



# ART\_VALUE

## POWER IN NUMBERS

The Art Value is challenging the concept of value through money and art. First, we give opportunity to everyone acquire beloved Numbers and then turn Numbers to art. We all live digital lives and every day are surrounded by many numbers. Numerical values and meanings of numbers follow us via tweets, social media accounts, likes and followers. We get empowered by Numbers!

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## GOAL

To empower numbers.

## VISION

To become the future of art by setting up a golden standard for creation and production, art financing and profitability.

And be a driving force in the art world.

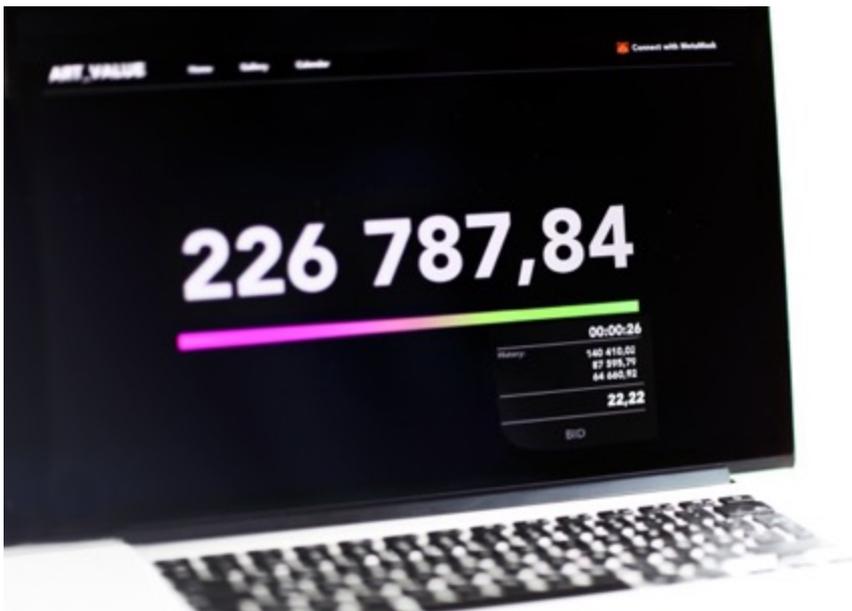
## MISSION

To drive innovation to create, distribute and trade artworks of tomorrow. We bring a new approach to reimagine art production, distribution and trading. The user participation is utilizing the power of the crowd and through blockchain technology with its many benefits such as transparency, security and proof of authenticity.



## **This is not a Prospectus**

*This document does not constitute not implies a prospectus of any sort. No wording contained herein should be construed as a solicitation for investment and this whitepaper does not pertain in any way to an offering of securities in any jurisdiction worldwide whatsoever. NFT and ARTS tokens are used as a utility token within the Art Value ecosystem to allow access, redemption, rewards and community-based governance to the Art Value platform. They are not an investment in the success of the Numbers, arts and games that Art Value produces. This whitepaper outlines the Art Value business model and the initial launch of the Art Value.*



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## Abstract

### ART OF TOMORROW

Art Value empowers global audiences to create, distribute and trade art of tomorrow. The online platform provides new ways of creating art online and build bridges for art collectors and artists.

Using advanced technologies and innovative solutions we disrupt the traditional art market and build new ways to create and invest in art. We are building an online platform where the concept "Number is Art" gets implemented. This connects our and everyone's love and passion for numbers with the art world.

The main proposal is tokenization of Numbers. Numbers for collecting, to be turned into artworks, and for use in other digital applications. The tokenized Numbers will be brought to the crypto world and to the art world as well extending into games and other digital applications.

Art Value uses ETH and will use a project-specific cryptocurrency called Art Value Coin (from now on 'ARTS') and a non-fungible token (NFT, from now on Art Value Token, or simply 'Numbers'), which recently got traction in the market and many art users got to understand the benefits of digital art and blockchain technology.

Digital Numbers will be tokenized with the Art Value as main application and utility, people in the world will use them in games as virtual accessories, digital assets. Imagine, you are Mario and you run a kart! On your helmet is your favorite number 5 and your cart is marked with 5 too! You will be able to use Art Value numbers in any digital application and games. With your own Number you will make an impact, the number becomes a utility in the world you care about, the gaming world is also yours! We are going to create games with Numbers, those will be mathematical games as well as other types, like crypto games with math formulas, calculations, like crypto generative and breeding stuff, or racing games. Also external games include Your favorite Art Value Number! Fortnite skin with your favorite and own Number 77!

Art Value is an exciting and ambitious start-up run by professionals with global expertise in art, design, business, finances, trading, and technology. We work in the fields of ArtTech and FinTech and we aim to disrupt the art market by creating a new way of generating, creating and selling art as well as build a new model for art support and art trading.

Our product functions through Numbers, we sell Numbers, we tokenize Numbers, we bring love to Numbers! Numbers get manifested as artworks, digital Numbers, and physical art.

We partner with leading art organizations and financial institutions to create the world's largest art marketplace, transforming the art industry to fully embrace technology. We aim to expand the art market and get more people educated, excited, and passionate about the art.

## Terms used

NFT – non-fungible token, a cryptographic token which represents something unique (implemented through [ERC-721](#) standard)

ARTS – Art Value Coin (ARTS coin), our project's specific fungible cryptocurrency (implemented with [ERC-20](#) standard)

Number – a number as an Art Value Token (implemented with ERC-721)

NFT Artwork – visual manifestation of a Number in a form of digital Number, visualization, Number design (2D or 3D), or digital fabrication

Generative Auction – is a primary market auction where Numbers are generated through bidding and the auction process

Traditional Auction – where Numbers and artworks are auctioned on the secondary market

Physical Artwork – Numbers are depicted in various art forms (visual art, music, film, etc.) by famous curated artists.

ICO – initial coin offering is a crowdfunding campaign for users to contribute to the development of the Art Value. During this campaign users will receive ARTS and NFT tokens, specific creator and ownership rights.

Artists' Fund – grant support to artists for art production

Artists' Bank – curated professional artists for blue-chip art production and art commission

Digital Artist Community – artists and designers selected for the NFT art creations, everyone can get access through open call and by owning Numbers

Artist / Designer Pass – the pass given to the selected artists and designers through the open call and who are part of the Digital Artist Community

Total Art Value – the artwork as a sum of all Numbers and owned by everyone participating in the Art Value project

## Idea

### LOVE FOR NUMBERS

Our lives are surrounded by numbers. We encounter numbers many times a day. A contemporary person is obsessed with numbers. For all us as digital-savvy people it became a daily routine to answer questions like: how many likes received today, how many followers achieved, what grade received, how much to pay for a service, how many calories is this diet, when is your birthdate, what is temperature outside, what is your personal number, etc. All answers in these questions are numerical. We Love Numbers!

#### **Number is Art**

The business idea is based on the concept “Number is Art” bringing digital technologies and data layers for our users to create and buy art. We allow everyone to get access to acquire a Number and let them create art through the lens of data number and commissioning of Numbers to artists. Platform users will use Numbers to create other forms of art, it will become a music song, a painting, 3D rendering or virtual reality environment. Numbers and physical artworks will be available for distribution and trading in our system.

#### **We sell Numbers**

The business is based on the extensive research and grounded in art and financial markets. The business is simple: we sell Numbers. The extended idea is that numbers are equal to artworks. The procedures are based on the digital process through incorporating data into creative processes – the process of generating artworks, selling them online via auctions and using digital certificates to prove the authenticity of the artworks via blockchain. The product operates on a digital base and is powered by novel technology, is data-based, blockchain-run application, crypto empowered, driven by numerology, with a strong relation between financial and art markets, of investment nature and art valuation. Our purpose is to build a community which is engaged with novel technologies through artistic practices, bringing art and scientific communities together.

Our approach is to create a platform where artists and buyers meet, but unlike a marketplace, the USP of Art Value is that the art is based on the transformation of digital abstraction into artworks and legitimizing them using blockchain. The underlying concept is that the numbers are turned into artworks.

#### **New Economy for Artists**

We create a new economy for artists all over the world. We work with a new model to support art and art trading and by that we aim to disrupt the art market. The business idea is based on research conducted in global markets. It is a

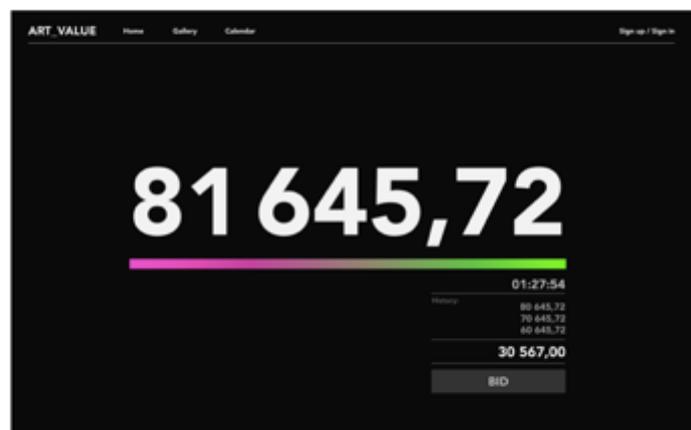
proven/confirmed/approved process of generating artworks, selling them online through auctions and using digital certificates to prove the authenticity of the artworks via blockchain. Our approach is to create a platform where artists and buyers meet, but unlike the art market, the USP of Art Value is that the art is based on transforming digital abstraction into artworks and legitimizing them using blockchain and art world practices e.g. auctions. We work on a new type of art ownership so the works of art will be owned collectively as well as individually.

## Blockchain solution and crypto art

Distributed applications over blockchain technology or “DApps” have recently emerged as an innovative area with respect to privacy and security. This project is grounded in the field of ArtTech where we are investigating a more general ownership of digital assets in the digital milieu as well as with legitimizing digital and physical artwork online and through the blockchain. Our solution is bringing the best experiences in this world together by constructing a platform for auctioneers and gallerists to augment and evolve their interests. In a first step, we build on our recent online project, where we worked for creativity development by engaging users in novel creative and co-creative processes and experiences, new types of ownership and new models of trading.

