UNIVERSITY *of* NICOSIA

Session 4

Art NFTs (CryptoArt / 1 of 1s)

META511:Non-Fungible Tokens (NFTs) and the Metaverse

We are here

1. What is an NFT?
2. Copyright and Provenance in NFTs
3. PFPs

Week 4 ⟶ 4. Art NFTs

5. Generative art
6. Key considerations in the NFT space
7. Gaming NFTs
8. What is a metaverse?
9. Trends in visualization technology
10. Financing models for NFTs and the metaverse
11. Off-chain objects and the broader environment
12. A vision for the future

CryptoArt and 1/1 Art

o Understand the history of CryptoArt and 1/1

o Place CryptoArt in a historical context, particularly as it relates to digital art

o Understand the general principles and development of CryptoArt and 1/1 art

o Understand the market structure of CryptoArt and 1/1 art

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This is an educational course only

o   We will discuss various projects, individuals or NFTs in this course

o   These projects, tokens or the individuals associated with them, are only referenced for educational purposes

o   Nothing in this course should be taken as a recommendation to buy or sell an NFT or token or any other financial instrument or security

o   More generally, cryptoassets are extraordinarily volatile investments. Please take care if you are buying cryptoassets

o   The information provided during this session does not, and is not intended to, constitute legal advice.

o   Instead, all information, content, and materials made available is intended for general educational purposes only.
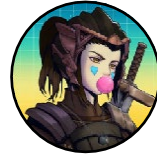
Huge number of guests for "week 4"; will wrap up after guest are done

BEEPLE
NFT Artist
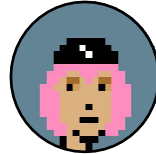
CLAIRE SILVER
AI Artist.
Co-founder of A2
Accelerate Art

PRIYANKA PATEL
Photographer
Chief Panic Officer & Co-Founder of The Burrow

INNAMODJA
Artist at SuperRare,
Founder of Code Green and NFT
Factory Paris, Head of
Philanthropy @worldofwomennft

BLESSING ATAS
Phone photographer
Visual Art &
Storyteller

BATSOUPYUM
Asset Manager,
NFT Collector,
6529 Capital

GIANNIS SOURDIS
NFT Curator at M0NA,
Co-founder of Amplify Global
and Couch Heroes

BHARAT KRYMO
Decentralization Maxi,
NFT Collector, 6529 Capital

SASHA STILES
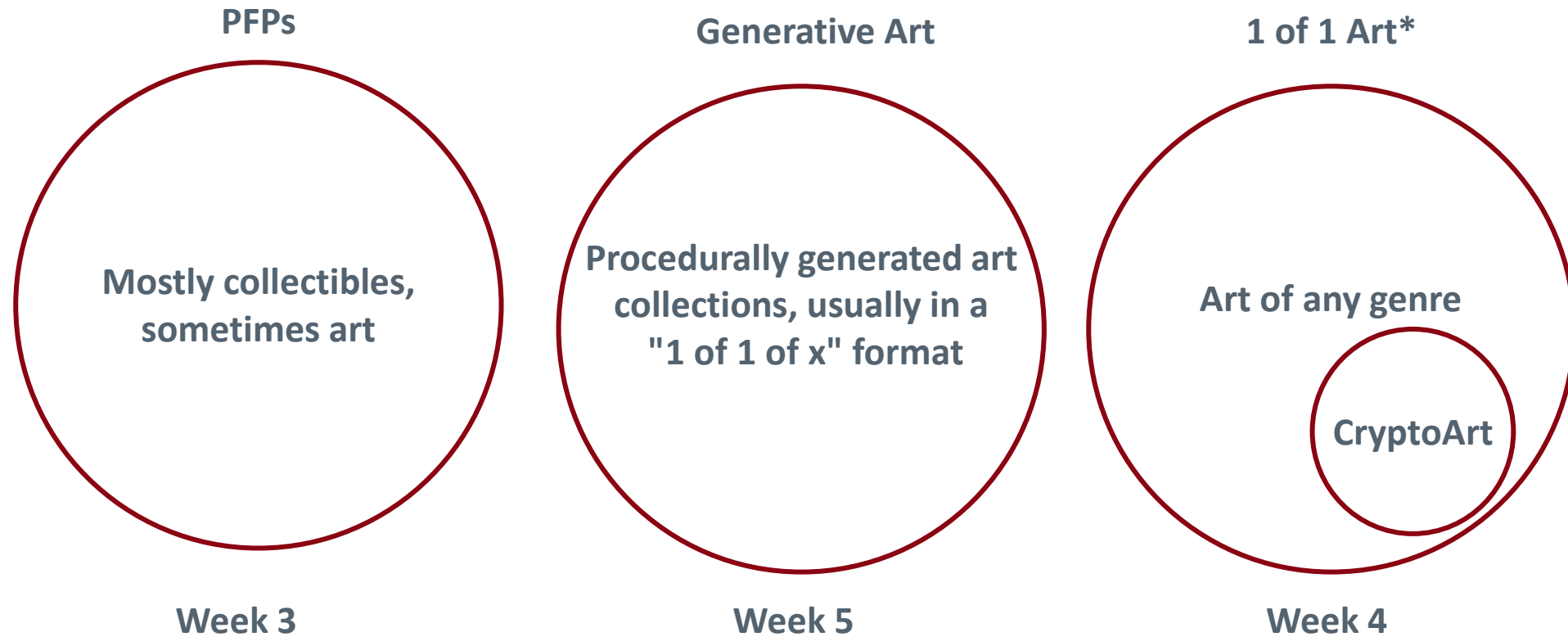Metapoet, Artist,
AI Researcher

