

Friday
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How Blockchain is Creating a New Art Market Economy



JOSEPH LUBIN



GEORGINA ADAM

In 2018 a landmark report by the artist rights organization DACS, Oxford University and The Alan Turing Institute predicted that blockchain could lead to the art market "heading for a previously unimagined reality: a world where art needn't change hands to be of huge value, where veracity is assured, and art becomes interwoven into an entirely new sector".

In such a reality artists could use blockchain technology to create new kinds of digital artworks that would appeal to a much wider collector base. Confidence and trust would grow among collectors once they could be assured of the authenticity, price history and provenance of artworks. The art market's working processes would be streamlined, and artists could be confident of receiving royalties and rights payments — enabling more of them to make a living. Importantly for investors, the liquidity of the art market could be increased, allowing for fractional buying, increased lending against art and speedy trading on easy-to-use sales platforms.

Talking Digital Assets: NFTs on the Ethereum Blockchain asks whether this vision of the art market is becoming a reality. How are entrepreneurs using blockchain to facilitate new opportunities to promote and sell art? How is blockchain creating new marketplaces for digital art, what is being shown and who is buying? How much money is being spent in this new art economy? How different is this new art world and how will artists fare in such an environment?

The session starts with a conversation about art and blockchain technology between Joseph Lubin, Co-Founder, Ethereum, and Founder, Consensus, and Georgina Adam, art market journalist and author. Now that Ethereum 1.0 has been successfully launched, the development of Ethereum 2.0 is proceeding at a rapid pace.

Meanwhile, ConsenSys is building the fundamental blockchain infrastructure, protocols and tools for application and platform builders in many different industries to use. How will entrepreneurs, technologists and developers build on the Ethereum blockchain and impact the art industry?



OLAF HANNEMANN



GAUTHIER ZUPPINGER



JASON BAILEY

Olaf Hannemann, Co-Founder and Chief Investment Officer, CV VC — which supports blockchain start-ups — will give a short presentation about the differing economic models for using blockchain technology in the art market. He will be followed by Gauthier Zuppinger, Co-Founder of NonFungible.com in conversation with Jason Bailey, Founder of Artnome. Non-fungible tokens (NFTs) are unique digital items whose ownership is managed on a blockchain. Zuppinger will launch the Art and Blockchain Non-Fungible Tokens Report that will reveal the evolution of the blockchain art market since 2018, the number of collectors and artists in this space, the distribution between primary and secondary markets and a comparison of blockchain art to the overall non-fungible space.

14:00-14:30 UTC

IN CONVERSATION WITH:

Joseph Lubin will discuss the decentralized future of a new art economy powered by Ethereum blockchain infrastructure.

INTERVIEWER: GEORGINA ADAM

SPEAKER: JOSEPH LUBIN

14:30-14:50 UTC

ART & BLOCKCHAIN:

New Economic Models for Art and beyond through Blockchain

SPEAKER: OLAF HANNEMANN

14:50-15:10 UTC

IN CONVERSATION WITH:

Gauthier Zuppinger will present the latest release of Art and Blockchain NFT report.

INTERVIEWER: JASON BAILEY

SPEAKER: GAUTHIER ZUPPINGER

JOSEPH LUBIN | FOUNDER
Consensus, New York, USA
Co-Founder Ethereum

Born and raised in Toronto, Lubin graduated from Princeton University with a degree in Electrical Engineering and Computer Science. He worked in the Princeton Robotics Lab at Tomandandy Music developing an autonomous music composition tool and at private research firm Vision Applications Inc. building autonomous mobile robots. As a software engineer and consultant, Lubin worked with eImagine on the Identrus cryptographic payments and trade finance network project and was involved in the founding and operation of a hedge fund. He held positions as Director of the New York office of Blacksmith Software Consulting and VP of Technology in Private Wealth Management at Goldman Sachs. Through these posts, Lubin focused on the intersection of cryptography, engineering, and finance. Inspired by Satoshi Nakamoto's Bitcoin white paper and the potential of distributed systems to "shatter the silos of power and re-balance the information asymmetries that disadvantage so many," Lubin delved into the incipient blockchain community. He was a primary figure in the creation and launch of Ethereum alongside fellow Torontonian Vitalik Buterin in 2014, and eventually moved to build an ecosystem around the nascent technology, in part by launching ConsenSys.

Founded in 2014, ConsenSys has cultivated a global presence, employing top entrepreneurs, computer scientists, protocol engineers, software developers, and experts in enterprise delivery. As one of the largest and most foundational entities in the blockchain technology space, ConsenSys' worldwide Mesh of people, projects and companies is building the blockchain industry's developer tools, decentralized applications, and solutions for enterprises and governments that determined to harness the power of Ethereum. The organization was referred to by The New Yorker in 2018 as "the Ethereum community's most prominent and ubiquitous developer and promoter of decentralized apps."

