



Digital  
Revolution in Art

# Art Market

Art sales in 2017 reached \$63B with 70% representing art priced over \$50,000 and sold to a small community of collectors (“millionaire’s club”, 59 y.o. avg).

\* [WSJ](#)



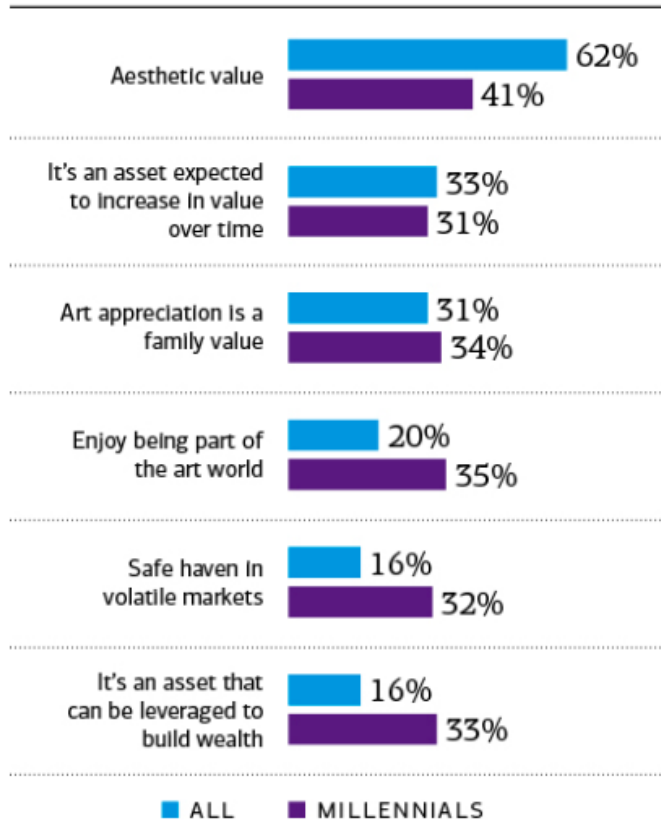
# New Generation

Digital natives are the fastest growing segment of art buyers (36%, +30%YoY)\*

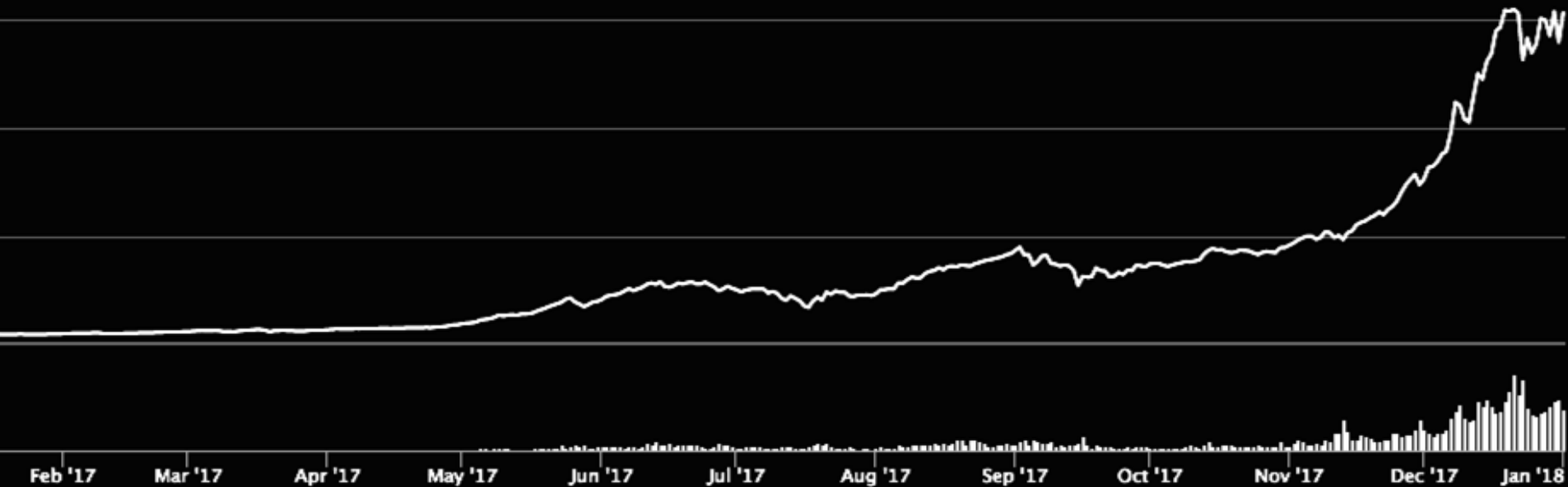
They enjoy participating in the art world; they are financially driven; and they favor cost-sharing models.