SAM SPRATT
Artist

"week 4" will last more than 1 week

Session 4: Art NFTs (**CryptoArt / 1 of 1s**)

1. Framework

The NFT field typically classifies art NFTs as follows

PFPs

Generative Art

1 of 1 Art*

Mostly collectibles, sometimes art

Procedurally generated art collections, usually in a "1 of 1 of x" format

Art of any genre

CryptoArt

Week 3

Week 5

Week 4

* While generally people think about this as 1/1 pieces, editions of 1/1 pieces are most properly thought of in this category also

Most 1 of 1 NFTs fall in the broader tradition of digital art…

o Digital Art refers to art that incorporates digital technology, either in the creative input or in the presentational layer

o As with any horizontal term like this, the exact scope of digital art tends to be contested and should be taken more as an indicative term rather than a hard boundary condition

o As the world progressively digitizes and as digital tools become more common, the boundaries are less clear. For example, is a photograph taken on film, edited in Photoshop, and printed on paper, "digital art"? Under the initial definition, "yes", but in a more contemporary context, a more active interaction between the technology and the work is considered more important

o Pre-internet and pre-PC digital art tended to involve physical installations. NFTs are potentially a very interesting ownership layer for art that is 100% digital
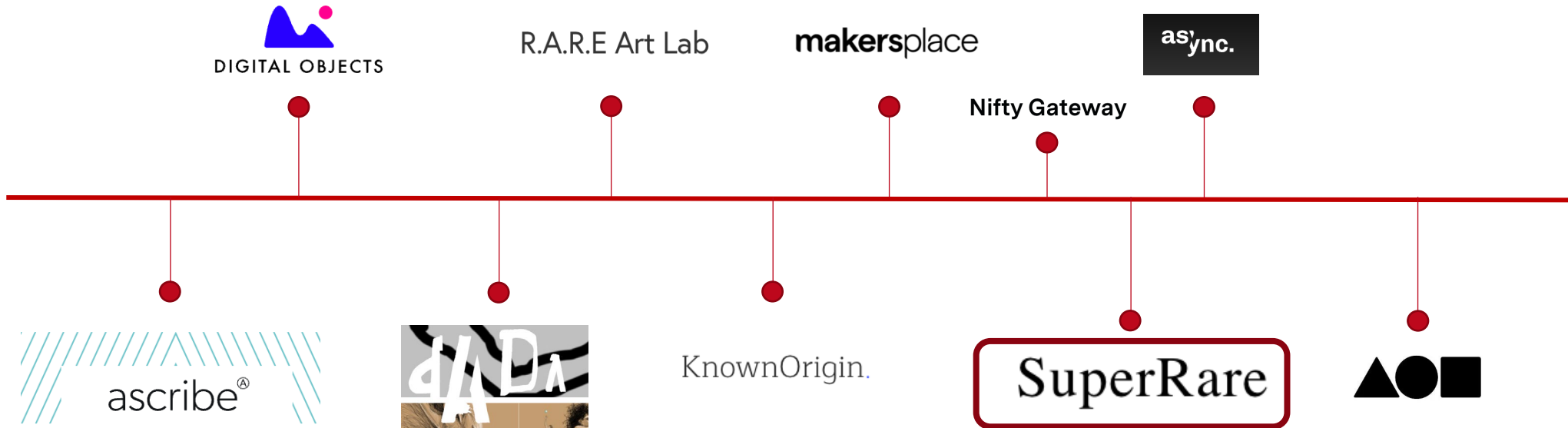
…noting that NFT-based digital art can be hybrid

Casa Batllo Gaudi by Refik Anadol

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1/1 art tends to trade on specialized marketplaces

DIGITAL OBJECTS

R.A.R.E Art Lab

makersplace

async.

Nifty Gateway

ascribe

KnownOrigin.

SuperRare

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2. CryptoArt

Rare Pepes and the beginning of CryptoArt

Nakamoto Card

=15   Atk = 3   Spd = 1   Ele = Fire

The creator of Bitcoin. One of the most rare Pepes in existence.

⭐ Rareness Score ⭐
97

- First blockchain **community** where anyone can submit artwork to be bought, sold, traded, or destroyed on the blockchain

- Zero commission marketplace

- **First gift card system** that allows for gifting artwork to people who do not own any cryptocurrency

- First to move a digitally scare artwork to a physical piece of **hardware** (opendime)

- First to create a digital artwork tied to the blockchain that changes its representation based on what machine it is displayed on.

