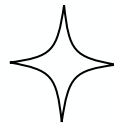


# **WHY AND HOW SHOULD 360X ART EXPAND INTO **NFTs** ?**

Presented by **Antonio Taurisano**



# BUT FIRST...



## WHAT ARE **NFTs**?

NFTs are short for **non-fungible tokens**.  
Yes, that's it.



## ...**AND WHO AM I?**

That's a little bit harder to explain!  
But let's **try**.

# I'M ANTONIO... OR POSSO

## I'M A DATA ANALYST

Yes, I know, boring

## A QUANT TRADER

...still boring



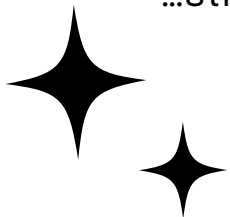
Cool Cat #2578

## AN ART LOVER

My favourite artwork is:  
The Empire of Light – René Magritte

## AND A LITTLE BIT OF A NERD

If you hadn't guessed already!



**I saw a lot** in my NFT career:

The beginnings of BAYC, CrypToadz minting, Doodles minting, endless rugs as well as a lot of beautiful art.

**I'm here to bring my hard-earned experience on the field to help you tackle the problems we'll be discussing today.**

Nonetheless, even though I've been here for a while, I still go by Boredapewood and Zeneca33's words:



**apewood.eth** 🐵 @boredapewood · Apr 13

Immediately skeptical of ANYONE who acts like they have NFTs all figured out



“Any time you think you  
understand this market  
  
remember kevin”

**-ZENECA33**



**YES, THIS IS KEVIN.**



**KEVIN RAISED \$70M.**

# TWO FACTS ABOUT NFTs



## THE NFT MARKET IS CHANGING ON A DAILY BASIS

Seems like yesterday that **Fragments of an Infinite Field** were selling for over 30 Eth... now they're at a **4.35 Eth FP**.

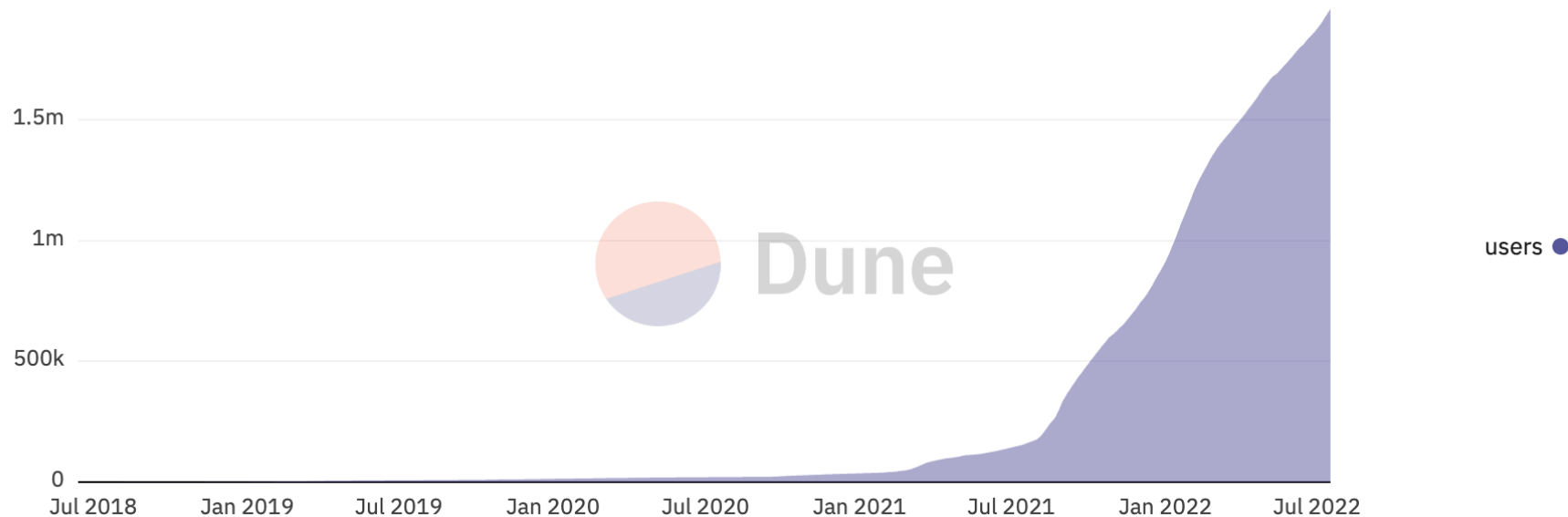


## AND IS BECOMING INCREASINGLY SATURATED

We'll see this with a simple Area Chart from Dune Analytics in the next slide.

### Total OpenSea traders over time (Ethereum)

*Registered users who have made at least one transaction*







# A LOT.

Does this mean that **we're late** to the party?