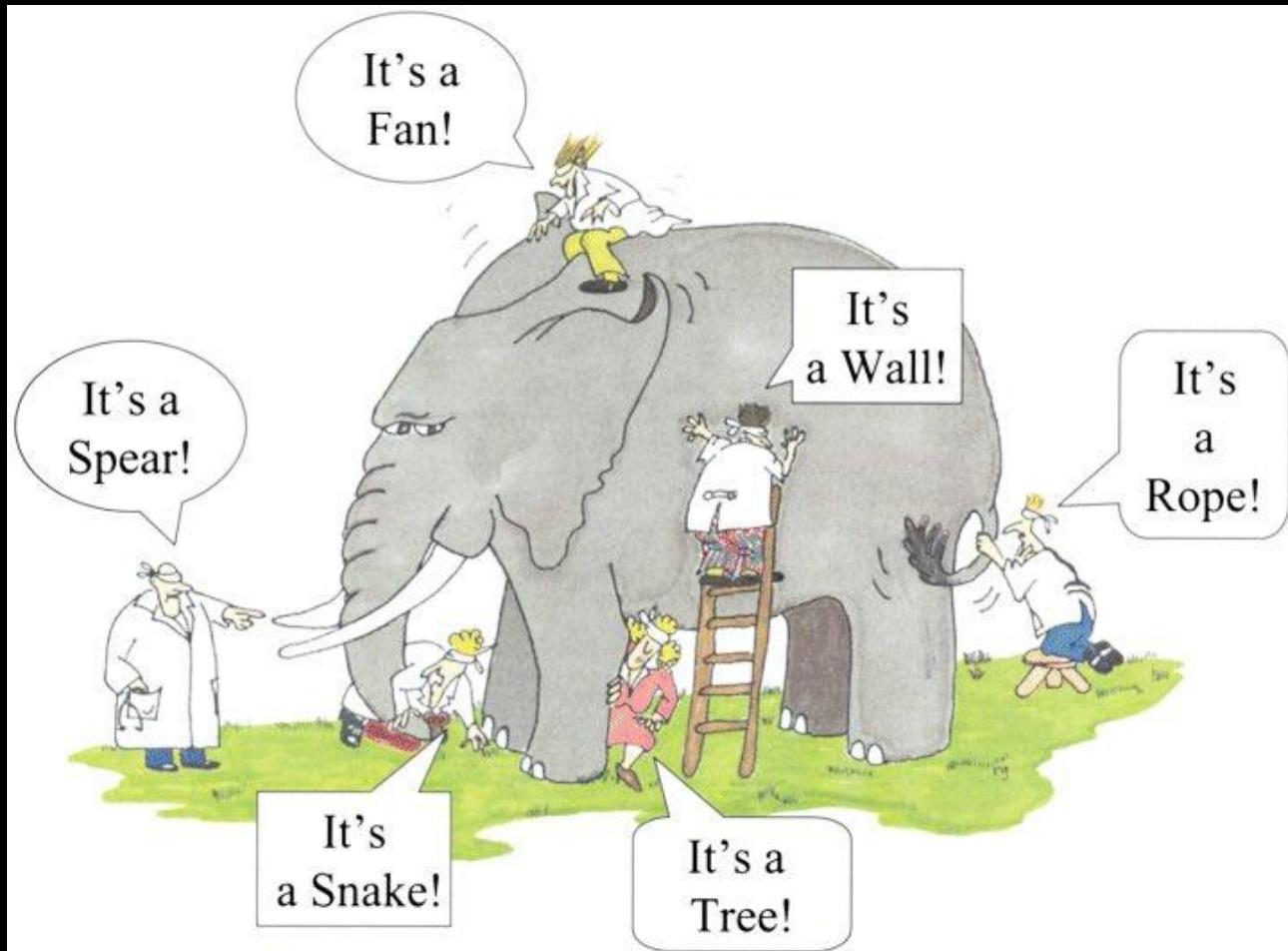
\* [US Trust](#)

## Reasons for Collecting Art (Among Current/Interested Art Collectors)



# 2017: spotlight on crypto









Early signals

# CryptoKitties



Blockchain solves the most fundamental  
barrier for the digital art adoption:

# Ownership and Provenance



# 89 seconds Atomized

Eve Sussman | Snark.art



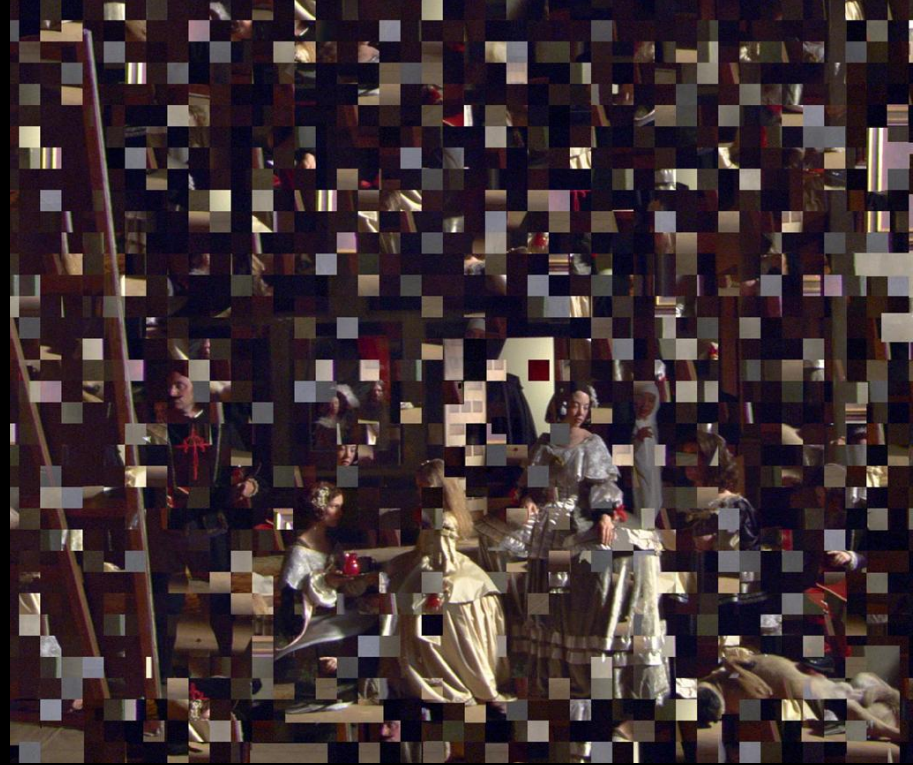
Eve Sussman shattered her video '89 seconds at Alcazar' (\$180K, in collection of MoMA, Whitney) into 2,304 tokenized pieces (Atoms) to sell on the blockchain.

**\$100k+** Revenue

**200+** Buyers from 12 countries

**20%** Crypto, **80%** USD

Average **\$600**



**Forbes**

**BITCOIN**  
MAGAZINE

**A** ART MARKET GURU









**SN  
ARK  
761**





Eve Sussman | Rufus  
Corporation  
photo: Benedikt  
Partenheimer



Aimersoft 



**SN  
ARK**  
7/61

89 seconds...

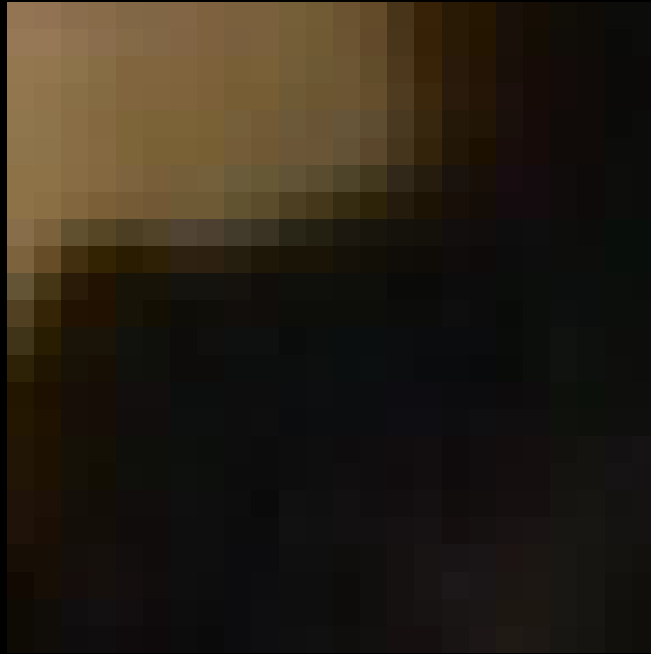


Atomized



**SN  
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One atom of 89 seconds





# Interactivity and Social Engagement

A smart contract allows owners to borrow and loan Atoms to each other to facilitate screenings around the world.