## Prototype and design of the platform

- Co-creation the digital artworks through a collaboration
- Generating an artwork through online auction
- Provides unique auction user-experience



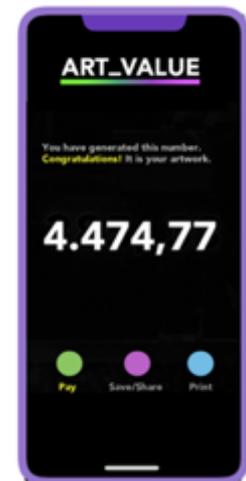
Art Value online auction user interface

This has led us to design and develop a structured and integral product: online auction platform based on smart contracts. Until now we have made a fully functioning platform demo with functionalities: few types of online auctions, direct sales, several types of galleries, event calendar, authentication through crypto wallet, user profile page, trading function, certification through blockchain. Now we continue working on supportive online projects as informative Wiki Page and exclusive mobile App.

## Prototype and design of the Mobile App



Art Value mobile app interface



### Dedicated team

We are a team of 24 (and growing) passionate people driven by our expertise, ambition, trust and passion. Our extended team together with advisors expands through most important competences needed to complete the Art Value project. The project evolves over several digital solutions with a main focus on the web platform as well as in physical space with immersive exhibitions. The global reach and global competence are our team's strength to execute the Art Value product worldwide.

### Value in Numbers

We see a huge potential in the numbers, their value and meanings, the image below shows 3 types of values in numbers from aesthetic, emotional and personal connection to the financial value, all those are embodied in the Art Value.

123

- Aesthetic value, visual appearance

13

- Emotional connection, personal values, meaning in numbers

10 €

- Financial value, speculative, monetary value



## Business Model

Our business model is based primarily on two revenue streams: issuance and secondary market.

- **Issuance:** Numbers generated and Artworks listed on Art Value platform are sold in our marketplace via auctions.
- **Fine Art Marketplace:** certificates or shares representing rights to artworks will be available on the Art Value Fine Art Exchange. Secondary market sales are available through direct sales and traditional auctions.
- **Art production:** Artists' Fund assists artists and designers to produce creative work in a final form.

With a recent passion of people to Numbers and with a Number driven approach the Art Value brings Numbers to global audiences. Numbers mean a lot to us, we love them in various ways: through data-oriented approach, meanings in numbers, valuable numbers, numerology, trendy designs of numbers, and other approaches to numbers and data. Data and Numbers arrive to disrupt the art world!

”With a novel approach, Art Value stands to become a disruptive force in the art world.”

**Donnie Lygonis**

*Business and Innovation developer, KTH Innovation, Stockholm*



## Innovation

### UNIQUE CREATIVE EXPERIENCE

The business model is exclusive to selling numbers as primarily goods/commodity and as service for creating art: a distinctive and special feature of trading digital abstraction with a purpose to turn a number into art. The project's innovative nature is founded in the use of unique principles of the art market as for instance auction used for the art generation, selling art before its production, art commissioning from data number, art collecting via digital abstraction and with a help of smart contracts and other distinctive features of the project bring us to lead in the very new world of artistry which we want to share with you.

The project's innovation is driven by a carefully designed user's experience and the unique initial concept - generated personal numbers as conceptual art. The Art Value's "digital art of tomorrow" will have a new place to be created, produced, distributed and traded. This unique quality has no examples in the world. The whole Art Value is an art project in itself as well as a developed new art economy and a platform for artists to support. This innovation is unique because of its simplicity in its concept and in its complexity, the way it is designed. We are working on accomplishing a demo and polishing user experiences (UX design) of a blockchain-backed web-based platform (DApp), extending our features over a mobile app and with informative numerical Wiki extensions.

There is a booming trend of art NFTs and projects providing certificates for artworks via blockchain, but our project is specifically dealing with "the digital artworks of tomorrow" and takes care of the artists and visual art production through a crypto fund. Our current competitors are other distributed platforms such as Cryptokitties, Crypto Punks and other use applications of NFT's as well as digital art-distribution channels. Acute Art is an example of an international project collaborating with contemporary artists to create virtual- and augmented reality art.

” We are at the dawn of a new technological transformation in the art world. Art Value's innovative human resources and their inspirational philosophy have great potential to be among the leaders who bring new active colours to the palette of the art market.”

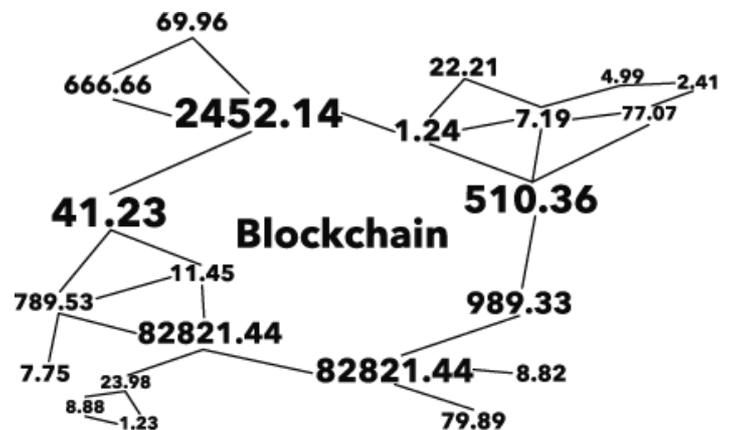
**Laurynas Jonusauskas**

*PhD, CEO Arty Cube gallery, art consultant and collector*

## Technology

### SECURED BY BLOCKCHAIN

Distributed applications over blockchain technology or “DApps” have recently emerged as an innovative area with respect to privacy and security. This project is grounded in the field of ArtTech where we are investigating a more general ownership of digital assets in the digital milieu as well as legitimizing digital and physical artwork online and through the blockchain. Our solution is bringing the best experiences in this world together by constructing a platform for auctioneers and gallerists to augment and evolve their interests.



How do we use Blockchain and for what functionalities?

- Tokenize Numbers
- Prove the authenticity and uniqueness of the art piece
- Keep track of art provenance
- Assign the right to own an art piece in a secure way
- Enable trading of NFTs via our platform
- Art NFTs (ERC-721) and Art Value ARTS cryptocurrency (ERC-20) use in the platform

The Art Value project uses blockchain technology and other advanced methods to enhance art collecting and to secure trading and transactions. The project consists of the main Art Value web DApp, a mobile application and an informative Wiki page. We already have developed the fully functioning Art Value web DApp (system demo at testing and pre-launch stage), prototypes of mobile app and Wiki page.

The Art Value is a FinTech platform that provides a secure and crypto-friendly payments infrastructure accessible via smart contracts. Transactions of Numbers and Art Value Coin and trading of digital and physical artworks will be executed via our platform and will be secured by the Ethereum blockchain. The platform opens doors to art collectors to meet artists and create new works of art, it supports art collecting, investing in art and trading art via blockchain technology.

The trade history will be shown for each Number and artwork so investors could easily follow the NFTs (numbers and artworks) and physical artworks (we connect digital certificates with physical artworks via smart chip solution).

We aim to improve and make the transaction and payment sector more secure, unlocking the potential of smart contracts (and open banking) to a wide range of market players. Art collectors and investors will benefit from trading while artists and their artistic practice will be supported with commissioning production grants.

The Art Value platform will support art collecting and will encourage investing in art as well as smooth trading of artworks, both digital assets and physical bodies of art. The galleries are designed to easily check for the value of artwork as well as to follow changes in the market.

## Deep Tech

# EMPOWERED BY SMART CONTRACTS

Trading in Art Value platform is backed by the Ethereum blockchain which is an open-source cryptocurrency with smart contract functionality. It started in 2015 due to the development of Bitcoin, the first cryptocurrency. The main standard behind the Art Value project is the ERC-1155 multi-token standard, which combines aspects of the ERC-20 and ERC-721 token standards from Ethereum. We have built upon the ERC-1155 standard to adjust its functionality to our customers' needs.

**ERC-20** is an Ethereum standard for fungible tokens - the Art Value Coin (ARTS). We use its concepts in our smart contract to facilitate payments on our platform.

**ERC-721** is an Ethereum standard for NFTs (Non-Fungible Tokens). We use its concepts to create a unique secure certificate for each Number in the Art Value project. In the Art Value the Number is an artwork, it contains its own value.

Besides implementing the ERC-1155 standard and working with the ERC-20 and ERC-721 standards, the Art Value smart contract also contains functionality to support the Art Value. Among this functionality is the logic needed to: generate new Numbers in so-called 'generative auctions', trade and invest in Numbers, and certify the authenticity of digital and physical artworks.

Without going into too much detail, while Ethereum is very similar to Bitcoin, its uses extend beyond the mere financial side of things. Ethereum also facilitates DApps and services through secure distributed computing on its blockchain.

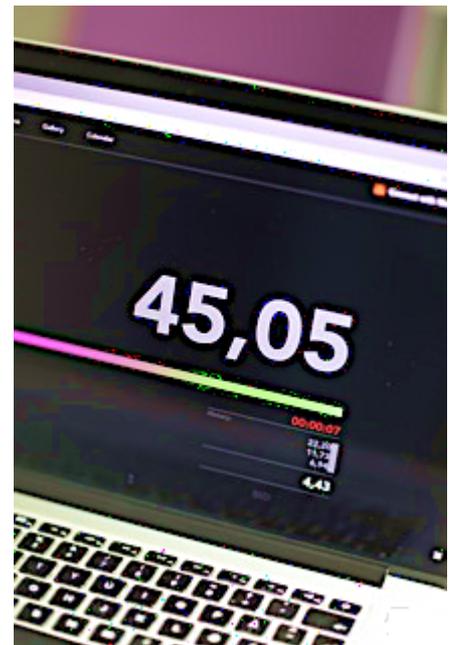
We are developing a smart-chip solution for connecting the physical artworks with smart contracts so the artwork is tied to the digital certificate.

## The System

### VALUE IN NUMBERS

Distribution and trading of digital Numbers is the main functionality of the system and initial utility of tokenized Numbers. Giving everyone a right to own a Number and giving everyone a voice in creativity.

