

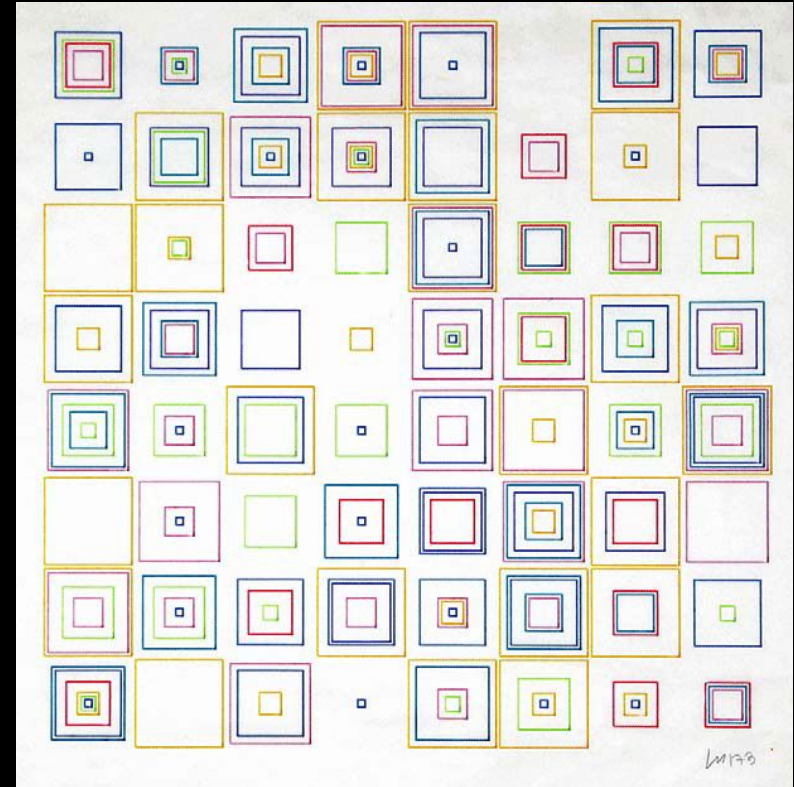


ARTE DIGITALE E NFTs

Digital Art

Digital art describes art that is made or presented using digital technology (*Kwastek, 2013*).

The concept has been around since the 1960s, but only more recently, with the development of AI and blockchain technology, digital art has become disruptive to the art world.



What is crypto art?

Crypto art is a category of art related to **blockchain technology**.

Emerging as a niche genre of artistic work following the development of blockchain networks such as **Bitcoin** and **Ethereum** in the mid to late 2010s, crypto art quickly grew in popularity in large part because of the unprecedented ability afforded by the underlying technology for purely digital artworks to be bought, sold, or collected by anyone in a decentralized manner.



NFT Marketplaces: The social media of Digital Art



Melting Point

1.288Ξ (\$3,707)

List price

ARTIST

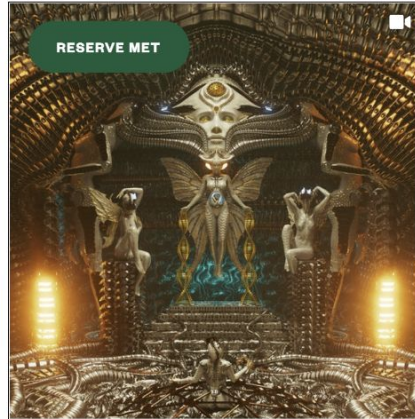


animatttic

OWNER



animatttic



THE MOTHER

3.3Ξ (\$9,785)

Current high bid by @ferociousl...