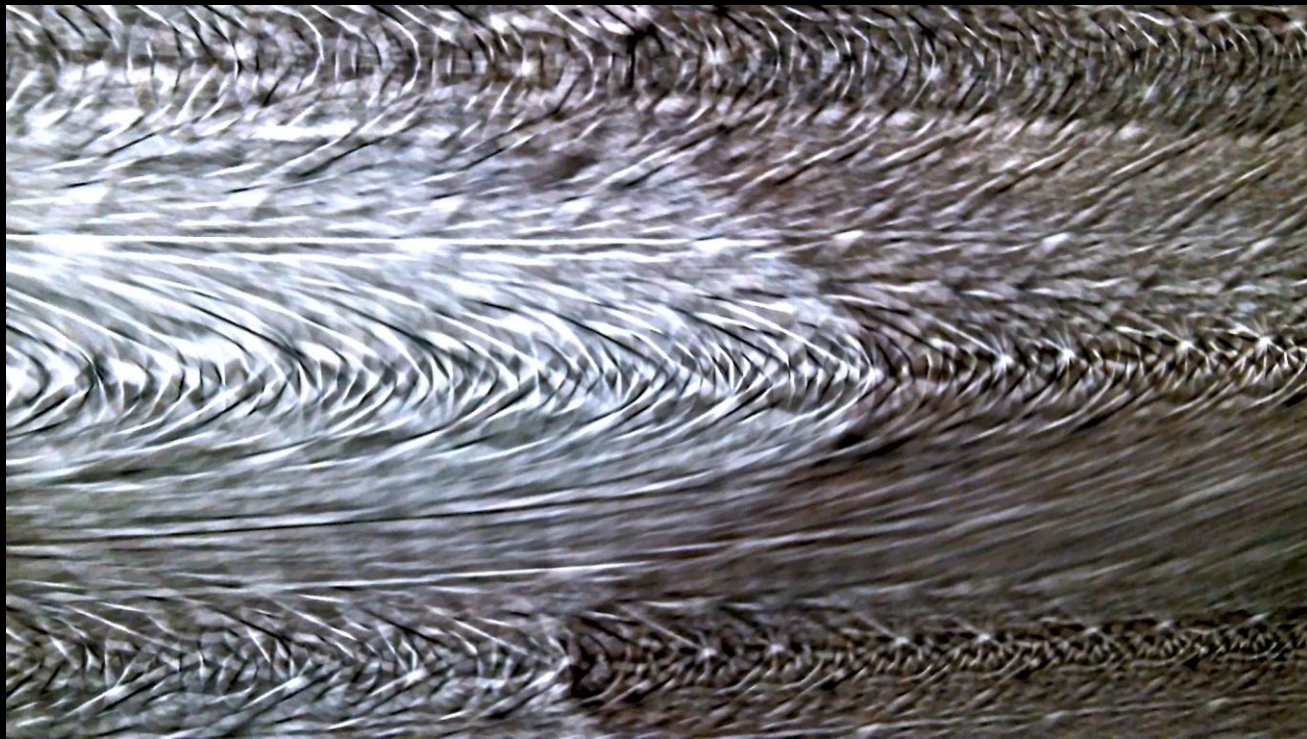
Through social interaction of owners the piece got a life with upcoming screening scheduled in NY, Germany and Kazakhstan.



Snark.art at Pushkin Museum, Moscow

# The Old Testament

Tommy Hartung



[Drops](#) [About](#)

# Fortune Crypto-Cookies

by Mr. Fox

[Have a question?](#)[Buy Some Cookies](#)

10,000 unique cookies will go on sale for \$1 each.  
400 of 10,000 cookies was cracked by owners.

10,000 short poems from Mr. Fox are placed into crypto-cookies.

1

Buy and sell unopened cookies on an open market.

2

Crack a cookie to read a poem but you can't sell it anymore.

3

Poetry from cracked cookies become a part of the public domain.

This means when your cookie is cracked and poetry is revealed, the cracked cookie loses its monetary value which is passed on to the remaining cookie owners. The fewer cookies left on the market, the more expensive the remaining cookies are. Also an opened cookie is a public good because all poems become a public domain. To hold a cookie is a personal interest but crack a cookie is a public. Make your move.