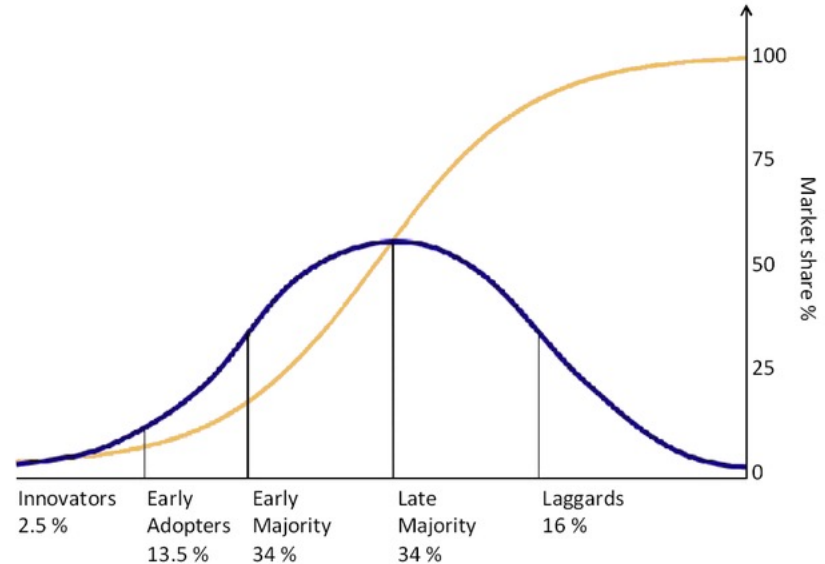


# HONESTLY? NO.

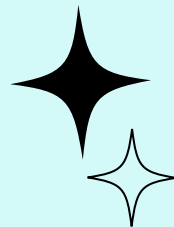
In investing, **to be too early is to be wrong**, because of opportunity cost.

Knowing that there's a very good probability that this market is here to stay, **due to on-chain data**, gives us the possibility to place **asymmetrical bets**.

Keep in mind the **2.5%**.



# • TASK 02. •



## CASE STUDIES ON NFT TECH PROVIDERS



The **good**, the **bad** and the **ugly**

# A QUESTION... WHOM IS WHOM?



**OPENSEA**

Tokenization and  
marketplace



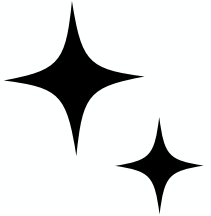
**ARTBLOCKS**

Tokenization but  
no marketplace



**SUPERRARE**

Tokenization and  
marketplace



# A QUESTION... WHOM IS WHOM?



**OPENSEA**

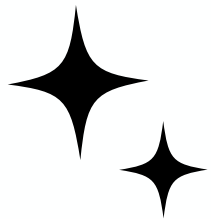


**ARTBLOCKS**



**SUPERRARE**

Well, just pick the good and the ugly, we all know OpenSea is the bad.



# WHY THE COMPARISON WITH SUPERRARE?

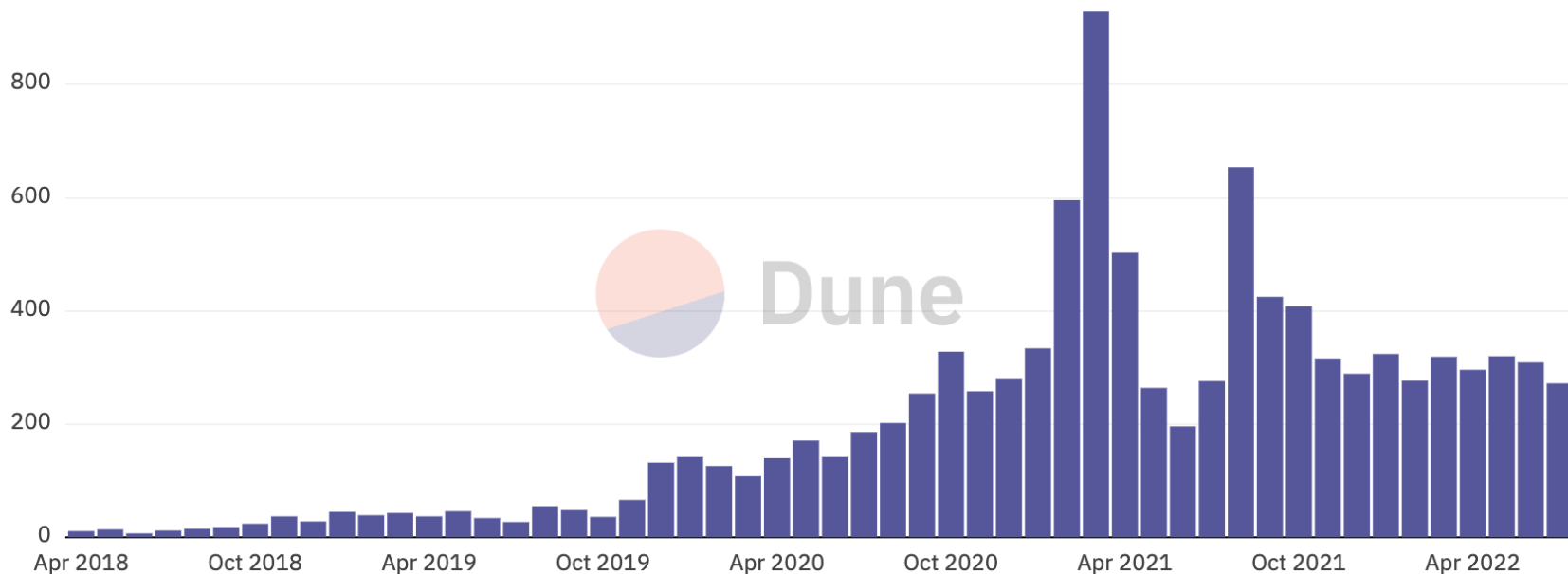
When talking about Art in the metaverse, it's easy to fall into the trap of thinking exclusively about **gen-art**, thus ArtBlocks follows naturally.