AUCTION ENDS IN 5,258 BLOCKS ⓘ

0

DAYS

19

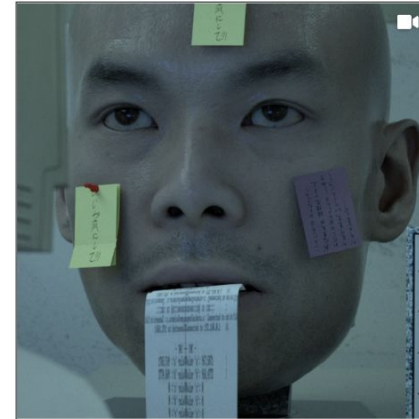
HOURS

9

MINUTES

48

SECONDS



Short Film: The Patient 病人

—

Current bid

AUCTION STARTS IN 173 BLOCKS ⓘ

0

DAYS

0

HOURS

31

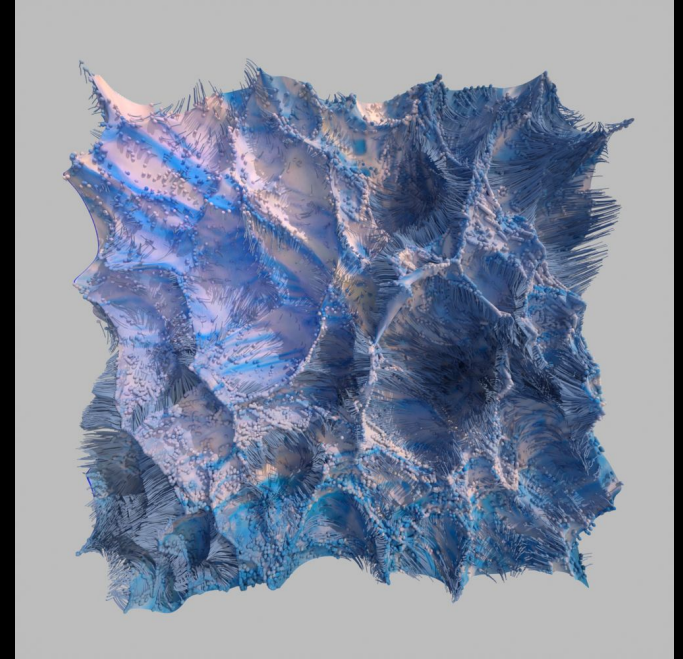
MINUTES

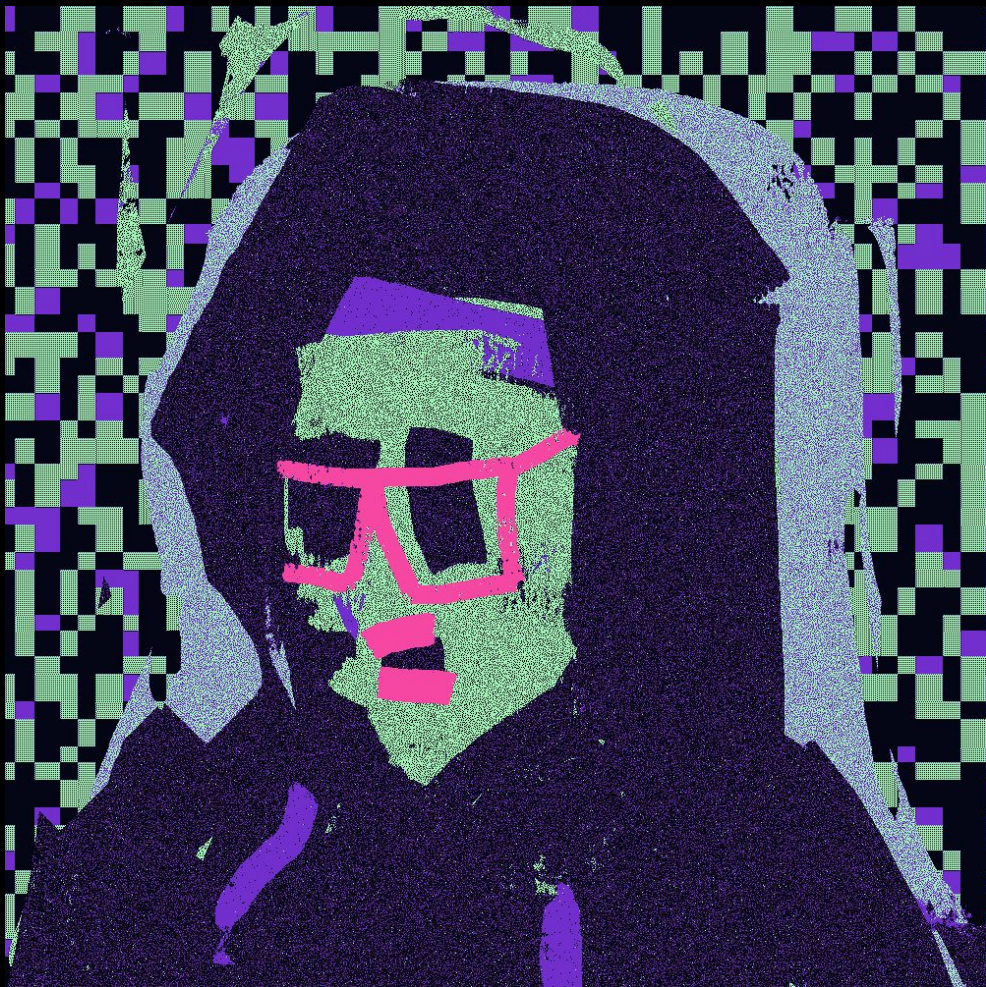
6

SECONDS

Elements of Innovation & Disruption

- ❑ **Smart contracts** - an integrated solution to identify and authenticate ownership of digital property (*McConaghy et al., 2017*).
- ❑ **Curatorial team + DAO** (decentralised autonomous organisation) as a way forward for determining the valuation of art.
- ❑ **Business model:** the blockchain-based DAO system works in a fully decentralized way, based on pre-established rules and allows for collective voting (*Dialo et al., 2018*).