Decentralized Art financing platform works with Numbers and creates Art and Design through Numbers and their meanings.



Our vision is to create, distribute and trade the artworks of tomorrow

Create

- Turn numbers into art and everyone into artist

Distribute

- Allow the artist and the buyer to get into direct contact and make a business deal

Trade

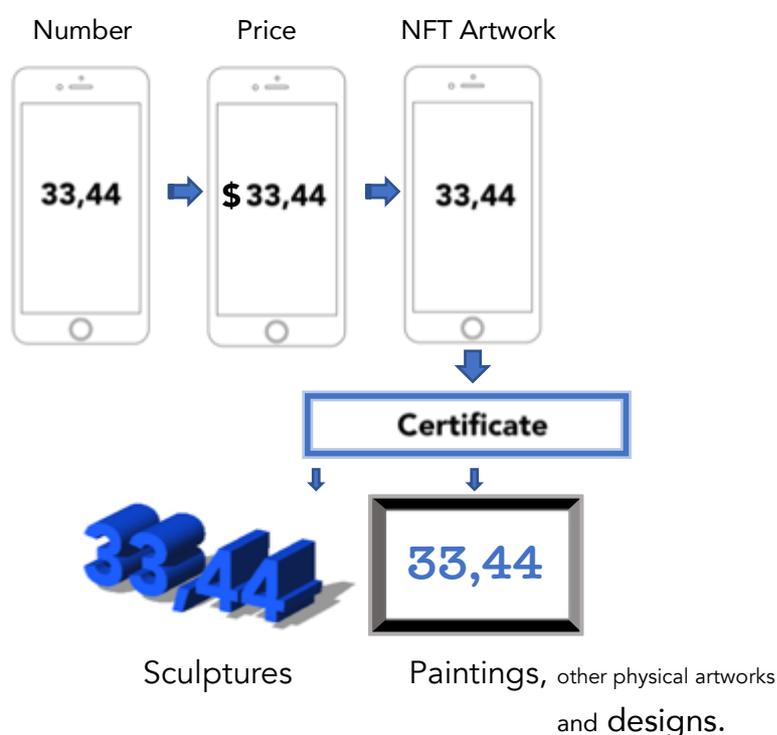
- Secure trade on platform where artist and buyers meet

## Art platform

### GENERATE NUMBER AS ART

The platform is designed to bring unique experiences to our users: by reusing and remixing art market processes into new system derivatives our users get immersed in novel ways of creating, generating, distributing and trading art. Art becomes part of the economic and investment system, Numbers get converted into art and original designs.

The web-based platform provides unique interactions and means to generate a Number which gets acquired by a customer and certificate gets encoded in the blockchain. The customer could collect many pieces or sell them on the platform. Trading of digital Numbers is supported by a tracking function. When the visual digital presentation of a Number (NFT Artwork) and a physical Artwork produced those are shown in the system gallery page with provenance, trading history and market value, description, meaning of number.



Art Value system's scheme showing digital and physical, 2D and 3D outcomes

Art Value aims at leveraging blockchain technology to fully democratise access to fine art collecting and investment. By tokenising art, the platform converts million-dollar artworks into financial means that can be bought and sold easily globally through a transparent marketplace. This provides investors with liquidity and a much-needed market-driven price discovery mechanism.

” “Art Value is the perfect platform for risk-friendly art patrons. Using the blockchain to fuse collecting, commissioning, and auctioning. It turns the support of art itself into a creative experiment.”

**Christiane Paul**

*PhD, Curator of New Media Arts at the Whitney Museum of American Art in New York City*

## Types of artworks

A fundamental purpose of most art forms is the underlying intention to appeal to, connect with, and stir human emotion. Emotional responses are often regarded as the keystone to experiencing art, and the creation of an emotional experience has been argued as the purpose of artistic expression.

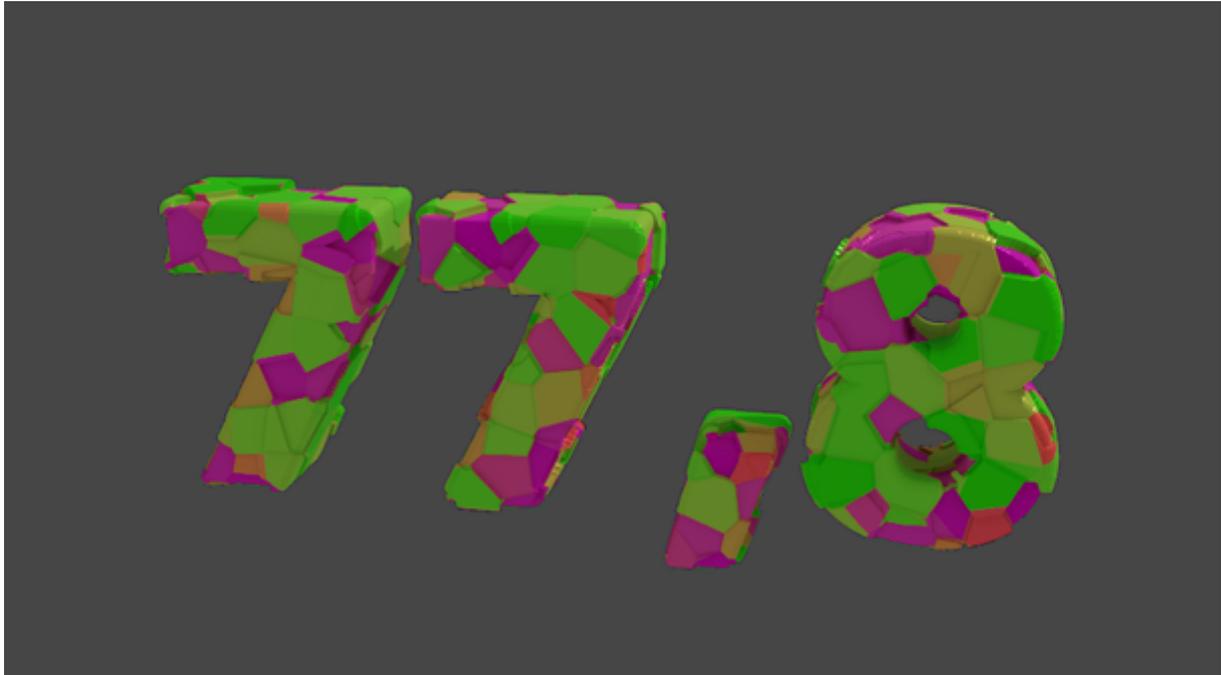
Scientists, humanists, and art lovers alike value art not just for its beauty, but also for its social and epistemic importance; that is, for its communicative nature, its capacity to increase one's self-knowledge and encourage personal growth, and its ability to challenge our schemas and preconceptions.

In the regard to the emotional value of art and personal psychological attachment to the body of art, Art Value sees a potential in personal, emotional and psychological attachment of our users to Numbers with their meanings, personal affections, stories around them and values embodied.

The Art Value works with a broad range of values and brings Numbers, crypto assets, and Artworks for our users to affiliate with. At least 3 types of art assets are put on the table for everyone to gain value and enjoy:

1. Number – an Art Value Token representing a number
2. Digital Artwork – visual manifestation of a Number
3. Connected-to-chain Artwork created by artist in a physical form





3D render for Number

To the addition to those 3 assets there is another crypto value of an art cryptocurrency ARTS token. ARTS is directly connected to all of those 3 types above listed with its intrinsic value. ARTS cryptocurrency is a coin which is backed by the 3 types of artworks, it will be introduced later on.

## Digital art

- **Number NFT, digital numbers, digital artworks**

## Visual art

- **NFT Artwork, digital designs of numbers, number visualizations, digital fabrications, 3D prints. Digital experience creating with Art Value Experience – the virtual gallery and design tool.**

## Artworks

- **Physical artworks produced by artists. Curated, commissioned artworks**

Types of Art Value artworks

## **Status of Artist / Designer**

Our creative users will have the ability to receive exclusive Artist / Designer Pass and with that create NFT art from Numbers.

To gain Artist / Designer status and be able to produce art the user has to purchase and own Numbers. Later those numbers could be visualized in an artistic manner. The ownership of a Number provides access to digital tools (we are developing immersive environments with virtual tools and unique user experiences) to create art from that Number. For example, the user owns 24 and with a received designer status (Artist Pass) can get access to those tools and create other forms of art and design from the number 24. Those digital artworks will be NFT Artworks and could be sold separately from the Number.

The limited-edition Artist / Designer status Pass will be distributed through curated process. Holders of Artist / Designer Pass will be part of the Digital Artist Community.

The designer status, holders of Artist / Designer Pass, gives a right to produce artworks with your own Number, meaning that the owner of a number will get a possibility to produce digital NFT art.

We have two types of artist participation in creation of art and design:

1. Digital Artist Community – those who create NFTs and new designs from Numbers. Artist / Designer status acquired by owning Numbers and Artist / Designer Pass.
2. Artists' Bank – curated established artists commissioned to produce body of work in art, design, music or film.

Apart from gaining value through reception of Artist / Designer status Pass via acquisition of Numbers and through curated selection process, other types of creation and status will be established. The professional artists will be given the right to create art from and for the Numbers. Numbers will be commissioned to artists (Artists' Bank) to create physical and tangible art in any form (painting, sculpture, music, film, etc.). Curated artists will participate in creation, exhibition and trading of artworks.