Source: https://www.artnome.com/news/2018/1/23/rare-pepe-wallet-the-birth-of-cryptoart

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Non-Fungible Tokens (NFTs) and the Metaverse
Session 4: Art NFTs (CryptoArt, NFTs)

ArtNome's definition (1 / 2)
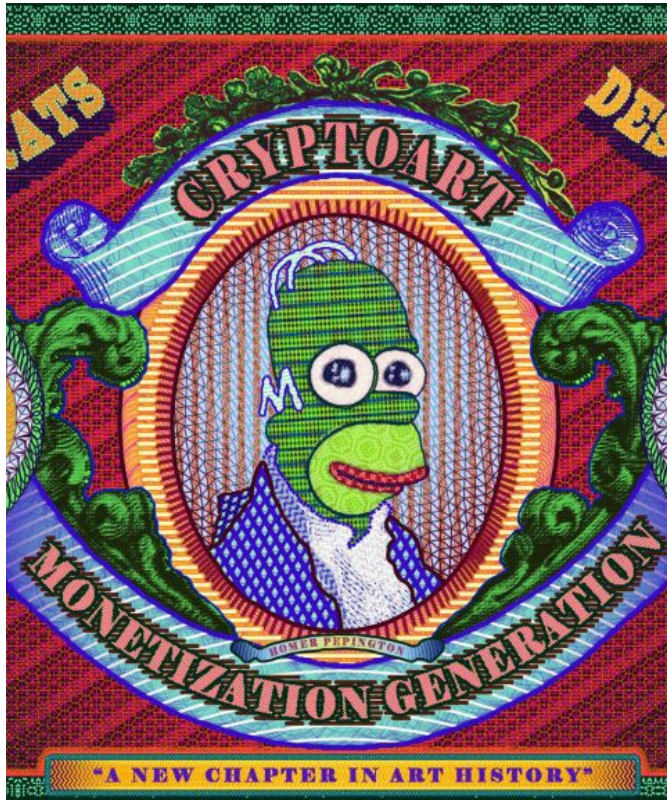
While no single CryptoArtist or CryptoArtwork adheres to a single definition, there are common factors that have shaped the aesthetic and community thus far:

o **Digitally native:** Artwork can be created, editioned, bought, and sold digitally.

o **Geographically Agnostic:** Empowered by the internet, artists participate from all over the world. CryptoArt is the first truly global art movement.

o **Democratic/Permissionless:** Everyone is encouraged to participate regardless of skills, training, class, gender, race, age, creed, etc.

o **Decentralized:** Tools and guidelines are designed to reduce the power of gatekeepers and middlemen and increase the autonomy of artists.

o **Anonymous:** Use of pseudonyms allows artists to create and sell art while staying anonymous (if preferred), freeing them from social judgment.

Source: https://www.artnome.com/news/2018/1/14/what-is-cryptoart

ArtNome's definition (1 / 2)
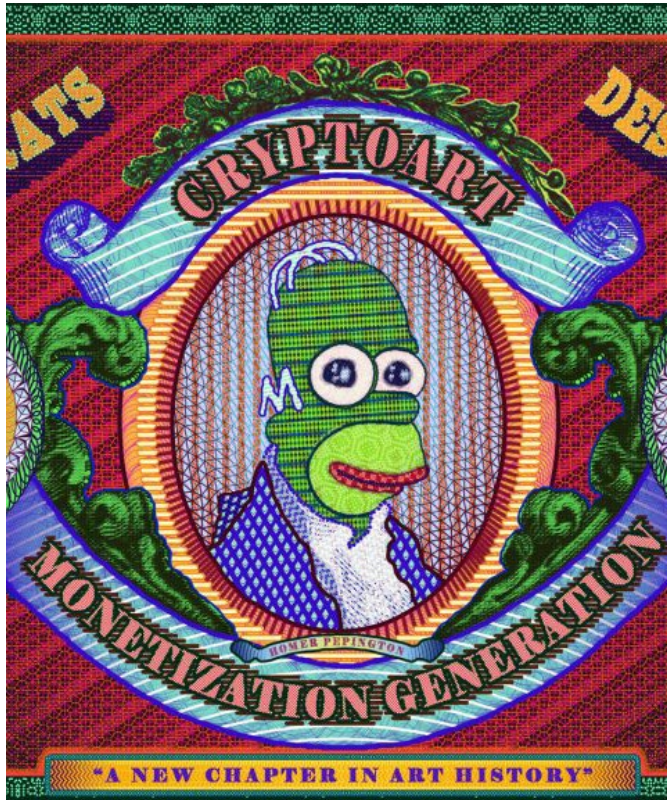
o **Memetic:** CryptoArt are often literally memes valued for their ability to spread quickly.

o **Self-Referential:** CryptoArtists often play with references to key events and personalities within cryptocurrency and blockchain culture.