Right-click and Save As guy

XCOPY

Edition 1 of 1

Why would I buy it when I can right click and save as?

SuperRare

HISTORY

@yeahyeah transferred to anonymous

2 MONTHS AGO [view tx]

@yeahyeah bought from @artonymouseartifakt for 99.0Ξ (\$174,195)

2 MONTHS AGO [view tx]

@rudy made an offer of 15.0Ξ

2 MONTHS AGO [view tx]

@rudy made an offer of 3.5Ξ

3 MONTHS AGO [view tx]

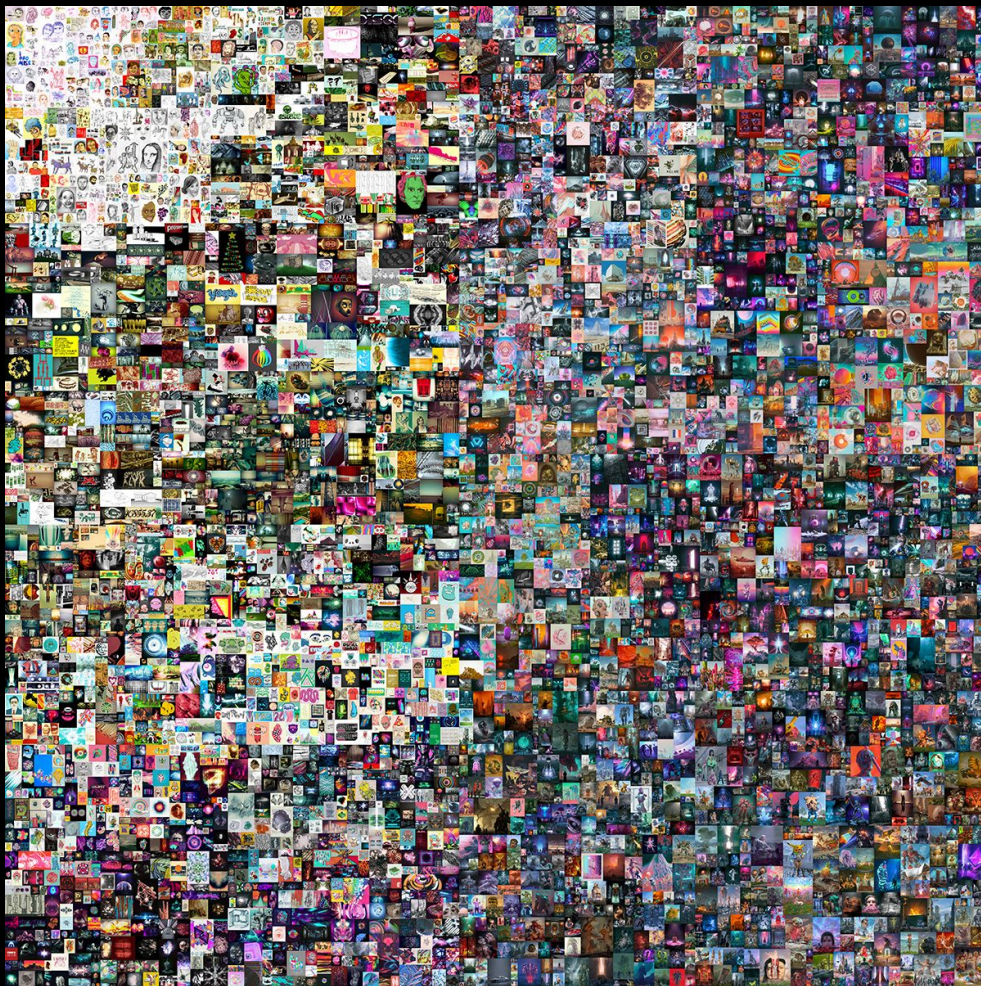
@nissla made an offer of 0.5Ξ

2 YEARS AGO [view tx]



MOC
DA

ARTE DIGITALE E NFTs



EVERYDAYS: THE FIRST 5000 DAYS

Beeple

Artist: Beeple

Collector: Metakovan

Last Sold: 11 Mar 2021

Price: \$69,346,250.00 (23,857.874 ETH)