## **Artwork production and Art Value Experience**

The artwork production is executed through

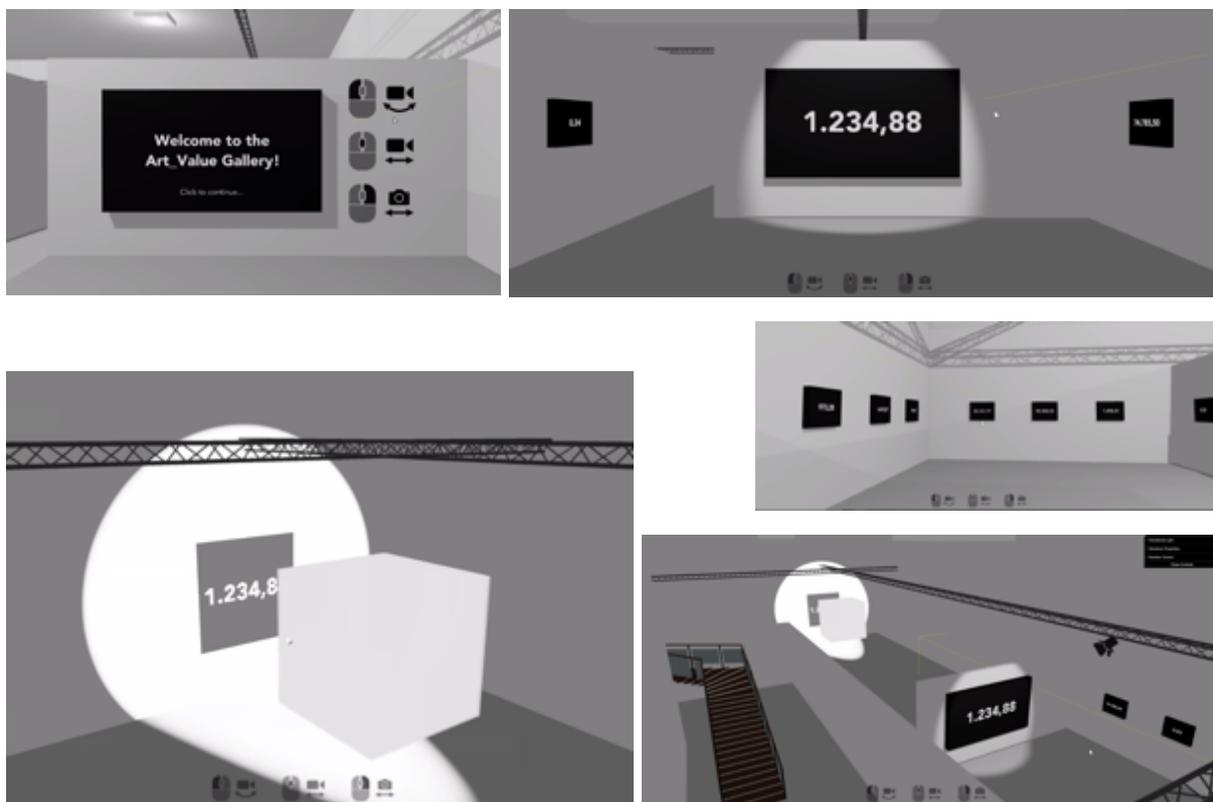
1. digital Art Value Experience immersive interface
2. curated commission of physical art

In the Art Value Experience, the artwork creation is executed through the unique user interaction and experience by using an online tool interface and a digital gallery space. The user gets the ability to embody her/his vision, personal connection, values and meanings into a particular Number. This possibility enhances our system to

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elevate users to creative heights and be open for everyone, resulting in personal engagement in the process of creation of the artwork. Users become creative artists / designers through involvement in the Art Value system – the Art Value Experience. Those abilities come with digital tools of Art Value Experience interface.

The Art Value Experience is an immersive environment for users to turn Number into digital artworks. There they get an interface to virtually design a sculpture which in the online gallery will be exhibited together with the provided instruments to carve the Number and make a meaning shape for yourself. After the sculpting is finished, the 3D shape could be printed with a 3D printer and brought to our physical world as a tangible sculpture.



Art Value 3D gallery and Art Value Experience tool designing the 3D printable shapes from Numbers

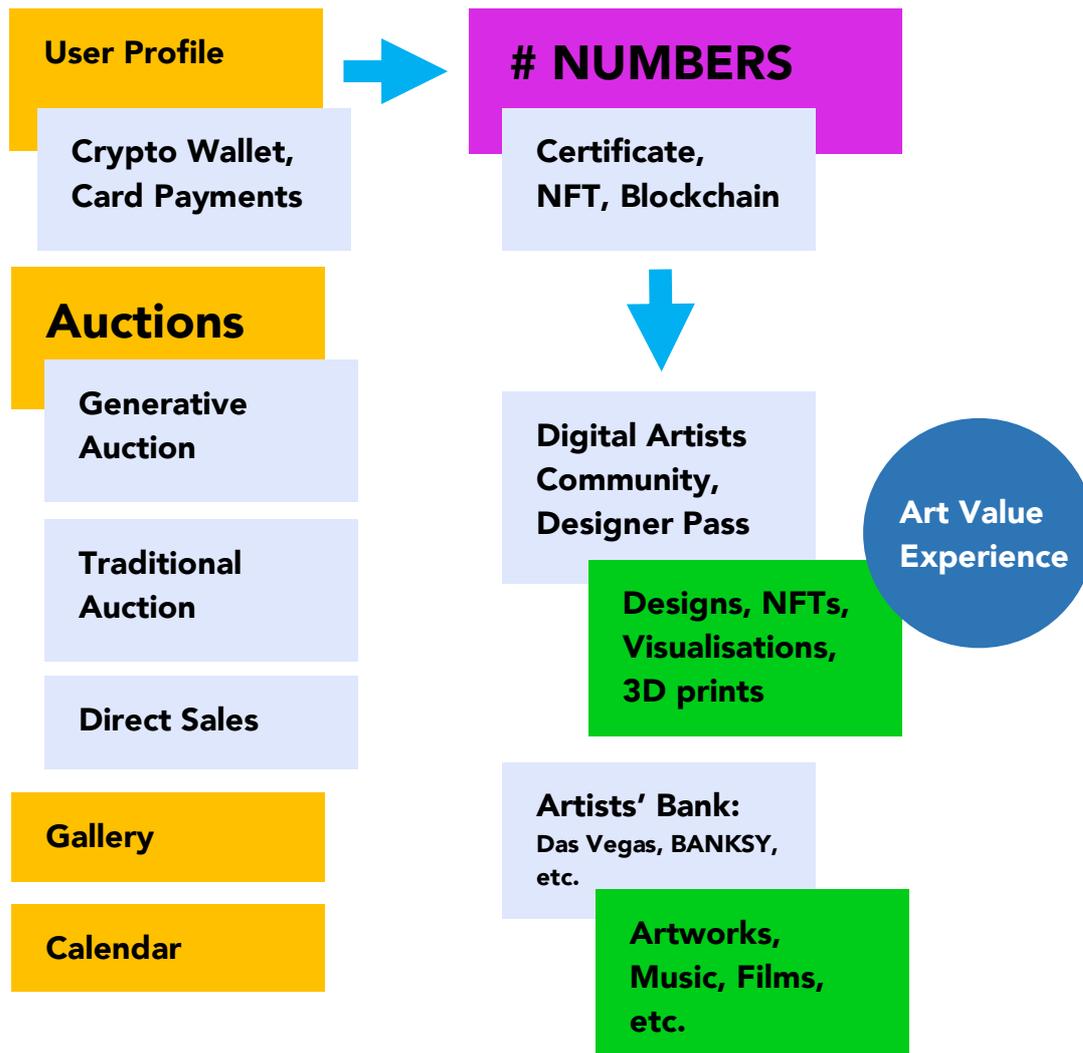
The owners of Number NFTs will get the rights to engage with the Art Value Experience tool and get their Number 3D printed as sculptures.

In the digital gallery / online viewing room all types of Art Value artworks (Digital Art, Visual Art, and Artworks) will be exhibited.

In the second Artwork Production stage, the Numbers get commissioned to artists (Artists' Bank is created with selected artist names) to be produced as physical (real) pieces of art and in all forms of art and in original artist's expressions, genre and media as music, painting, sculpture, film, or combination of many.

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The artists and designers will gain value in participation and through production support. We are working on a commitment to reward artists and pay continuous compensation for their creative work. To assure that creators take part of the future profits of their artworks from secondary market sales via our blockchain solution.



Art Value platform with auctions, gallery, calendar, and user profile refer to Numbers that later get turned to NFT designs and artworks (Art Value Experience), as well as artists commissioned to produce art.

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## User from ordinary to blue-chip art collector

Art fans and Number lovers can engage in creative processes by themselves and with their favorite artists, designers and projects.

The system is built to be used by all types of users, the prices of Numbers will vary from low to high. Prices will distinguish what assets the owner will receive in return for his/her contribution in the system. Low price Numbers will be digital, higher priced Numbers will be available with digital visualizations and, lastly, the physical artworks will be assigned to art collectors. Everyone is welcome to participate in Number generations and acquisitions as well as through this to become an Art collector!

It is also about becoming an artist and designer, as the users create NFT Art through the use of Numbers. The Artist / Designer status could be achieved by acquiring Numbers otherwise only through curation and selected commissions.

The payment systems will be based on both the crypto wallets and fiat payments with bank card transactions – so everyone could get to join the party!