GEORGINA ADAM | JOURNALIST & AUTHOR
London, UK

Contributor to the *Financial Times*, the *Art Newspaper*

Georgina Adam has spent more than 30 years writing about the art market and the arts in general. She was editor of the Art Market section of *The Art Newspaper* 2000-2008, then editor at large. She wrote a weekly column for the *Financial Times* for eight years, until 2016. In 2014 she published "Big Bucks: The Explosion of the Art Market in the 21st Century" (Lund Humphries) and in 2018 "Dark Side of the Boom, The Excesses of the ArtMarket in the 21st Century" (Lund Humphries).

In addition to her specialisation in the art market, Adam is particularly interested in emerging cultural centres. She is chair of the membership committee at Cromwell Place, member of the International Association of Art Critics (AICA) and The International Art Market Studies Association (TIAMSA).

OLAF HANNEMANN | CO-FOUNDER, CIO
CV VC, Zurich, Switzerland

Olaf is a Co-Founder and the CIO (Chief Investment Officer) of CV VC AG in Zug. Before co-founding CV VC, Olaf spent 20 years at JPMorgan in London, Frankfurt and Zürich in Corporate Finance / Advisory as well as Global Corporate Banking. Most recently he led the Swiss Global Corporate Banking franchise for JPMorgan in Zürich, a unit with global attributable revenues in excess of US\$300million. In 2016, he left Investment Banking to start of number of ventures himself in the financial advisory as well as in the nutrition and health space and joined the predecessor company of CV VC as a co-founder in 2017.

GAUTHIER ZUPPINGER | CO-FOUNDER & COO
NonFungible.com, Paris, France

Gauthier is a serial entrepreneur, passionate about the new uses cases offered by digital assets and non-fungible tokens. Gauthier is since 2018 COO & Co-founder of NonFungible.com, the leading platform in the processing and analysis of market data related to the nonfungible tokens.

JASON BAILEY | FOUNDER
Artnome, Boston, USA

Jason Bailey is the founder of artnome.com, the world's leading art and tech publication for reporting on and explaining the use of cutting-edge technology in art and the art world. Artnome articles like "The Blockchain Art market Is Here" and "AI Art Just Got Awesome" are among the earliest and widest read on the topics, capturing these recent trends in art well ahead of the curve. Bailey has also constructed the world's largest database of complete works by important 20th century artists. From this expansive Artnome database, Bailey constructs new, history/market-shifting metrics on art and artists that were previously impossible to obtain. A sought-after speaker, Bailey most recently moderated panels on blockchain, provenance, and digital art at Christie's blockchain event in London.

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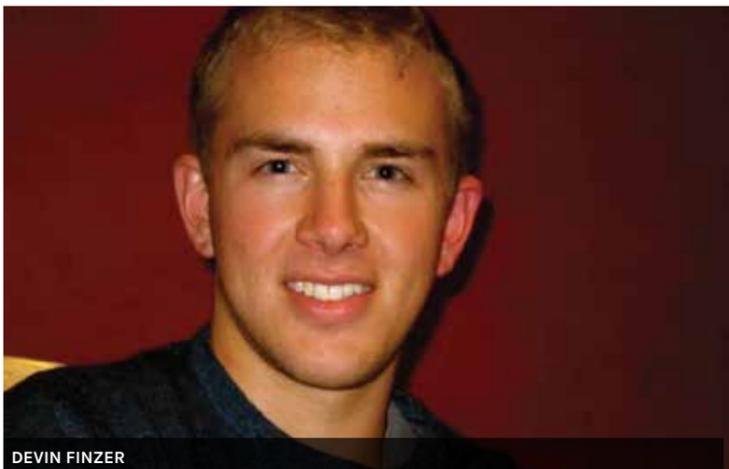
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JUDY MAM



JOHN CRAIN



DEVIN FINZER



ALEX ATALLAH

The invention of CryptoPunks in 2017 – 10,000 unique, collectible, digital characters with proof of ownership stored on the Ethereum blockchain – paved the way for so-called “crypto art” and were the inspiration for the ERC-712 standard that powers most digital art and collectibles. Since then NFTs have been traded for record prices: more than \$15,000 for a CryptoPunk and \$170,000 for the most expensive Cryptokitty in autumn 2018, according to their sales platforms.

The main marketplaces for NFTs include OpenSea, SuperRare, dada.art, Mintbase and Nifty Gateway. Jason Bailey will discuss the rise of the NFT market, its role in pushing new frontiers in digital art and whether museums should be collecting these artworks with Alex Atallah, Co-Founder and CTO, OpenSea, Devin Finzer, Co-Founder and CEO, OpenSea, John Crain, Co-Founder & CEO, SuperRare, Judy Mam, Co-Founder, dada.art, Nate Geier, CEO, Mintbase, and Duncan and Griffin Cock Foster, Co-Founders of Nifty Gateway.

The day will conclude with a pre-recorded session with Ben Nolan, Founder, Cryptovoxels, a blockchain-powered VR world that artists are using to create virtual galleries and sell art.

