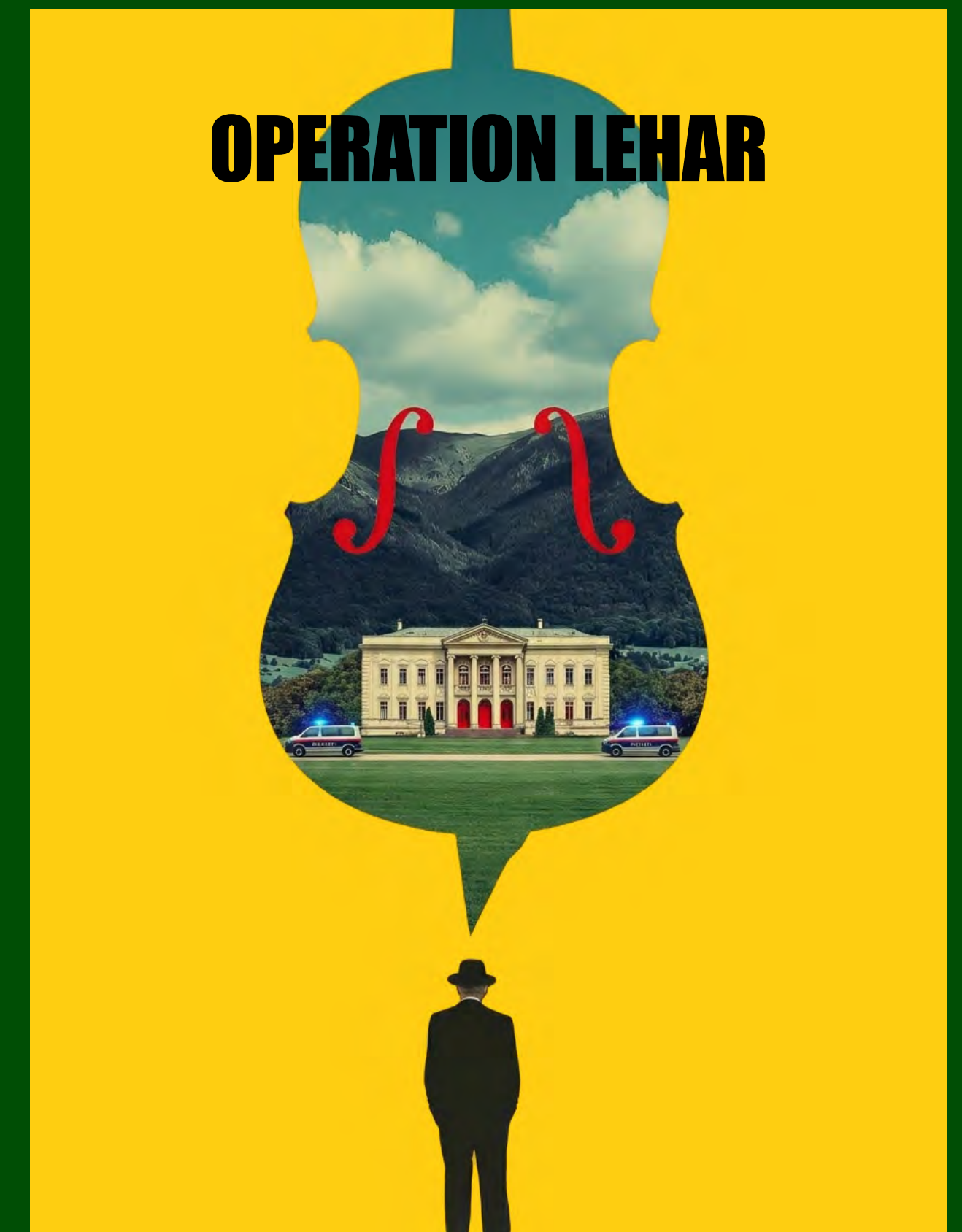
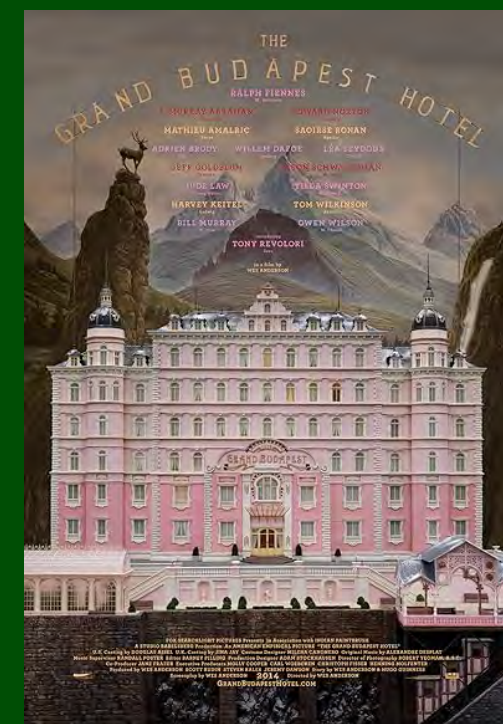
In the faded imperial spa town of Bad Ischl, where the rituals of the Austro-Hungarian Empire still linger somewhere between nostalgia and bureaucracy, two men approaching retirement stumble into a mystery that refuses to stay buried.