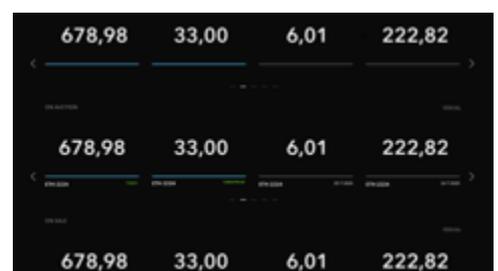
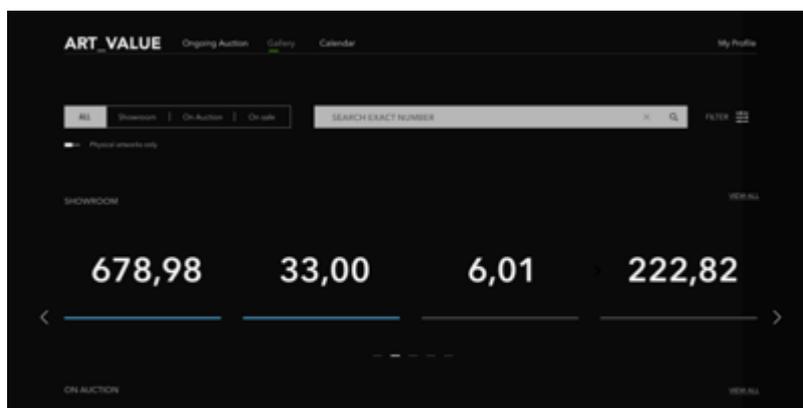
## The platform

# THE NEW ECONOMY FOR ARTISTS AND COLLECTORS

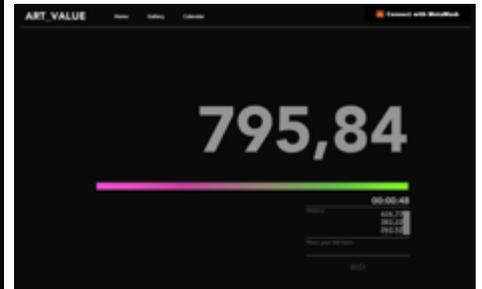
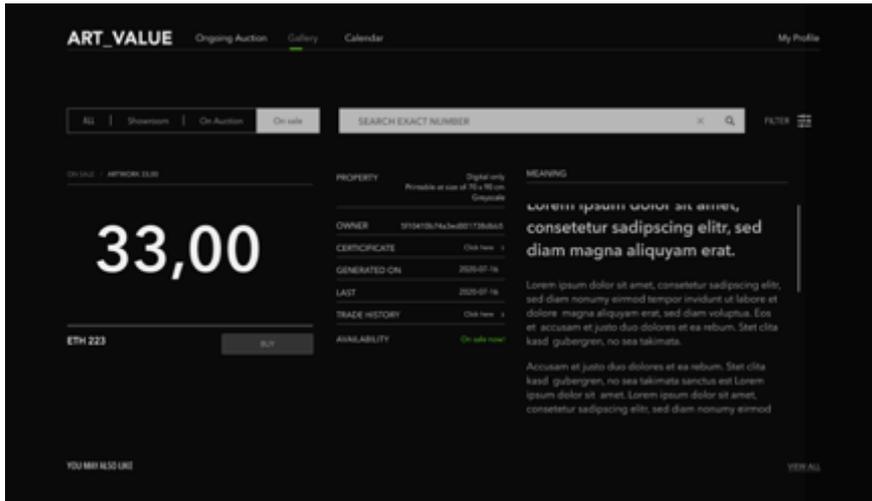
The platform is an innovative art marketplace, which is built to provide the best user experience for art lovers and that the art will get generated, created, distributed and traded. Functionalities of online auction, gallery, calendar and connection to blockchain features are implemented. The unique auction experience is spread over several auctions, the unique generative auction [1] is of original value to the generation of Numbers, traditional auction is for secondary market sales and a Direct Sales feature is developed for bringing a direct contact between artists and art collectors.

Several types of galleries complement our users with functionalities of viewing and distributing art and Numbers: Showcase, On Auction and On Sale. The gallery includes a detailed single artwork page to augment a particular piece of art with information on provenance, properties, certification, and trading history, which shows traders the market value of each Number and artwork. The gallery supports digital artworks, NFTs, visualizations and virtual environments, as well as physical artworks. The connection between physical and digital assets is deployed.

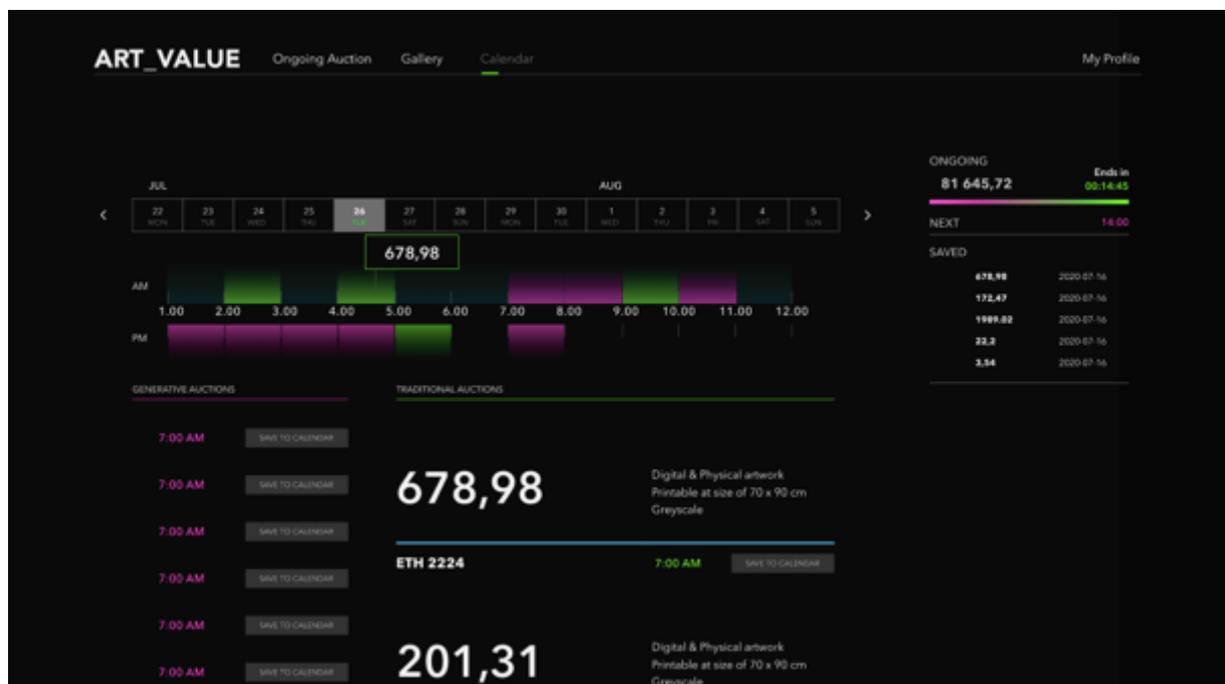
The calendar of events, online events, and auctions is tight to other pages of the platform as auctions and gallery pages. The crypto wallet and authentication are done in a certified way and the user profile page supports the user's own gallery pieces, participation in auctions, reserved deals, market values, and payments. The payments of the platform are executed through our own ARTS coin, cryptocurrencies and any other fiat currency. Transactions are secured by the blockchain and smart contract application [2]. The generation of NFTs is secured by blockchain.



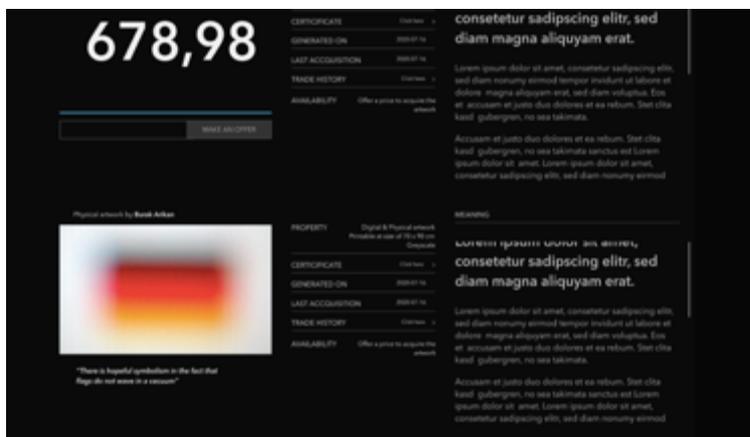
Art Value gallery page with Numbers



Single artwork gallery page

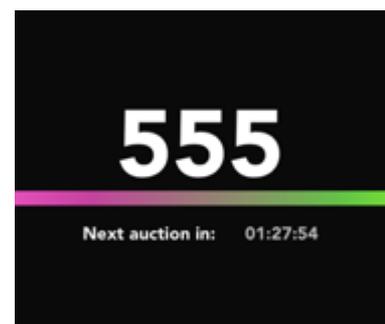


Calendar page



Single artwork page with Number NFT and physical Artwork

Art Value gallery, auctions, calendar, user profile, authentication, certification, payment system, search engine interface





Mario Kart with your own number?

## Numbers in games

### OWN A NUMBER AND PLAY

Digital Numbers will be tokenized with the Art Value as main application and utility, people will use them in games as digital assets, virtual accessories, game elements. Imagine, you are Mario and you run a kart! On your helmet is your favorite number 5 and your cart is marked with 5 too! You will be able to use Art Value Numbers in any digital application and games. With your own Number you will make an impact. The Number you own becomes utility in the world you care about. The gaming world is also yours! Use your own number in various different games and gain recognition from your number.

First, Numbers will be tokenized and turned to NFTs via our blockchain solution. Numbers will be open to use in any digital application and game. With tokenized NFT Numbers we are going to create and develop our own games, those games will be

# ART\_VALUE

numerical and mathematical games as well as various other types of games. For example, the crypto games with math formulas, calculations, as well as crypto generative, multiplication and “breeding” stuff through various formulas and algorithms. Unique numbers will give their owners extra value with generating other rare digital assets and numbers. Not only math-based problem-solving and number-driven games, but also other types of games like, for example, racing car games where Numbers are used for numbering of cars or rewards. Coin rewards will bring your unique number into value! Mining games where you dig gold and in return get Number NFTs!

The external games will get use of Art Value Number tokens and include Art Value Number NFTs. Imagine, your favorite Number is a Fortnite skin and you play with your character who is named by your favorite Number 77! Numbers used in football games to number the players, you are your favorite Number! Numbers also used for the gamer’s name.

Art Value Numbers are tradable, so the owner could trade own Numbers, Number NFTs, sell them or give away to friends.



Various numerical and mathematical games



## Token model

## VALUE IN TOKENS



### Number tokenization

Our users will have the ability to gain greater value and access to opportunities within Art Value through owning various types of tokens: firstly, NFT tokens and later cryptocurrency tokens ARTS. The main feature of Art Value is to tokenize Numbers, connect their value to currency and turn them to art. Values of art will be reinforced in art capital through tokenization. The tokenization and capitalization procedures will cover the use of Numbers in various applications as games and enrichment of gaming, art production, financing and distribution, user engagement, artist and designer support.

### Types of tokens

New ecosystem gives benefits to investors, art collectors and artists. Investors and art collectors complement their collections with art NFT and fine art pieces, the Art Value fund will support artists and art production, later gain the cryptocurrency investors gain value in their support through the ICO and established ARTS crypto coin (this type of token and investment will be introduced later). This new art economy covers the entire art ecosystem with innovatively redesigned processes of the art market.