15:10-16:40 UTC

PANEL DISCUSSION: EVOLUTION OF BLOCKCHAIN COLLECTIBLES

Pushing New Frontiers for Digital Art through NFTs

MODERATOR: JASON BAILEY

PANELISTS: JUDY MAM, JOHN CRAIN, DEVIN FINZER, ALEX ATALLAH, DUNCAN & GRIFFIN COCK FOSTER, NATE GEIER

16:40-17:00 UTC

KEYNOTE: CRYPTOVOXELS

Blockchain Powered VR Realms

SPEAKER: BEN NOLAN



NATE GEIER



DUNCAN & GRIFFIN COCK FOSTER



BEN NOLAN

JUDY MAM | CO-FOUNDER
[dada.art, New York, USA](#)

Judy Mam is the cofounder of [dada.art](#), the only visual conversation platform where people from all over the world speak to each other through drawings, creating collaborative art. DADA uses blockchain technology to create a new economic paradigm for artists in which making art is separated from sale transactions, allowing artists to create and experiment freely while they receive a passive income for their contribution to the community. Judy writes an opinion column for *The Americano* and she writes about film in her blog *I've Had It With Hollywood*. Before devoting herself to DADA, she was a creative director in advertising. Originally from Mexico City, Judy lives in New York City.

JOHN CRAIN | CO-FOUNDER & CEO
[SuperRare, California, USA](#)

John Crain is co-founder CEO of SuperRare. Prior to SuperRare, John lead product for the ConsenSys spoke BlockApps, working with fortune 500s exploring use cases for smart contracts and leveraging open data. Before falling down the crypto rabbit hole, John worked in advertising as a creative technologist for Digitas North America.

DEVIN FINZER | CO-FOUNDER & CEO
[OpenSea, New York, USA](#)

Devin Finzer is the CEO and co-founder of OpenSea. Devin has a background in software engineering at Google and Pinterest, and sold his previous company to Credit Karma.

GAUTHIER ZUPPINGER | CO-FOUNDER & COO
[NonFungible.com, Paris, France](#)

Gauthier is a serial entrepreneur, passionate about the new uses cases offered by digital assets and non-fungible tokens. Gauthier is since 2018 COO & Co-founder of [NonFungible.com](#), the leading platform in the processing and analysis of market data related to the nonfungible tokens.

ALEX ATALLAH | CO-FOUNDER & CTO
[OpenSea, New York, USA](#)

Alex Atallah is the CTO and co-founder of OpenSea, the first and largest marketplace for non-fungible tokens (NFTs), including crypto collectibles, art projects, virtual real estate, and more. OpenSea went through the YCombinator W18 batch, raised a seed round from Founders Fund, Blockchain Capital, Coinbase, 1confirmation and several others, and now powers the marketplaces or sites for over 400 games and services. Prior to OpenSea, Alex was the CTO of [hostess.fm](#) (sold to Beatport in 2014) and built cybersecurity products at Palantir. Alex loves productivity software, hackathons (the in-person kind, unfortunately), and novel user interfaces

DUNCAN & GRIFFIN COCK FOSTER | CO-FOUNDERS
[Nifty Gateway, California, USA](#)

Duncan and Griffin Cock Foster joined Gemini as the co-heads of Nifty Gateway after Nifty Gateway was acquired by Gemini in 2019. Prior to joining, they ran and founded Nifty Gateway as an independent company together. Duncan and Griffin founded Nifty Gateway after they became interested in NFTs and saw the potential for a platform with a simple user experience. Duncan and Griffin quit their first jobs out of college to work on Nifty Gateway full time in October of 2018. Nifty Gateway was acquired by Gemini approximately 8 months later. Duncan received a Bachelor of Science Degree in Computer Science from Emory University in May of 2017. Griffin received his Bachelor of Arts Degree in Mathematics from Washington University in St. Louis in May of 2017.

NATE GEIER | CEO
[Mintbase, Berlin, Germany](#)

Nate worked with a clearing firm at a broker-dealer, fractionalizing publicly traded stock based on users' everyday purchases with their debit or credit card. Nate also helped to push Nike to rebuild its million-dollar a day application, NikeiD to React and Redux when React was still in beta. Back in March 2018, Nate put everything in storage and has since then been meeting any blockchain communities around the world. With Mintbase, he won first prize at the Devcon4 Status Hackathon and moved to Berlin. With Mintbase, he allows anyone to create their own non-fungible tokens such as tickets, art, photography and in-game assets—all verified on the Ethereum blockchain.

BEN NOLAN | FOUNDER
[Cryptovoxels, Wellington, New Zealand](#)

Ben Nolan is the creator of Cryptovoxels (CV for short). Cryptovoxels has the distinction of being the first blockchain-based virtual world to launch (the second is Decentraland). CV is an open, sandbox like 3D VR realm that uses voxels to demonstrate the virtual architecture of each respective world. Its virtual lands based on the Ethereum Blockchain and works through nonfungible tokens. Users can use ETH to purchase land and avatar names, and there is no crypto directly associated with the realm. Normally, users can sell their CV parcels and collectibles for pretty much any crypto supported by online auction houses, and NFT brokers, such as [OpenSea.io](#). The app draws inspiration from Minecraft with its minimalistic interface and simpler visual effects.

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