o **CryptoPatrons:** CryptoArt is collected by the CryptoRich: a group of savvy technologists and investors who got into cryptocurrency early

o **Pro-Artist**: Blockchain platforms often take little to no commission from artists. Artists are often remunerated for every future sale of a single work.

o **Dankness**: Because CryptoArt is open to everyone, judging it by traditional artistic standards kills what is great about it. Instead, it is best to judge CryptoArt by "dankness" or potency of expression and creativity.
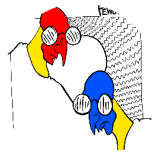
Source: https://www.artnome.com/news/2018/1/14/what-is-cryptoart

Is there a single definition?
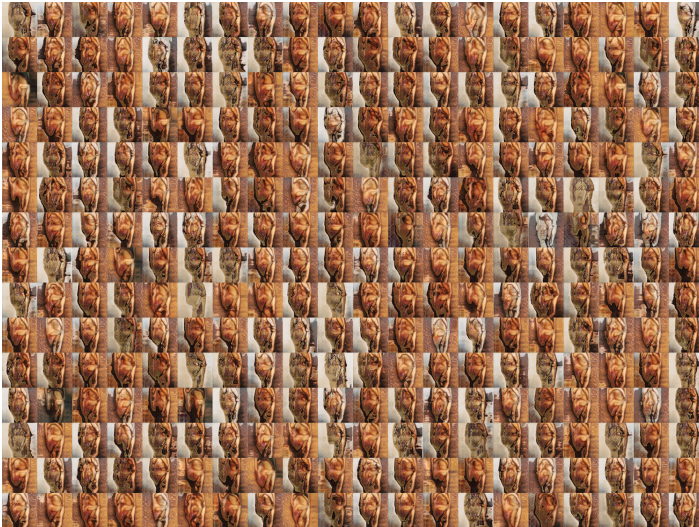

XCOPY
@xcopy

Coldie
@coldie

FEWOCiOUS
@fewocious

las vegas

Matt Kane
@mattkane

Chicago

The Lost Robbies

- o 2018 Christie's Art+Tech Summit

- o SuperRare ETH gift cards with 300 separate frames of a single artwork: AI Generated Nude Portrait #7 by Robbie Barrat

- o Only 12 were ever claimed, 31 have been moved on chain up to today.

Source: https://superrare.com/magazine/2020/09/05/the-lost-robbies/

Everydays by Beeple

beeple ✔
@beeple

aka **Mike Winkelmann**

- Beeple creates and posts a new work of art online every day since May 2007

- Individually known as EVERYDAYS, collectively, the pieces form the first 5000 days were auctioned as an NFT - EVERYDAYS: THE FIRST 5000 DAYS

- The artist stitched together recurring themes and color schemes to create an aesthetic whole while organized in loose chronological order

- It was auctioned at Christie's in March 2021 and was purchased for $69M. It remains the highest NFT sale (by far)

Everydays by Beeple
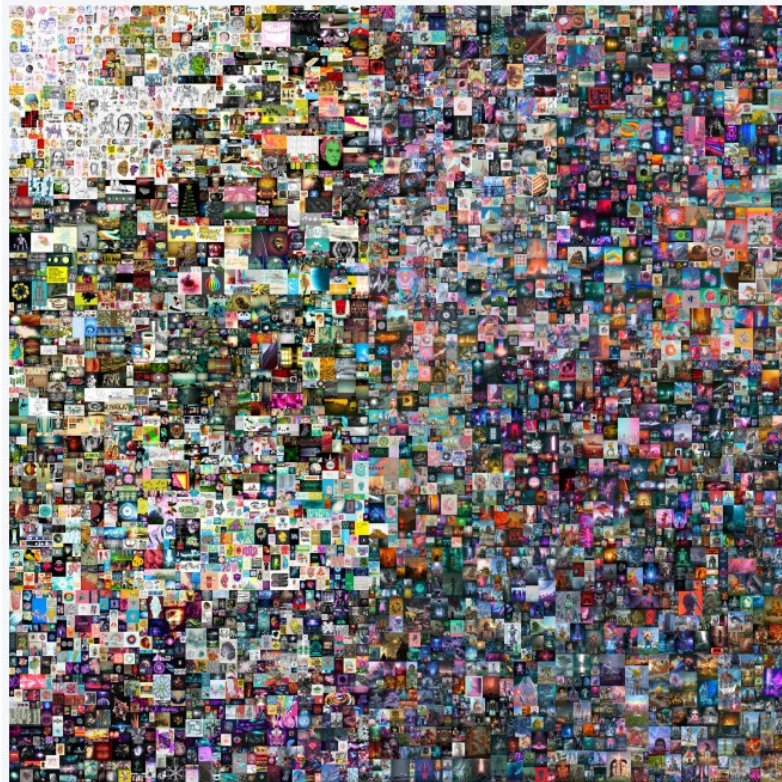
Beeple (b. 1981)