Operation Lehar is a scripted dramatic podcast inspired by the golden age of radio drama, blending intrigue, old-world atmosphere, and a quietly absurd sense of humor. When a call arrives from Mexico with new clues about the long-unsolved theft of the legendary Stradivari violin "King Maximilian Unico," Chief Inspector Meier finds his quiet convalescence unexpectedly interrupted.

With the reluctant help of former consul Karl K., the investigation begins again, away from police headquarters at their regular Bad Ischl coffeehouse table between apple strudel, imperial etiquette, and the peculiar logic of Austrian bureaucracy.

What unfolds is a trail stretching across continents, through diplomatic circles and the shadowy world of rare instruments.

And as the case deepens, the two investigators discover that some mysteries, like certain Stradivari violins, refuse to grow old quietly.



# THE MUSE

## ANIMATED CHILDREN'S PROGRAM

**FORMAT:** 8 x 60 TV Series

**WRITER:** Bonnie Milner & Paris Qualles

**ANCILLARY CONTENT:**

Original music, You Tube Series

Eduainment Component



*An eleven-year-old boy and the spirit of Stradivari travel the hidden strings of the universe, helping kids worldwide discover their voice.*

Being a pre-teen is a strange frontier. Between the ages of nine and twelve, every challenge arrives for the first time; friendships fracture, families shift, confidence wavers, and the world suddenly feels bigger and more complicated than anyone warned you.

Eleven-year-old Julian is struggling to find his place in that uncertain world when a donation of old violins arrives at his school. The battered instrument he receives carries an impossible secret.

Hidden within its strings lies a tear in the fabric of reality, a strange resonance where music and physics meet. Through it emerges Antonio Stradivari, the legendary violin maker, mysteriously carried across centuries by the invisible web of strings that connect all existence.

Together, Julian and Stradi embark on extraordinary journeys across cultures and continents, meeting kids facing challenges that feel overwhelming: family upheaval, identity struggles, bullying, displacement, and the search for belonging.

Through music and the unseen forces that shape the universe Julian discovers that every person carries a voice waiting to be heard.

Beyond the series, The Muse becomes a living creative world where audiences can step inside the adventure: learning music with character guides, exploring the science of sound and string theory, and engaging with the characters through interactive stories, digital platforms, and social media.