But because 360X Art is -not only- about that, I had to **exclude ArtBlocks** from this case-study, at first.

It will come in handy for **comparisons**, though.

# LET'S SEE SOME DATA ON SUPERRARE.

SuperRare monthly active collectors

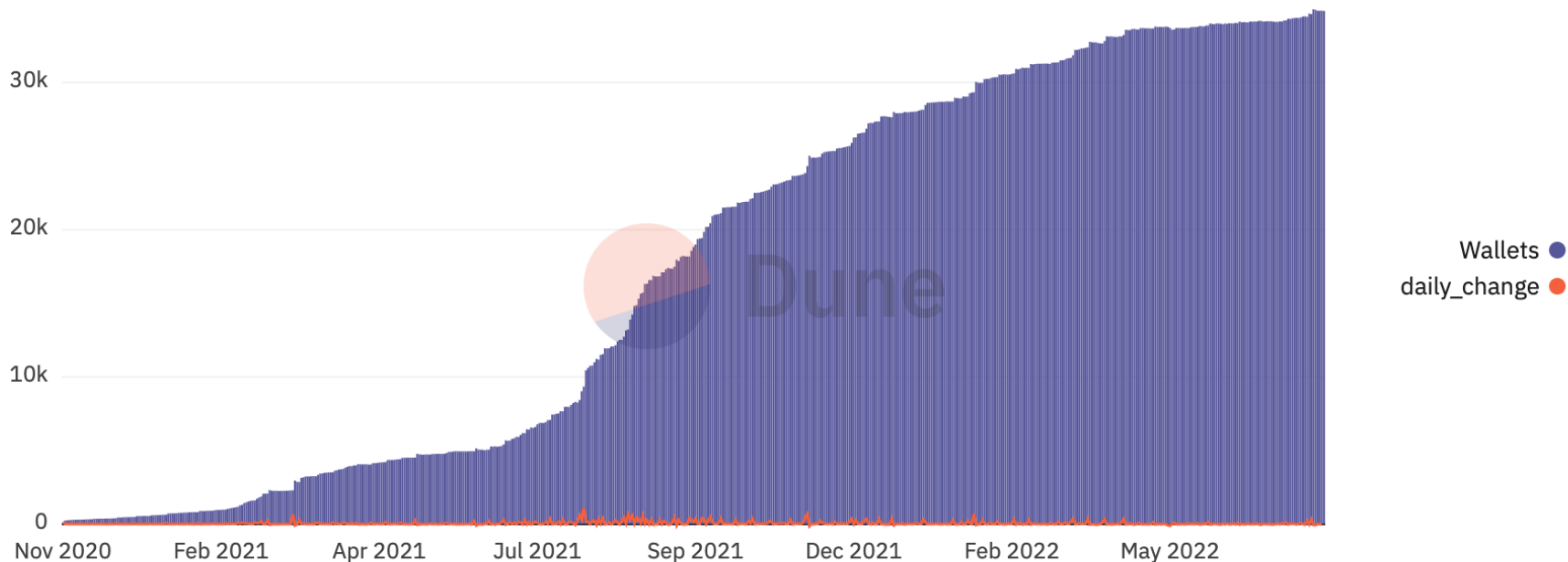


# THIS IS MAINSTREAM NFT-ART: ARTBLOCKS.

16

Active Holders

@rantum





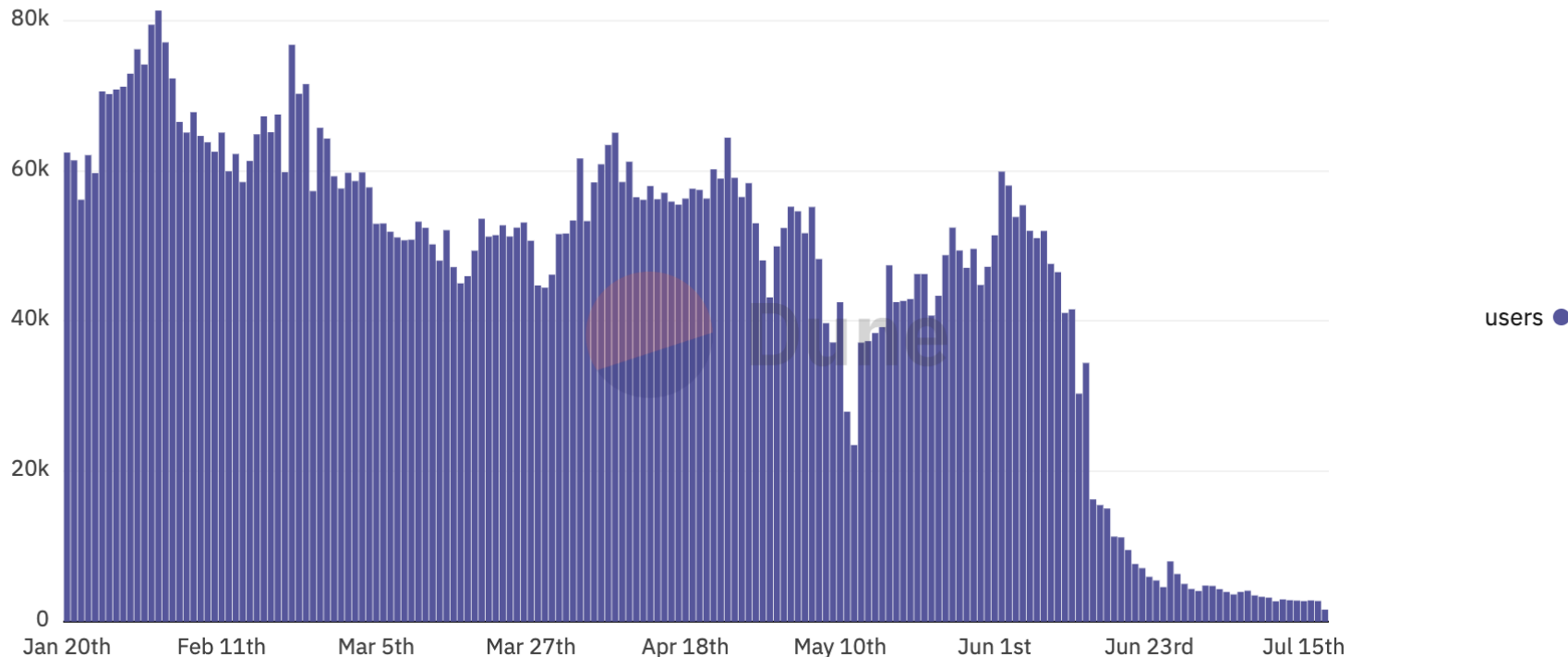
# THIS IS HOW **MAINSTREAM** LOOKS LIKE INSTEAD: OPENSEA.