..and all the reporters laughed and took pictures..

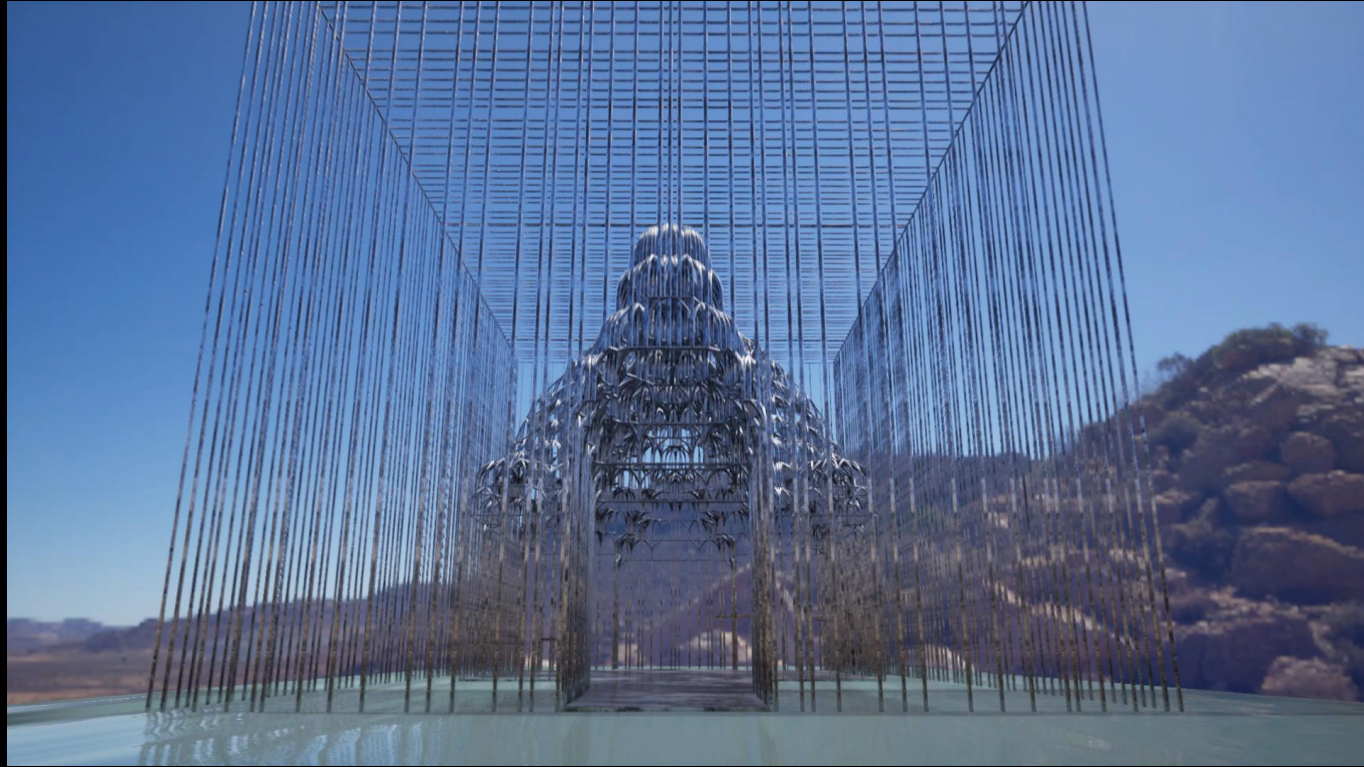
Jack & Leigh Ruby



# The Circle Inside the Square

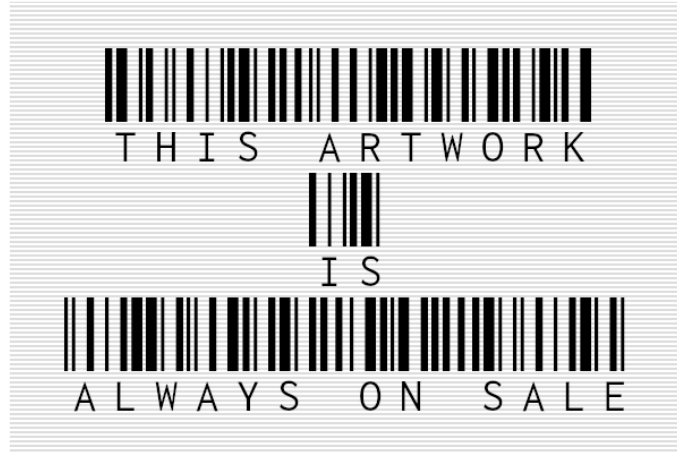
Curator: Sara Raza

Artist: Omid Kamvari





Simon de la Rouviere



**Valued at: 240 ETH (~\$58800 USD)**

Current Patron: 0x5A36c5bB86b1D8037576FdA54422e60823067063  
Total Time Held: 2 months