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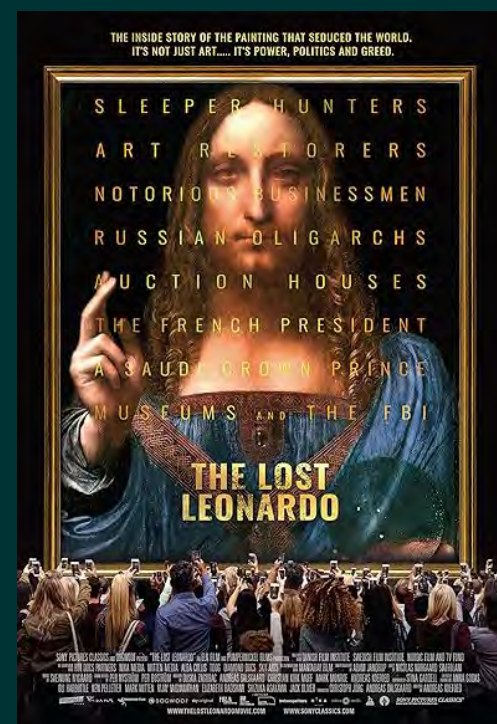
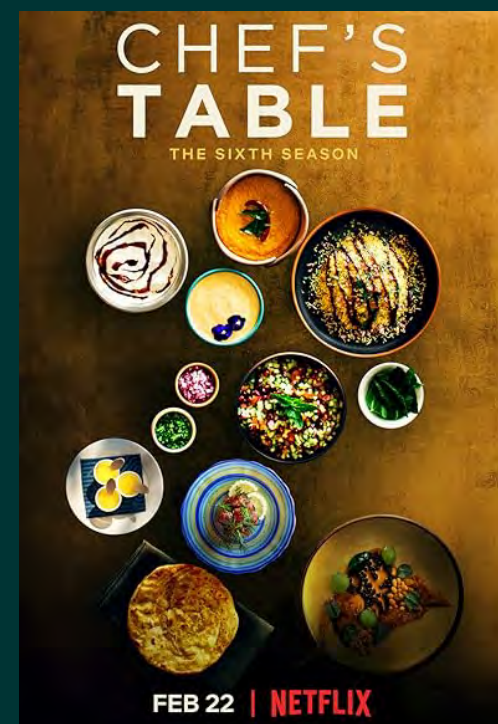
# BACK TO BAROQUE

## PRESTIGE DOCUMENTARY

**FORMAT:** Feature Documentary

**EVENT:** Limited event series; The Met NYC, Louvre Abu Dhabi

**BUDGET:** €3mm Feature



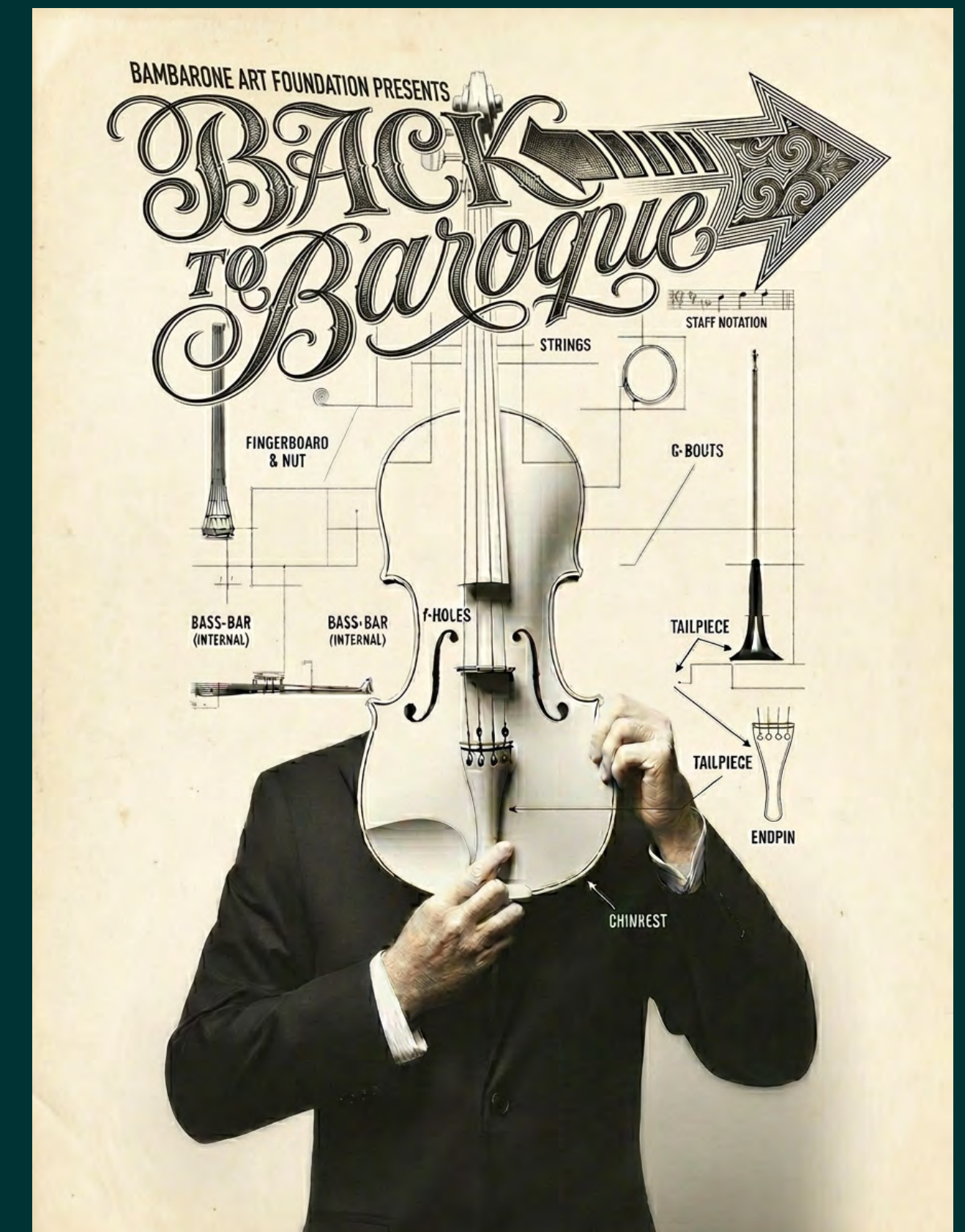
*The greatest instruments ever made are about to reveal their true voice.*