17

Opensea Active Users OpenSea Data



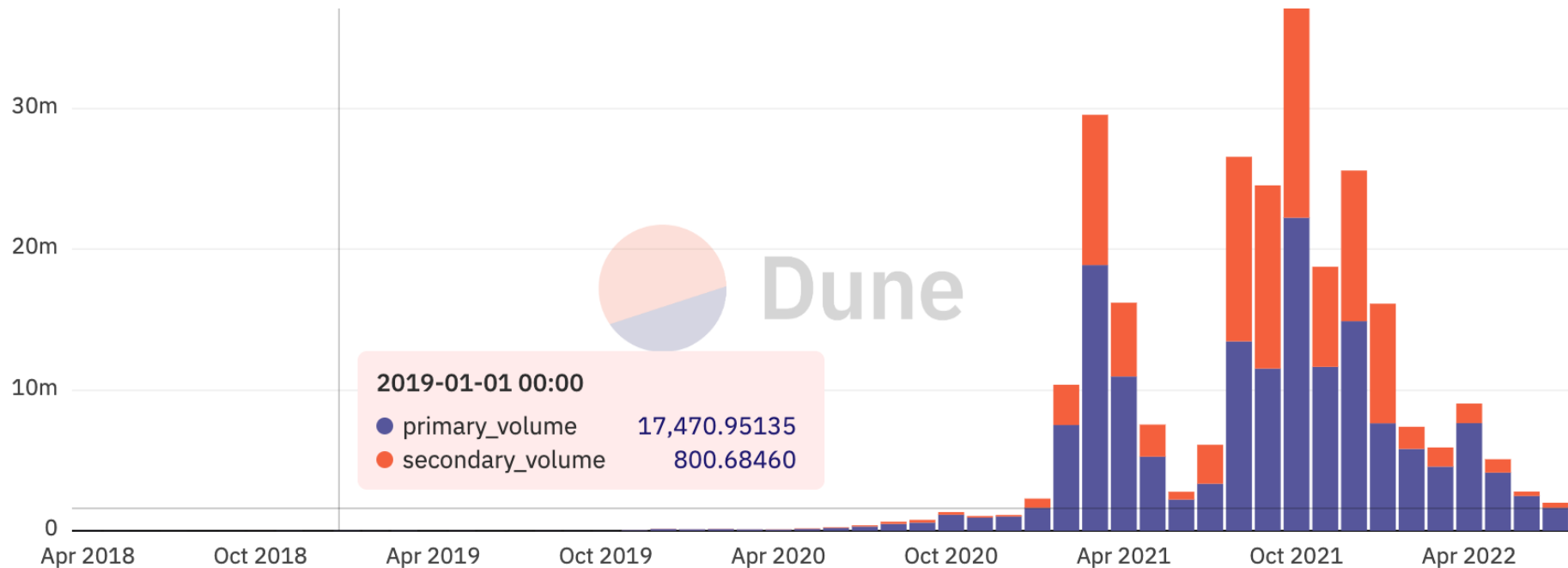
@pancakephd



# SUPERRARE VOLUMES (P+S)

18

SuperRare primary vs. secondary volume



**BUT... HOW DO VOLUMES LOOK  
LIKE IN COMPARISON TO  
ARTBLOCKS?**

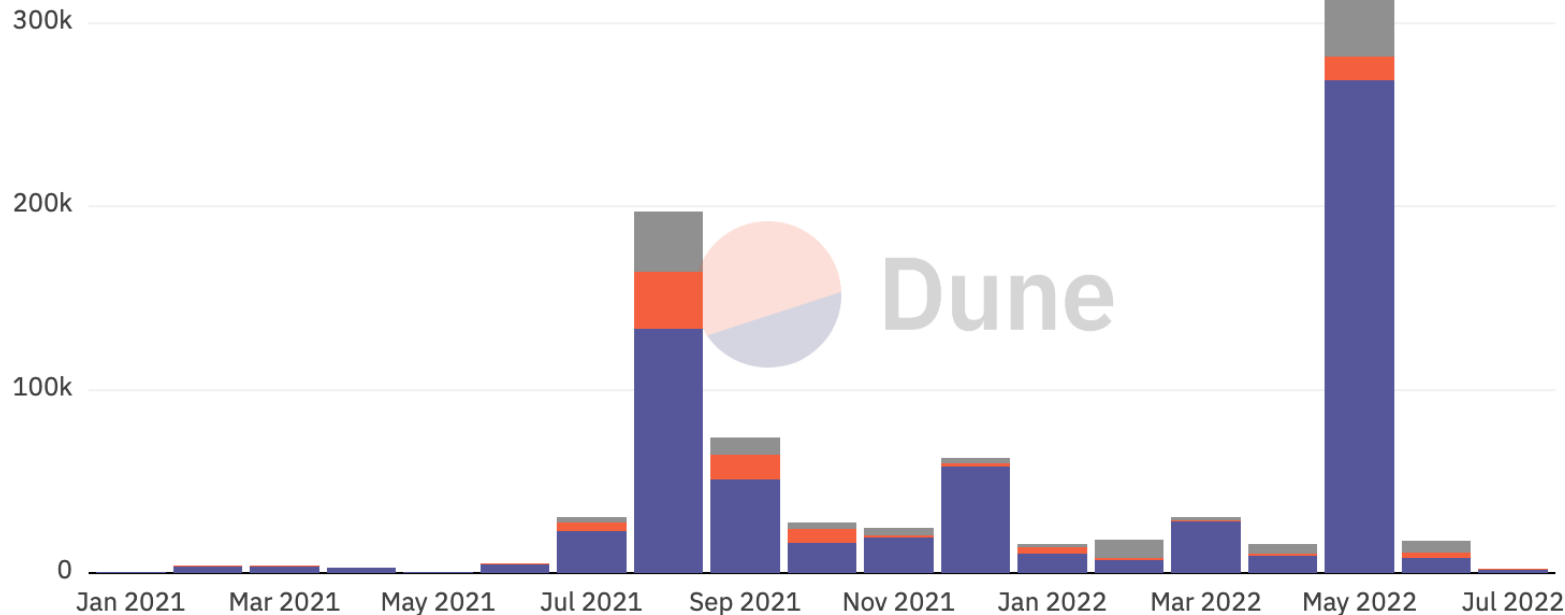
**BAD.**

# ARTBLOCKS(P) SALES

21

ArtBlocks Monthly Sales

@danrobinson



# DECENTRALIZATION AND SUPERRARE

## How can I get my artist client on SuperRare?

For artist's managers and agents.



Written by Keegan Ead

Updated over a week ago

We believe in decentralization! As such we provide the ability for artists to tokenize their artwork on their own— and have full control over the entire process.

# NOW, LET'S DO A **SWOT** ANALYSIS: OPENSEA

23



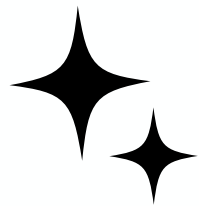
## **S**TRENGTHS    **W**EAKNESSES    **O**PPORTUNITIES    **T**HREATS

- Legacy
- Trust
- ETH, SOL, Polygon

- Trash heavy
- Security
- Servers
- Fees sharing/token

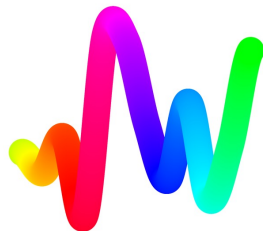
- UI improvements
- Ease of use (what Coinbase NFT should have done)
- Bring NFTs into the mainstream

- Security fallacies that emerge one after the other (ex.: UI wallet forwarding)
- Freezing assets... how decentralized



# NOW, LET'S DO A **SWOT** ANALYSIS: ARTBLOCKS

24



## **STRENGTHS**   **WEAKNESSES**   **OPPORTUNITIES**   **THREATS**

- Legacy
- There won't be any 'Next Fidenza'.