Gallery: MakersPlace

Editions: 1

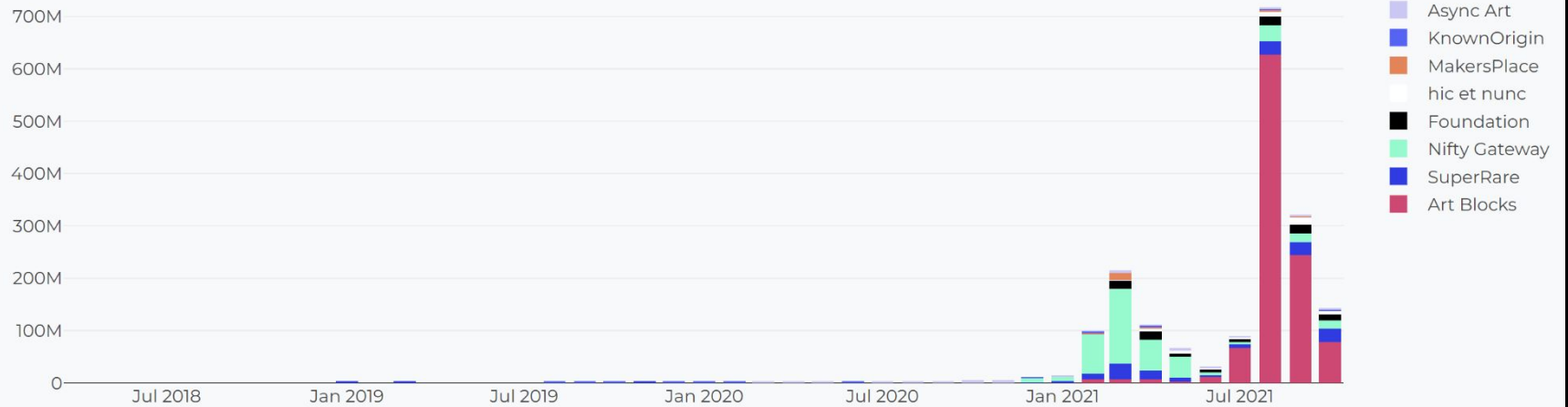
Mike Winkelmann, also known as Beeple,
sold his work for US\$69.3 million in 2021.

CRYPTOART MARKET DATA

Total CryptoArt Market Cap: \$1,064,122,553.19 (280,190.042 ETH)

Total Artworks Sold: 1,836,159

Monthly cryptoart volume



Auction Houses x NFT

Christie's

Beeple: 69mln
Fewocius: 2,1mln
Proof of Sovereignty: 995K
Andy Warhol, Machine Made: 3.3mln

Sotheby's

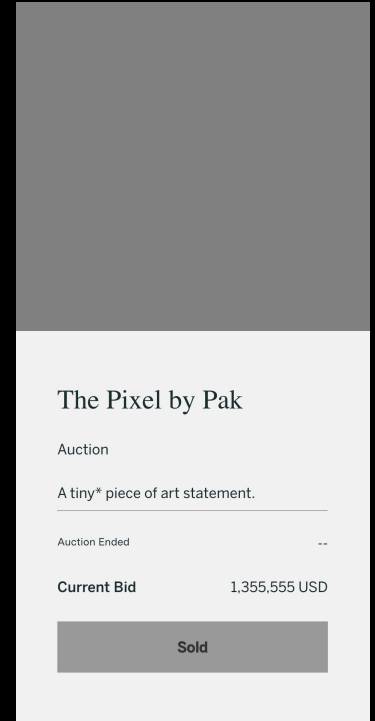
Pak: 17mln
Natively Digital: 17mln
Sealed Cryptopunks: 994K

Phillips

Replicator, Mad Dog Jones: 4.1mln
Thankyoux and Hans Zimmer: 227K

Cambi

Dystopian Visions: 124K



Gamifying Art



THE CURRENCY

Damien Hirst's NFT Initiative, which asks buyers to choose between a **digital token** and IRL Art, has already generated \$25 Million.

The Currency is a collection of 10,000 - Whichever you pick, the other gets burned.

Price 2,000 USD

Medium Paint on Handmade paper
Digital Medium NFT

Banksy art burned, destroyed and sold as token.



An original **Banksy**, which was burnt and destroyed in a live streamed video, has been sold via a digital **token** representing the work for \$380,000 (£274,000).

Crypto Art exhibitions today



Navigation icons and status indicators.

Decentraland University
22,116
15



Marjan#4b7d

Brian#b7b5

Filippo#5f81

EDGisnewDOT#acd3

Decentraman#7ee2

xeta
Sia#2ea6
FREEBRI#6b63

Bobby#9a4f

Sara#3d36

James

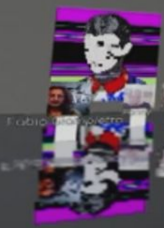
Aerokossa#16be

VIEW PROFILE

Sara#3d36: Very interesting



chat (41 messages)



ason Yung