EVERYDAYS: THE FIRST 5000 DAYS
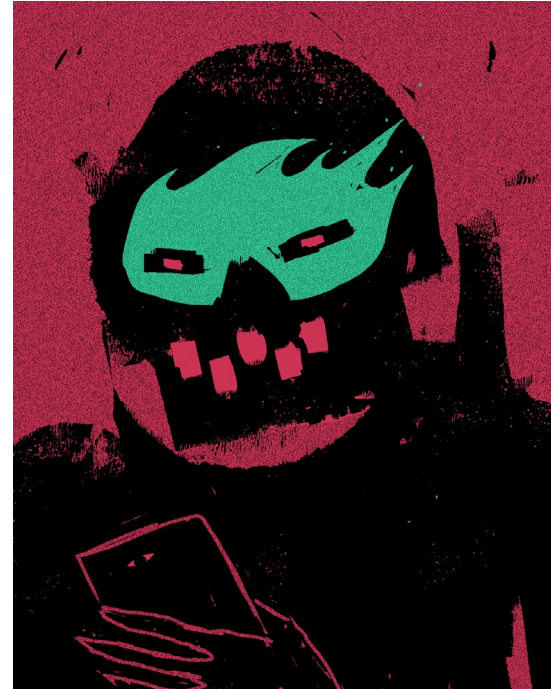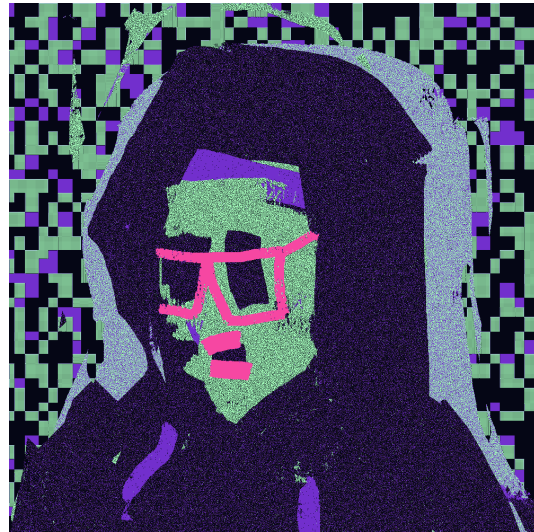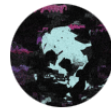
Price Realised	Estimate unknown
USD 69,346,250	

Closed: **11 Mar 2021**

Source: https://onlineonly.christies.com/s/beeple-first-5000-days/beeple-b-1981-1/112924

XCOPY

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XCOPY

xcopy (34) ▾ in **#xcopy** • 4 years ago

Hi steemit

I'm an artist experimenting with GIF art mostly. I'm a long time tumblr user. I just thought I'd come and check out the platform.

I'm a recent crypto convert and have been toying with digital / rare art editions.

CRYPTO ART

Home » News » Crypto Art » NFT Artist XCOPY Made $23 million In 10 Minutes With His Open Edition NFT

NFT Artist XCOPY Made $23 million In 10 Minutes With His Open Edition NFT

By **Ross Wardrop** – March 26, 2022 – Updated: September 20, 2022   ⏱ 2 Mins Read

XCOPY

1/1s

Pictured: <u>All Time High in the City</u> (2018)

XCOPY began releasing 1/1s in 2018. Most have been minted on SuperRare, though a few were minted on other platforms.

XCOPY 1/1 Sales   @cat

Time of Sale	XCOPY 1/1	Year Minted	Price (ETH)	Price ($)
2021-12-09 02:22	Right-click and Save As guy	2018	1600	$7,028,096.00
2022-01-02 20:05	All Time High in the City	2018	1630	$6,195,760.40
2021-11-04 23:07	A Coin for the Ferryman	2018	1330	$6,016,095.40
2021-09-27 23:31	Some Asshole	2018	1300	$3,866,681.00
2021-09-25 20:00	All Time High in the City	2018	1000	$2,917,030.00
2021-12-05 23:16	Some Other Asshole	2019	550	$2,307,085.00
2021-10-24 22:07	DANKRUPT	2021	469	$1,921,122.49
2021-10-05 16:13	Bad Flavour	2019	515	$1,769,153.75
2021-03-24 12:33	Death Dip	2018	1000	$1,733,580.00
2021-12-05 06:09	DECAY	2021	345.69	$1,453,726.70

171 rows   Search...   « ‹ Page 1 › »

Source: https://dune.com/cat/xcopy

CryptoArt Market Data

CRYPTOART MARKET DATA

Total CryptoArt Market Cap: $1,771,034,799.62 (1,330,834.629 ETH)

Total Artworks Sold: 3,646,748

Monthly cryptoart volume

Legend:
- MakersPlace
- KnownOrigin
- Async Art
- Foundation
- SuperRare
- Nifty Gateway
- Art Blocks