- Scalability ( gas wars)
- Scattered(playground, factory, curated)
- UI on OpenSea
- Only gen-art
- ETH only

- To sign the next Dmitri Cherniak.
- There's a run to be Curated.
- Use the market share to improve and use new tech

- Losing market share to innovation
- Getting comfortable



# NOW, LET'S DO A **SWOT** ANALYSIS: SUPERRARE

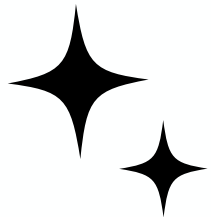
25



## SR

### **S**TRENGTHS

- Not only gen-art
- RARE token airdrop



### **W**EAKNESSES **O**PPORTUNITIES **T**HREATS

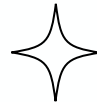
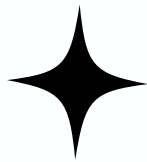
- Brand (ex.:which newcomer wouldn't get confused with Rarible?)
- ETH only

- Better marketing
- Multi-chain

- Sinking into oblivion against good competition

# IF WE **COMBINE** EVERYTHING WE CAN **AVOID** COMMON **PITFALLS**.

26



## INNOVATION

New **features**, **smart contract** audits, **VR** exhibitions

## CURATION

**Eye** for the selection of **front-page**, **social media** faces

## ATTENTION TO DETAIL

Nothing left to chance

## TRUST

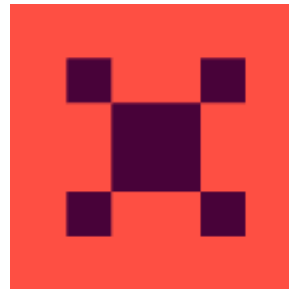
**Centralization** done good

## CHAINS

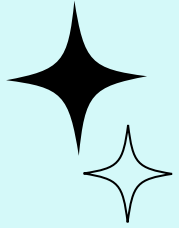
**Tezos**, **NEAR**, are a niche of a niche, but also incredible opportunities

## FEEES

After all, money attracts users, but **who will stay for the art?**



# •TASK 01. •

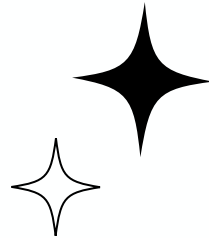


## FUTURE AWAITS



Metaverse, community and a whole lot of other buzzwords

# HOW DO WE EXPERIENCE NFT ART **NOW IN THE METAVERSE?**



## ‘VAULT’ WALLETS

What’s a **vault** and  
what’s a **burner**?

## OPENSEA

Just like taking a  
walk inside a  
**shopping mall**

## **INTERNET IS OUR METAVERSE**

## TWITTER

Good old social-  
media **flexing**

## ONCYBER

A good **starting point**

# THIS IS ONCYBER.



## ALPHA OF FIRST **OM** DISTRICT



**BUT ALSO THIS  
IS ONCYBER.**

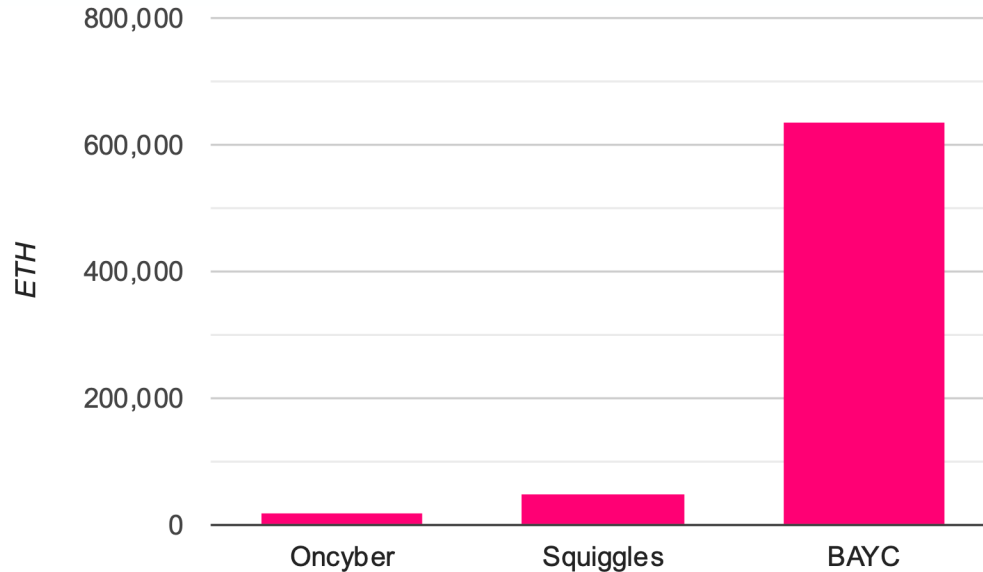
Galleria Schubert

**30**



**RTFKT SPACE POD**

# VOLUMES ON OPENSEA: ONCYBER VS A BIG COLLECTION (BAYC) VS ART



# WHO IS INVESTING IN THE VR ART EXPERIENCE?

## SPOILER: **2.5%** INNOVATORS

Investor Name	Investor Type	Holding	Investor Since	Participating Rounds	Contact Info
<a href="#">6529 Capital</a>	Venture Capital	Minority	2018-2019	Series A	
Cozomo de' Medici	Angel (individual)	Minority	2018-2019	Series A	
Deeze Deeze	Angel (individual)	Minority	2018-2019	Series A	
Erick Calderon	Angel (individual)	Minority	2018-2019	Series A	
gmoneyNFT	Angel Group	Minority	2018-2019	Series A	