The digital artwork above is always on sale.  
In order to own this artwork, you always have to specify a sale price.  
Anyone can buy it from the current patron at any time for the specified sale price.  
Whilst held, a 5% fee (pa) is levied as patronage towards the artist.

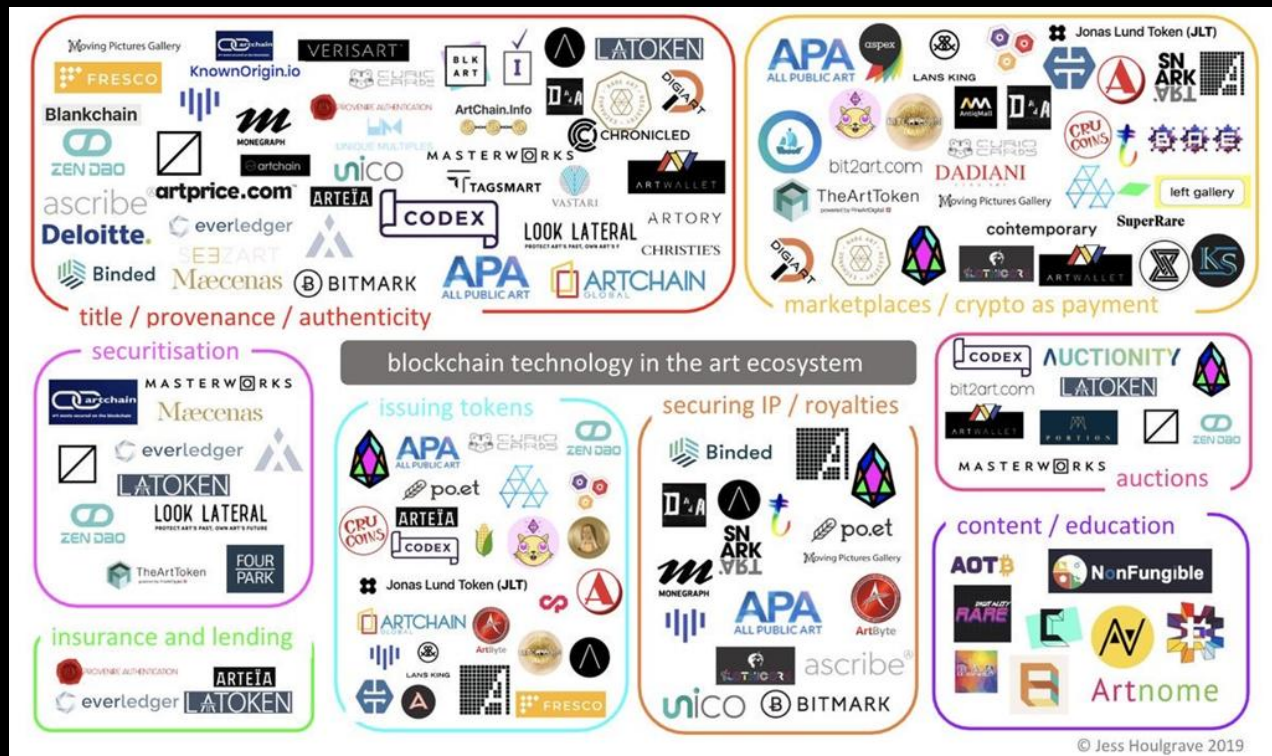
New Market

New Audience

New Experience

New Distribution

Same Old Artists



# Advisory/Curatorial Board



**Sara Raza**

Award-winning Global Art Curator and Writer.

Former Curator at Guggenheim Museum.



**CryptoPunks**

Matt Hall & John Watkinson founded Cryptopunks, 10,000 unique collectible characters w/ proof of ownership stored on the Ethereum blockchain.



**Eve Sussman**

Artist and a Filmmaker. Eve's artworks are in collections of Whitney, MoMA, Smithsonian, Pushkin and other leading museums.

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