For more than three centuries the instruments of Antonio Stradivari and the great Italian masters have travelled through courts, revolutions, private collections and concert halls. Along the way they were altered, modernized and adapted to changing tastes. Yet beneath these layers remains a deeper question that has never truly been answered. What was the voice these instruments were originally meant to carry into the world?

Back to Baroque begins with a bold cultural experiment: the effort to rediscover the original voice and intention of the Baroque violin. At the center of the story are a small group of legendary instruments whose histories unfold like living biographies. Each violin carries traces of the musicians who played it, the cities it passed through, and the cultural moments it survived. As researchers, musicians and master luthiers begin to examine them more closely, the instruments themselves begin to reveal unexpected stories.

Following these instruments across Europe and beyond, the film becomes both a historical investigation and a contemporary journey into the meaning of musical expression. Their individual paths ultimately converge toward a singular event where these voices are heard together again, allowing modern audiences to encounter the sound world that once defined the Baroque age.

The project begins as a feature documentary built around this unfolding rediscovery and its culminating performance event. From this starting point the same journey can expand naturally into a series, where each instrument's history, travels and cultural impact can be explored in greater depth, giving every voice its own story within a wider musical narrative.



# FORMULA STRADIVARI

PRESTIGE LIVE  
COMPETITION SERIES

**FORMAT:** 6 X 1 Hour event series

**EVENT:** Limited global circuit



## *The Grand Prix of humanity*

Inspired by the architecture of Formula One, the project creates an international performance circuit where the world's greatest musicians and the next generation of virtuosos compete and collaborate in a high-stakes spectacle of artistry.

Each team pairs a legendary master with a rising star, performing together on the rarest instruments ever made; Stradivari, Guarneri and Amati turning centuries of musical heritage into the engine of a modern global competition

Across a multi-city circuit of iconic venues, audiences follow the unfolding drama of mentorship, rivalry, and interpretation through concerts, technical trials, duet challenges, and grand finale performances. With the largest prize purse in classical music history, €2.5 million, the stakes are unprecedented.

Blending the competitive energy of The Voice, the spectacle of the Three Tenors, and the global positioning of Formula One, the event transforms elite classical performance into a live entertainment phenomenon.

For institutions struggling to reach the TikTok generation, Formula Stradivari provides the stage where tradition, talent, and global audiences finally meet.



# THE BACK-JOSEWITZ

## *Stories built around the rarest voices in music.*

A core strategic advantage of Iraidarts is direct access to a collection of rare historic string instruments owned by one of the company's co-founders, enabling us to develop stories around real cultural artifacts. These instruments are narrative anchors that connect projects across film, television, documentary, audio, and live performance.

The 1667 Stradivari Back-Josefowitz is one of the earliest surviving instruments from Antonio Stradivari's workshop and is particularly significant following its reconstruction to its original Baroque configuration, revealing a rare glimpse of the sound Stradivari originally intended. This rediscovered voice informs multiple projects across the portfolio, from historical narratives to contemporary thrillers and performance-based storytelling.

The collection is also linked to the cultural work of Fondazione Bambarone, which supports artists-in-residence and builds creative bridges between generations of musicians and instrument makers.

Together these elements form the basis of a distinctive approach to intellectual property development: building stories around authentic cultural assets that retain artistic, historical, and long-term cultural value.