# SO: HOW WILL THIS DEVELOP?

## •01• VR EXHIBITIONS

What oncyber.io is paving the way for

## •02• SoV

The 'Store of Value' thesis

## •03• FUNGIBILITY

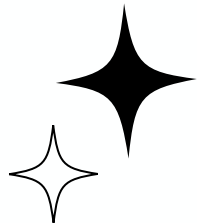
Acknowledgement of the missing piece of puzzle of the digital experience

## •04• DIGITAL IDENTITIES

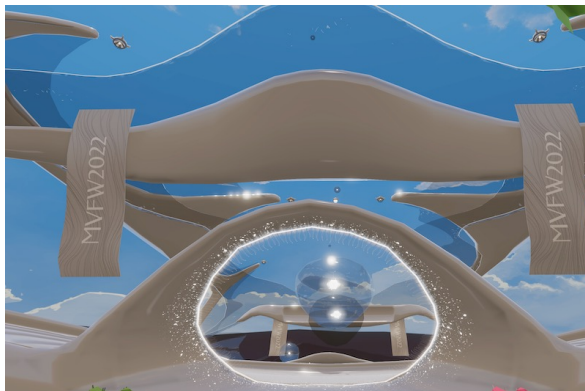
Starry Night Capital have a face: the Fidenza they bought

## •05• EVENTS

IRL is still an option, and the contamination of reality with digital is something to explore. (ex.: Lu Yang's Digital Descending, ABBA hologram concert)



## •06• NEW WAYS OF INTERACTION

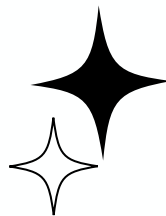
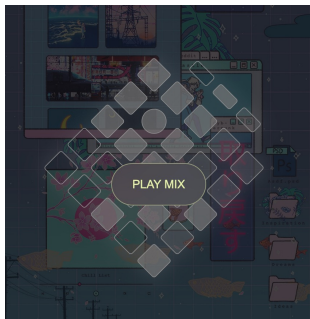


### FASHION DESIGN IN THE METAVERSE

Yes, that was the runway for the Metaverse Fashion Week 2022.

### SOUND DESIGN AND MUSIC

I am a proud owner, alongside with big personalities of this space, of a Sunday Journal.



# NEW WAYS TO PRESENT ART

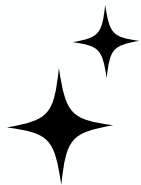
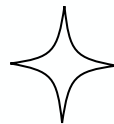
## NETWORKING THROUGH GENUINITY

We've all been there before. That's why I connected with Zeneca and that's why I will help anyone that asks.

Genuine passion about art is what made me relate and ultimately connect with amazing artists in the space.

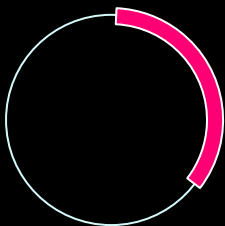
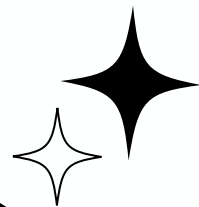
## CONCEPTS AND ANTWERP SIX

This space lacks proper well-thought curation and incredible exhibitions, fixing that in a unique way might be a signature that nobody has -yet-.



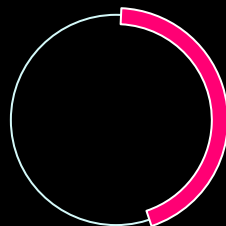
# APPLICATIONS USED TO INTRODUCE ART TO WEB3

36



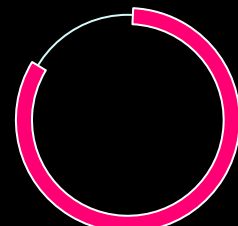
**30%**

Instagram  
(Or old social-  
media)



**45%**

Launchpads  
(MagicEden,  
Solanart,  
NiftyRiver)



**80%**

Twitter viral-  
potential (far  
from  
algorithmical)

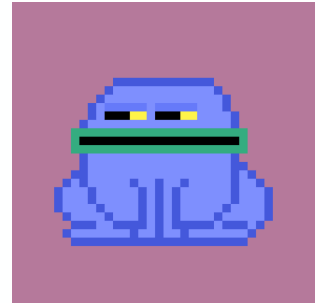
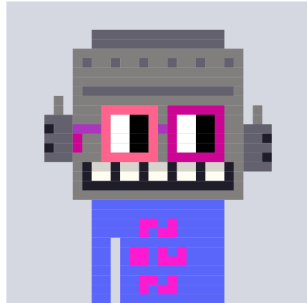
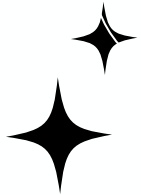
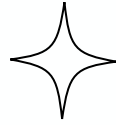


# RIGHTS TO FULFILL IN PRESENTATION OF ART IN THE METAVERSE

## THE SIMPLEST CASE: CCO

Stands for **Creative Commons 0** and basically means that the author renounced to any rights on the work.