There are 4 assets through which Art Value customers will benefit:

1. Art Value Coin – cryptocurrency ARTS utility token (introduced later)
2. Art Value Token – Number NFT
3. NFT Artwork – digital visual and design manifestations of a Number
4. Connected-to-chain Artwork created by artist in physical form

We develop an online platform for art to be freshly experienced via new ways of creating, distributing and trading. Art in the Art Value case, is a digital token NFT and a physical representation of it in a form of an artistic creation.

Investors support art, artists, and artistic production. When the artwork (NFT, digital art) is sold to the art collector, this NFT is commissioned to real artists to create and produce a physical piece of art.

Investors receive NFT tokens and NFT Numbers as well as digital and physical artworks in return to their investment. The investment is backed with those assets. The received Art Value number depends on the amount of the investment, so by investing 1 million the investor receives the "1 Million Number", digital representation of the Number and a physical artwork painted on a canvas.

Larger investment means larger Number NFT. Larger Numbers give access to more and larger physical artworks. The higher amount is invested – the higher chance to get famous artists to create a piece for you!

The higher amount is invested – the higher value for you and the bigger discount for your investment!

## Value of tokens

Value depends on the market, demand and supply. The Ethereum coin ETH is initially internally used to operate in the platform, acquire Numbers and participate in auctions. The platform operates with ETH which value depends on the market. However, we refer to EU value.

The initial value of an NFT token is 1 EUR that refers to the global market. So, in principle, the artwork 1000 is worth 1000 EUR.

## 1 EUR = 1 NFT

The Art Value operates on Numbers. The Numbers are all unique. In the primary market we generate and sell only unique numbers which are sold once and for all. Later the same Number could be sold on the secondary market by the owner, so the price then depends on the market needs and the exact deal between the seller and buyer. For that we developed several functionalities to directly bring (middle man removed) the owner and buyer on our platform.

The major expression of the Art Value Number is a decimal number. A decimal number can be defined as a number whose whole-number part and the fractional part is denoted with a decimal notation, so the number is separated by a decimal point or comma. The punctuation sign in a decimal number is called a decimal point / or comma. The digits following the decimal point / comma show a value smaller than one.

# 901,88

Decimal number 901,88 with a comma punctuation. The NFT cost of it is 901,88 EUR.

The choice of a decimal notation between the *point* or *comma* is chosen in relation to particular cultural connotations and refers to territories, for example, in the USA and Asia the dot is more common, while in some European countries the comma is used. We will provide both punctuation designs for dot and for comma.

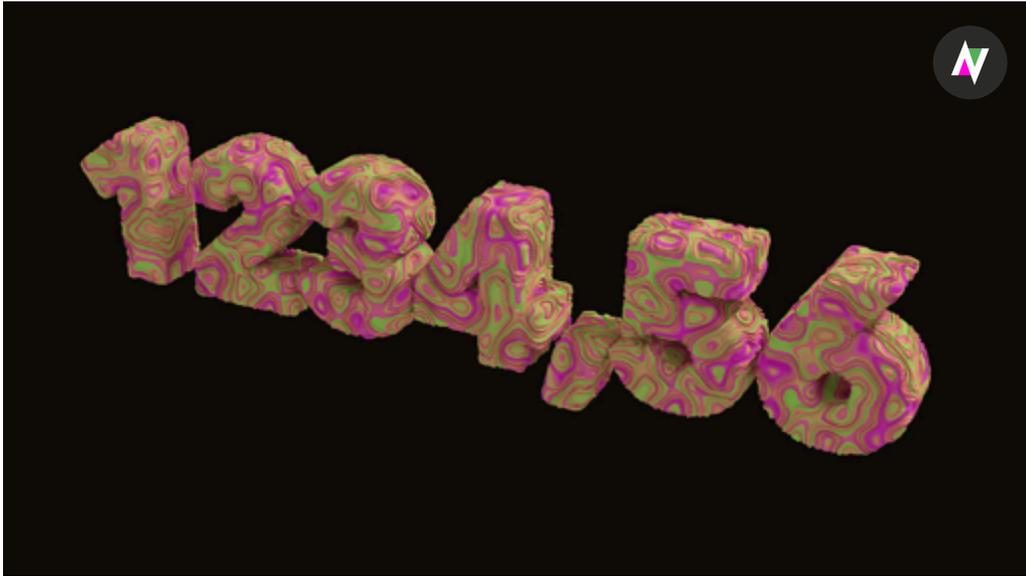
The value in decimal is written in the number, however, the rules of rounding is applied. The decimal Number is rounded, so number could be deleted. The number with two zeros after the decimal point refers to a whole-number. For example, 555,00 is the same as 555. Meaning that two numbers are owned: one decimal and one whole number.

The numerical notations denoting Numbers, values and meaning. Numbers will have other Numerical expressions and forms, for example, from other numeral systems like Roman numerals.

There are several price models for numbers and one of them is an overarching conceptual principle: the price of an artwork is an artwork. For example, number 33,44 costs 33,44 EUR. And this value principle will be kept as main for having numbers written in the Euro value and that the paid price is explicitly exposed in the artwork. However, the price may fluctuate depending on the current market value and the time value of money. Other price models will also be introduced. For the secondary market Numbers and Art will be sold freely on the market and could be traded for a higher price.

The value of the NFT Number tokens is based not only on their intrinsic exclusivity and the opportunity to commission artworks based on them (and their value) only available to the current holder of the token, but also the publicly legible history of commissions attached to a particular token.

Tangible artworks like paintings, sculptures, music, dance, films, installations, and digital representations of Numbers and their meanings through visualizations, digital fabrications, designs, 3D prints, NFTs, virtual environments will be assessed independently from their Number values.



3D rendered Number visualization and tangible object.

## Shared ownership of assets

The fractional ownership and shares in art will be implemented and given to the Art Value users. The artworks will be divided into shares so many owners of one artwork will gain value through ownership and trading of those shares. Art Value has two types of share ownership:

1. Partial owner of Total Art Value artwork
2. Share in various NFT Numbers

## Shares in art and in Numbers

Despite the Total Art Value collective ownership of a total Number which will automatically be certified to everyone owning a total number, another fractional ownership will operate and some smaller NFT Numbers will have shares in a single artwork-number. For example, number 7 will be owned by a group of people who crowdfunded their way to acquire the unique, the only one, and rare number 7.

Digital artworks, physical artworks, visualizations and other types of connected-to-chain assets will have a functionality of shares and crowd ownership. Different assets, rights to them and ownerships will be separate in every manifestation, meaning that by owning an NFT Number the owner could separately sell its physical representation and a share part of the Total Art Value artwork.

## Royalty rights

Art Value users, designer and artists will have the ability to write the terms and conditions of their own Number NFT and NFT Art, which would allow them to have some control and royalty rights over subsequent resales within the secondary market.

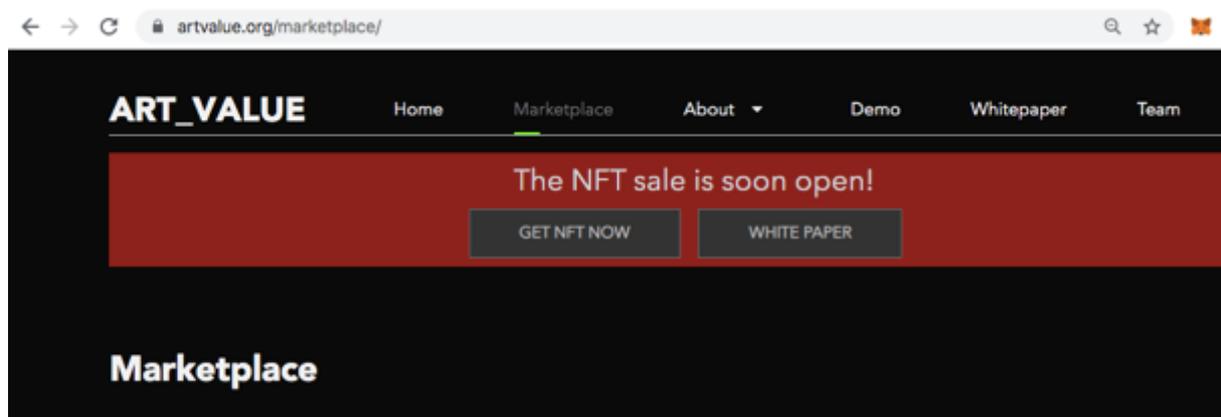
## Charity and artists' support

Regardless various types of ownership, the owner/creator of the Number and NFT Art will have the ability to control fractions and shares as well as parts of the contributions to real artists, art production and secondary market sales. Charities will be one option for user to provide societal value and contribute to the society at large.

## Token sale

### NFT sale phases

For the first Art Value distribution of NFT tokens, the OpenSea experiment will be handled via OpenSea.io platform and ArtValue.org. At this stage, generated Numbers will be put on sale through auction and direct sales. This simplified distribution will be of its kind for the easy purchase of unique NFTs. There will be also a generative auction concept tested with OpenSea and the winner of the auction will receive the highest bid. This OpenSea sale is the only and the easiest way to acquire certain Numbers as for the later stages we will sell only Generative Auction results without a possible selection of exact numbers.

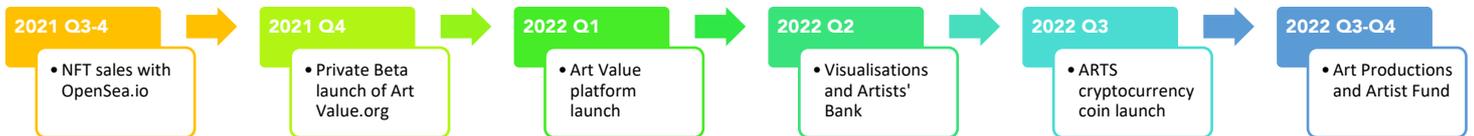


We built Marketplace for you to go to ArtValue.org and get your lovely Numbers. It is online now

Later we will move all our sales to the main platform with generative and traditional auctions. There the user will be able to generate number through auctioning. In the traditional auction – to sell those generated number.