Source: https://cryptoart.io/data

Market Trends

SuperRare primary vs. secondary volume   @rchen8 with Dune

SuperRare monthly active collectors   @rchen8 with Dune

Market Trends

SuperRare total artists   @rchen8 with Dune

SuperRare total collectors   @rchen8 with Dune

SuperRare average artwork price
Last 1000 sales moving average   @rchen8 with Dune

SuperRare monthly artworks sold

Source: https://cryptoart.io/data
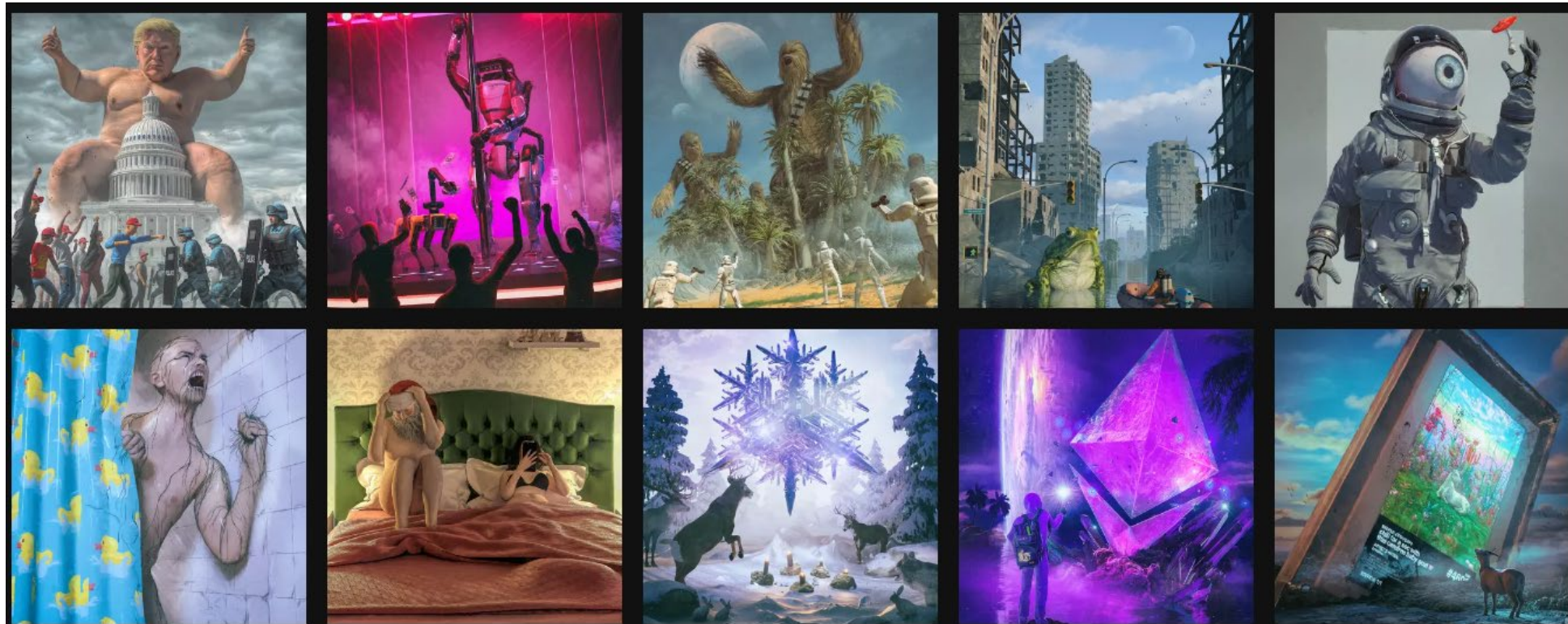
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3. Guest Backgrounds

Mike Winkelmann (Beeple)

Everydays (Beeple)

Source: https://www.beeple-crap.com/everydays

Claire Silver
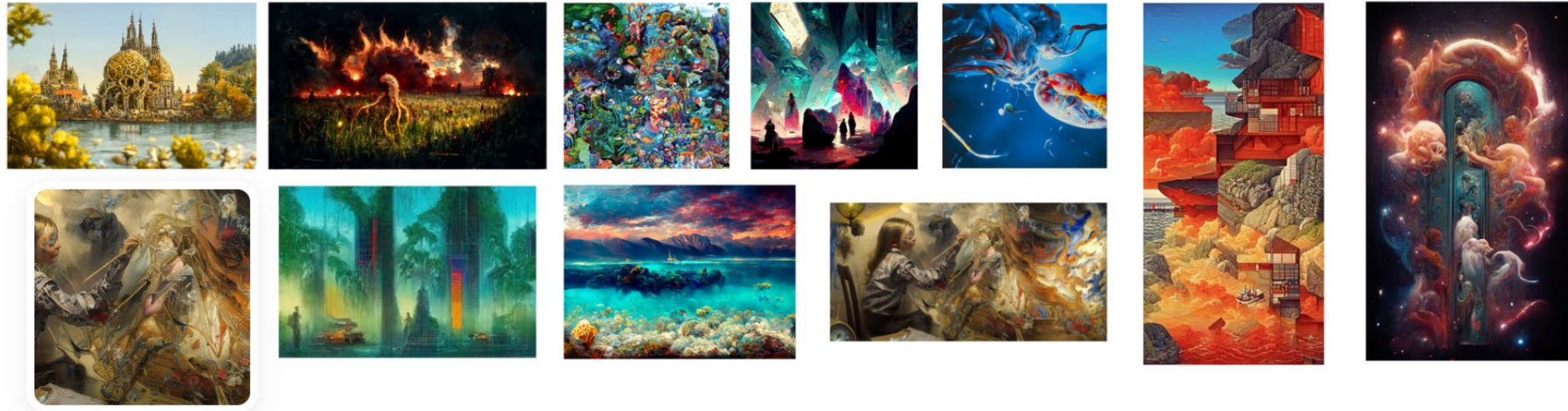
"I collaborate with AI to produce art that is transcendental-- art that evokes in the viewer a wordless truth. Together, we create works that are greater than either of us could make alone, neither more important than the other to the process. I also produce physically painted twins of select digital pieces. In this way, both the AI and the artist can exist in the same world as our art."