It is possible to copy, modify, distribute and utilize the work, even for commercial scopes, without asking any kind of permission.



# BORING, BUT STILL EASY.

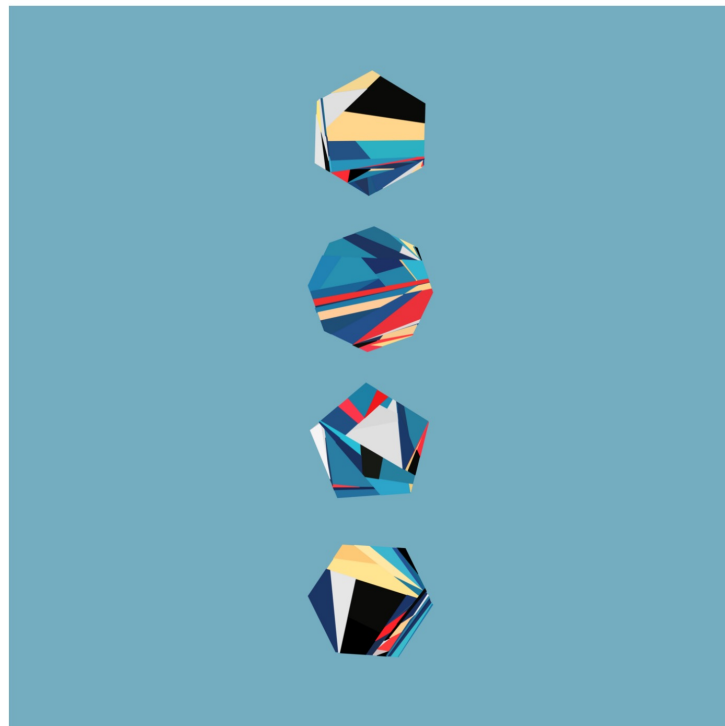
38

Whatever's outside CC0 though, is in the hands of the author of the artwork, whether it's an NFT or not.

And the author decides whether or not to give IP rights to the owner of the NFT.

An example could be **Frammenti** by **Stefano Contiero**, minted through ArtBlocks.

While just asking permission to the NFT owner just to display the art for non-commercial purposes might be enough, here we have a **CC BY-NC 4.0 license**, that is very clear.



Frammenti #21 — Stefano Contiero (CC BY-NC 4.0)

# BORING, BUT STILL EASY.

39

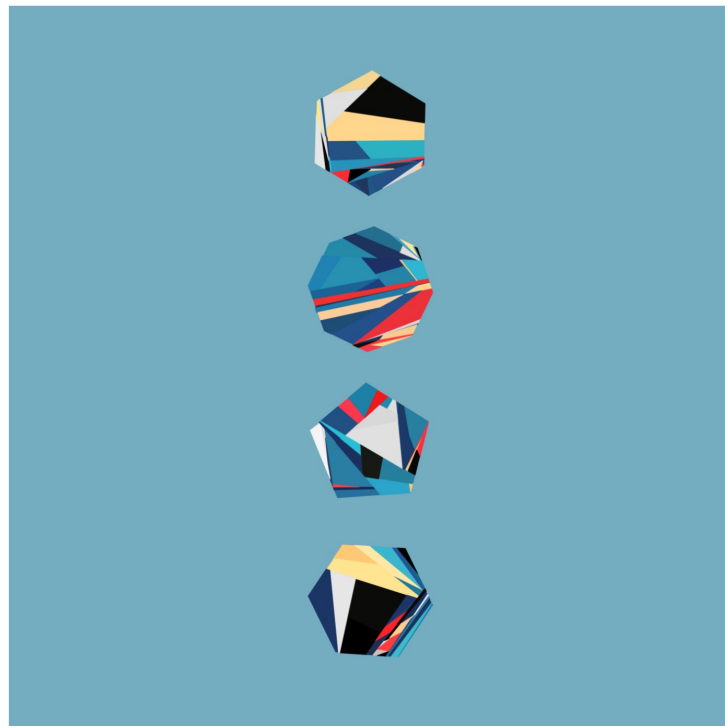
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As long as you:

- Give appropriate credit, provide a link to the license, and indicate if changes were made. You may do so in any reasonable manner, but not in any way that suggests the licensor endorses you or your use.
- Do not use the material for commercial purposes.

Yeah, so collectors can print and display their pieces.



Frammenti #21 — Stefano Contiero (CC BY-NC 4.0)

<https://medium.com/the-link-art-blocks/licensing-cheat-sheet-54223616ea50>

# THAT'S IT!

**THANKS FOR YOUR ATTENTION!**

[hedislimanners@protonmail.com](mailto:hedislimanners@protonmail.com)



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