After a substantial distribution of NFTs we will introduce the ARTS coin ICO campaign and distribution methods with Whitelist, Presale and ICO sale (if you are interested in a better deal – contact us as we have already set all the rules for the ICO distribution). Owners of ARTS coin will gain significant value in acquiring NFT art on ArtValue platform.

## Roadmap



2021 Q3-4 – NFT sales with OpenSea.io

2021 Q4 – Private Beta launch of Art Value.org

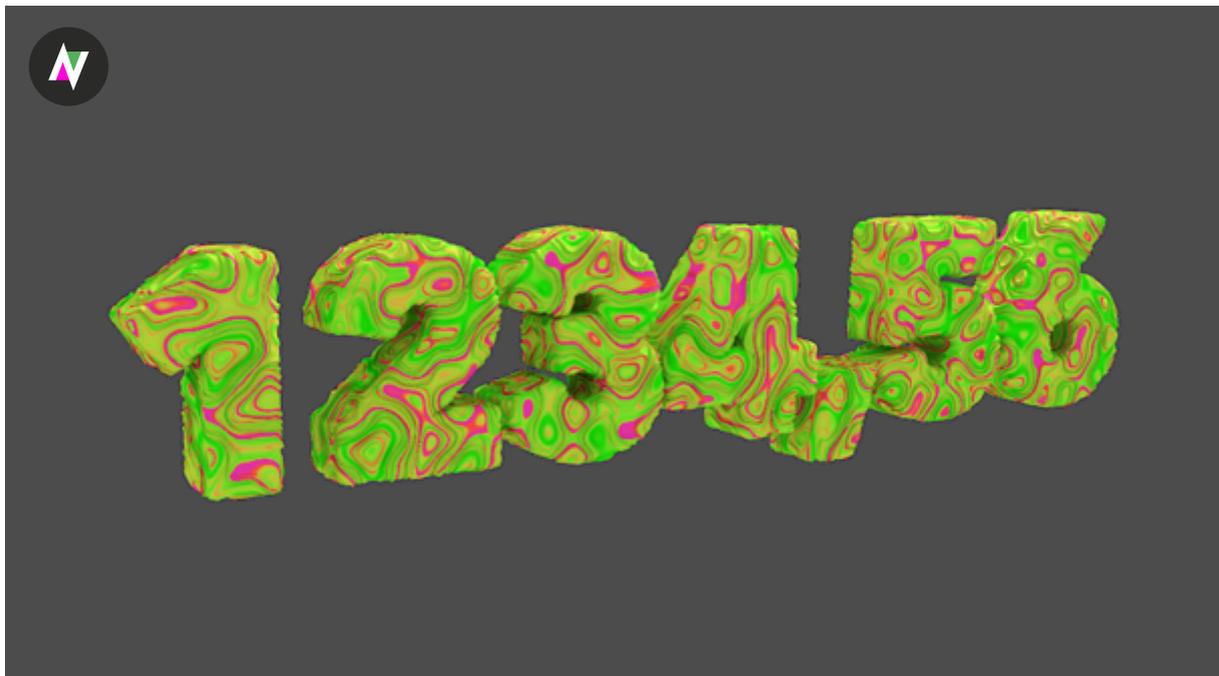
2022 Q1 – Public Platform Launch (<https://artvalue.org>), trading on the platform

2022 Q2 – NFT Artwork created with visualizations and designs

2022 Q2 – Artists' Bank is secured for curated Art Commissions

2022 Q3 – ARTS cryptocurrency coin launch

2022 Q3-Q4 – Start of Art Productions and Artist Fund



## Team



 **Vegas Simbelis**  
PhD in IT, Royal Institute of Technology  
PhD in Art. Researcher, Entrepreneur



 **Mattias Jacobsson**  
PhD in IT, Researcher at RISE Research Institutes  
of Sweden. Professor, Södertörn University



 **Donald McMillan**  
PhD in Tech and social science  
Professor at Stockholm University



 **Christiane Paul**  
PhD, Director, Sheila C. Johnson Design Center.  
Professor, School of Media Studies at The New  
School. Curator of New Media Arts at the Whitney  
Museum, New York City



 **Tomas Grunskis**  
PhD, Professor of Architecture  
Owner of AEXN Architects  
Founder and Curator, gallery Zero degree



 **Nomeda Simbelyte**  
International Business Development  
Founder, Amber Investments  
Smart Digital Innovation HUB



 **Benoit Baudry**  
PhD, Software Engineer  
Professor, Royal Institute of Technology  
Director, CASTOR center for software research



 **Mario Romero**  
PhD, Mixed Reality and Visualisation Expert  
Professor at KTH Royal Institute of Technology  
Director, VIC Visualisation Studio, Sweden



 **Donnie SC Lygonis**  
Innovation Strategy and Business Development,  
KTH Innovation  
Founder, Entrepreneurs Without Borders



 **Marius Kneipferavicius**  
Senior Art Director, Partner at Mārios  
Head of Art, TRUTH  
Senior Art Director, New!



 **Pieter Fiers**  
Blockchain Lead and Full-Stack developer

**7255,49**

**Alexander Semenischev**  
Back-end Lead Developer

**Haseeb Asif**  
Team Lead and Full-stack developer

**Jūratė Leinartaitė**  
Communication

**Berfu Karli**  
Management and marketing

**Sandra El Azki**  
Communication and marketing

**Kamile Juvencius**  
Mobile app developer

**Mar Vidal Segura**  
Front-end and user experience designer

**Filippo Sterrantino**  
Interaction and UX designer

**Mikaela Eriksson**  
Front-end developer

**Giang Tu**  
Graphic designer

**Yufei Zhang**  
3D Visualisation Designer

**Patarawan Ongkasuwan**  
Back-end engineer

**Roni Kaufman**  
Visualisation designer

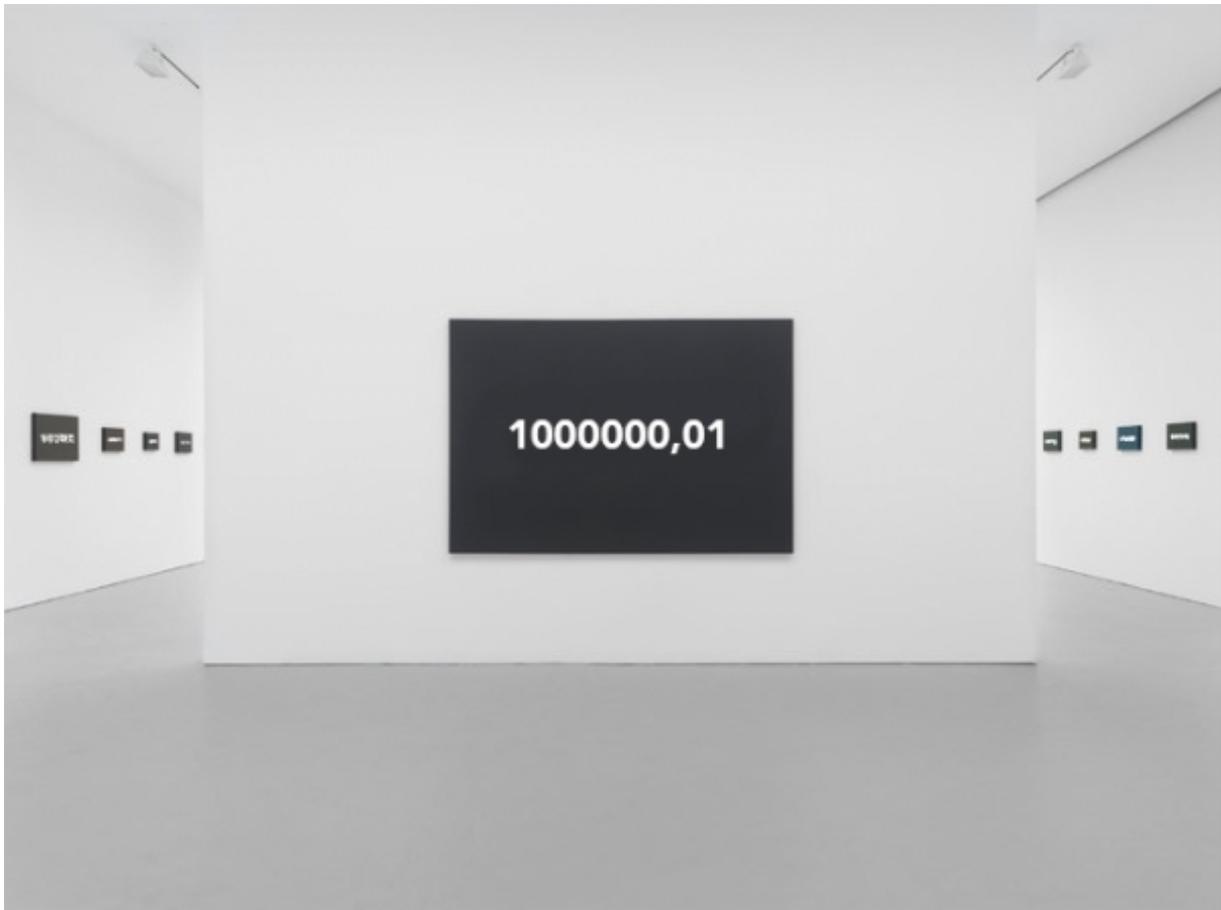
## History / Background

### DRIVEN BY ART

As a starting point of the Art Value business is creation and artistic practice of artist Das Vegas. ART VALUE has been an enduring art project by Das Vegas since 2009, consisting of performances, exhibitions, installations, artwork productions as paintings, sculptures, art films, and photographs, critical designs, evocative experiences, and interactions. It takes precedence in a variety of hybrid activities, but also elaborates on the post-digital condition involving hybridization of forms and formats, converging the digital and analog, abstractions manifesting in minimalism and the conceptual.