Source: https://www.clairesilver.com/about; https://opensea.io/collection/ai-art-is-not-art-claire-silver

Sam Spratt

o Sam Spratt is a New York based artist working out of his studio in Manhattan. Currently, he is working on his series, LUCI which debuted on SuperRare as NFTs in October 2021 and most recently was auctioned at Christie's. He has spent the last decade learning how to use digital mediums to paint in a traditional manner.

o The artwork has found homes in games, films, tv, music, books, comics, magazines, theater, and most creative industries — however, the intention in technique is to let the space we actually operate in today feel as tactile as the space we move through physically.

Source: https://www.samspratt.com/about

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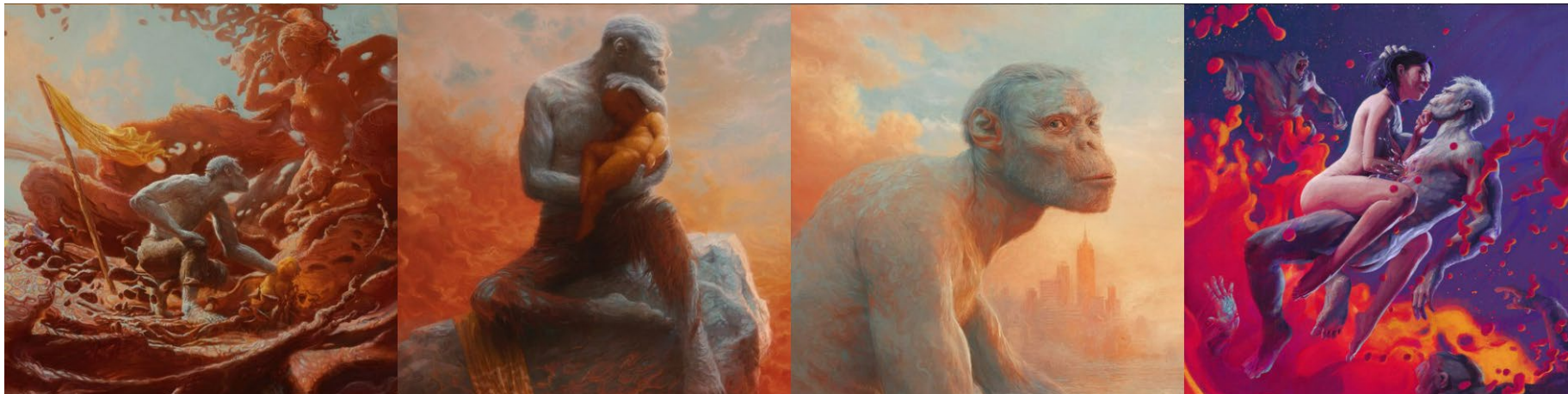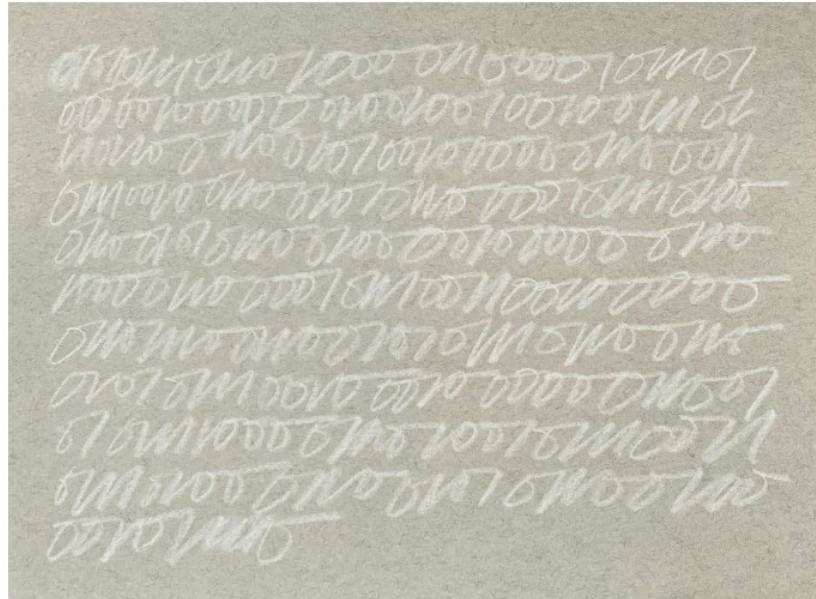
Sasha Stiles