The Art Value art project has been shown in various art contexts: in art museums, art galleries, art fairs and online, one significant exhibition was held at the European Contemporary Art Biennial MANIFESTA. The major upcoming exhibitions are planned in a space of 600 sq. meters at KKKC in 2020 October, and in the 59th International Art Exhibition at the Venice Art Biennale 2022.





Art Value, paintings, artist Das Vegas

## Post-abstraction

The author Das Vegas is developing a new concept around abstraction. The conception of *post-abstraction* is taking place through the exposition of numbers in the project. This aesthetic turn is examining the contemporary notion of post-humanity, a post-human who radically and decisively believes in numbers. Questioning the exponentially growing trust in numbers and data, its inclusion in everyday life, abstraction, and unification of everything what is around us, also through what is digitalized, coded and quantified: through clock-time, media archeology, algorithmic procedures, digital occurrences, computation, quantified-self movement, ubiquitous computing (Ubicomp), Internet of Things (IoT), and Big Data.

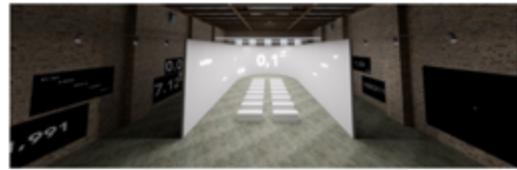
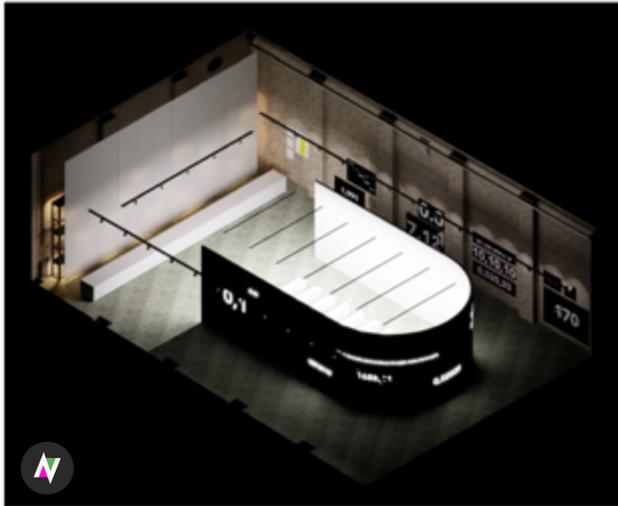


Art Value, interactive art installation, artist Das Vegas

## Numerical aesthetics

Artist Das Vegas wants to emphasize the importance of numbers in our daily lives and to examine the contemporary human who is obsessed and radically believes in numbers, finds meanings in various numbers, gets emotionally attached to numbers. Das Vegas works with numbers from the artistic perspective, creates artworks with numbers, paints canvas, produces art films or installs numerical art installations. Nevertheless, the relation to and the importance of the data-driven art, this aesthetic approach was used for several traditional artists, Andy Warhol was painting dollar bills, Stephan Boggs - literary producing art money, Japanese conceptual artist On Kawara painted dates in numbers of single days, Mario Merz was installing Fibonacci numerical sequence in public space, or Roman Opalka was graphically writing numbers.

## *Venice biennale of art, 2022*



Several Art Value exhibitions are planned in near future, one of them is the Venice Art Biennale 2022. Architectural plans of the installation installing Art Value platform and other artworks.

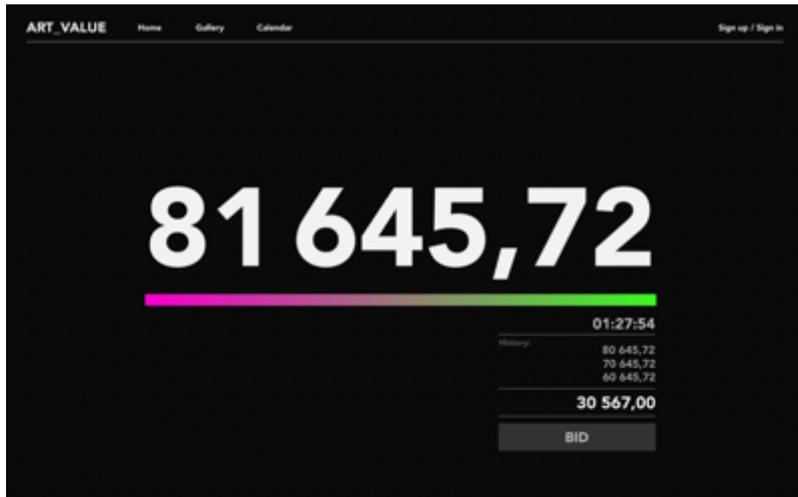
## **Innovation research**

The Art Value innovation project started in 2017 when crypto hype boomed and the blockchain technology utilizing NFTs was introduced. The natural synthesis with the smart contracts and distributed network technology turned the artistic expression to become a digital product. It all started by conducting workshops together with the researchers from the KTH Royal Institute of Technology, the Stockholm University and RISE Research Institutes of Sweden and designing the product at the KTH Innovation – a hub for creative minds.

Building the digital platform product from the idea, the project developed over many stages: designing, prototyping and conducting research. After extensive global market research, we have proved the innovation and importance of the project in the market as well as establish a new marketplace as a way of a new art economy aiming to support artists, artistic production and art collecting.

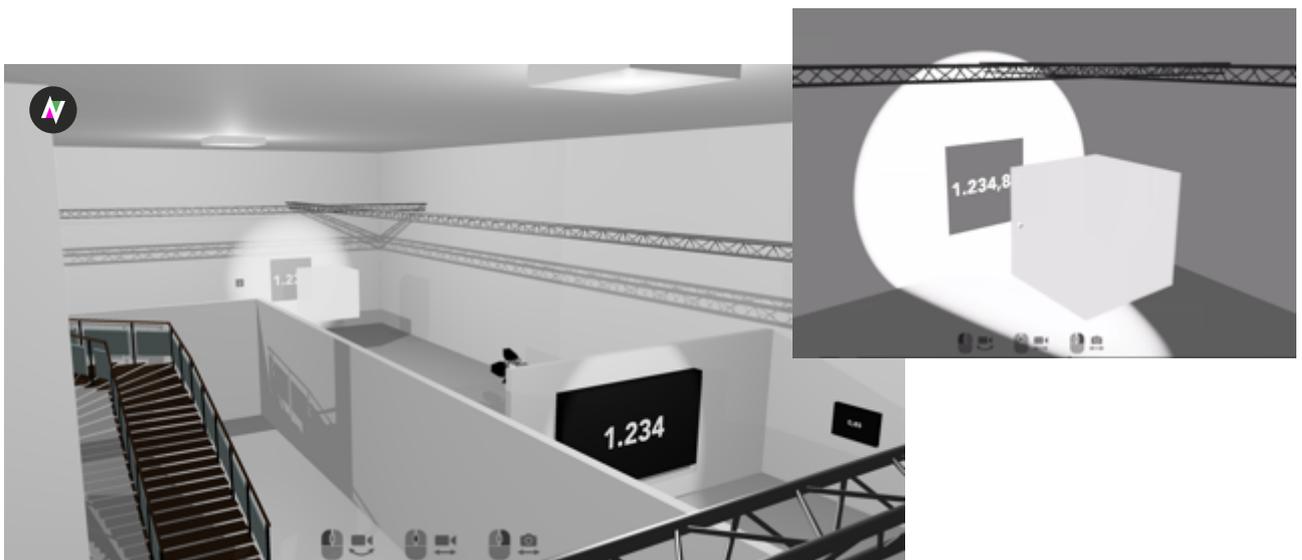
We have interviewed major players in the field: artists, art collectors, gallerists, art dealers, art curators, tech crowd, crypto enthusiasts and blockchain gurus as well as millennials. The global markets we surveyed were in Europe, Asia and the USA, conducting interviews in New York, San Francisco, Stockholm, London, Zurich, Berlin, Tallinn, Riga, Vilnius, Singapore, and Seoul. The objective of the in-depth study was to gather information for Art Value's future development, specifically understanding the business model.

# ART\_VALUE



Art Value clickable prototype, online auction interaction to support digital art generating, distribution and sales.

As a result, we proved the importance of the project in the market. Importance of the use of advanced technologies and especially blockchain technology. We received feedback on our customer group and segmentation and how we will be working with the stakeholders in the development of the project. The demand in our product is huge in the market, however, we plan to build and establish our own marketplace, which means we are creating a new platform on which production, distribution and trading of artworks will happen. The insights from the studies were included in the development of the project and now we have our business model, MVP, prototype and functioning demo of the platform. Our target customer group is clearly defined and we work with it on developing the product from several perspectives from investing in art cryptocurrency, NFTs and artworks to new models of creation and production of art for the future collecting.



The unique innovation of Art Value Experience with virtual gallery and immersive tool to create 3D sculptures

## Social Value

### SUPPORT FOR ARTISTS

Through the wide range of values and meanings embedded in numbers we may reach certain changes in our lives. Those numbers of good luck are personal and come from our childhood, beloved people, family and friends. We appreciate certain numbers and pay attention to them. There are various numbers which are lucky but some numbers might be of negative nature and e.g. raise inequalities, like zip code, income size and other data numbers could determine a person's position in the society. Vulnerable members of society, e.g. living in poor neighborhoods, could get out of education just because of their postal code. And this should change. Everyone has a right to own his or her beloved, lucky, meaningful and powerful numbers! Everyone has a right to make a change with Numbers! With the Art Value, now You can buy a Lucky Number!

The platform is created for everyone to own a Number, for investors to invest and trade tokens/art, for art collectors to collect art, and for artists to create and produce art. As a major economic, social and cultural contribution, the Art Value Fund supports artists in their artistic production. Charity support will be another option for users to add societal value and contribute to the society at large.

We bring digital and physical art to the world! The Art Value art of the future is on the way to arrive at your doors!

## Social value

- Developing a new art marketplace
- Creating a community of artists and collectors
- Support artists and art production
- Charity support
- Data-driven approach: environment related support



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<https://www.diva-portal.org/smash/record.jsf?pid=diva2%3A1424495>

3. Art Value information online: <http://www.ArtValue.org> Contact: [info@artvalue.org](mailto:info@artvalue.org)