Fusing binary code with scrawling handwritten script, Cursive Binary is Sasha Stiles proposed language for transhuman translation and communication – Images Courtesy of Sasha Stiles

"Oral language and written text were invented as time machines, data storage systems. Poetry is the original blockchain, a way to save ideas using devices (meter, rhyme, assonance, etc.) that make them easier to remember, and almost impossible to forget."

Source: https://designwanted.com/sasha-stiles-interview/

- o Sasha Stiles is a first-generation Kalmyk-American poet, artist and AI researcher probing the intersection of text and technology.

- o Her cross-media work -- which has been honored in the Future Art Awards, nominated for the Pushcart Prize and Best of the Net, exhibited at the Museum of Contemporary Digital Art, Miami Art Week, SXSW, New York Fashion Week and Virtual Times Square, and published as NFTs -- seeks to decipher the hidden language of the dawning Novacene, fusing elements of semiotics, translation, computer science, speculative design, visual poetry and conceptual art.

- o Stiles' binary-based series, such as Cursive Binary, challenge reductive thinking, merging biological and mechanical, analog and digital, historical and modern to explore transhuman communication and transcendent possibility. She often incorporates elements of nature, investigating nonhuman intelligence and the ethos of consciousness.

Rueben Wu
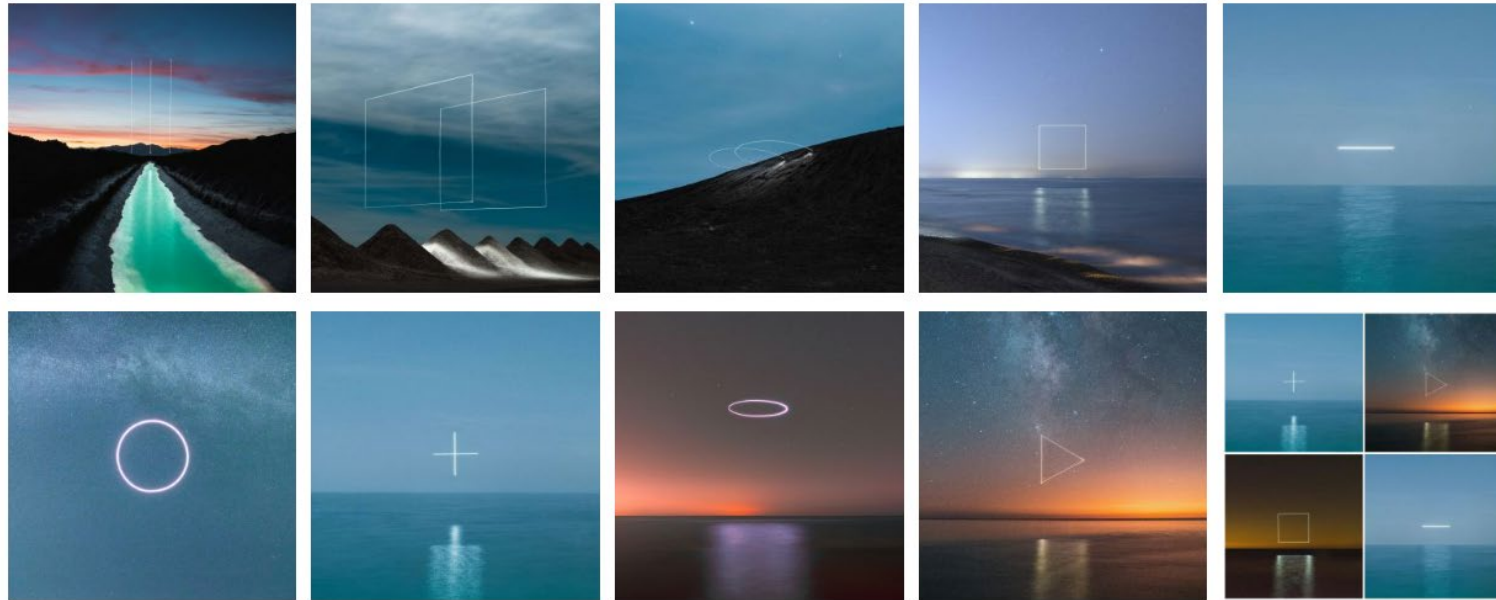
"Aeroglyphs is an ongoing series of large temporary geometries traced by light carrying drones in space "
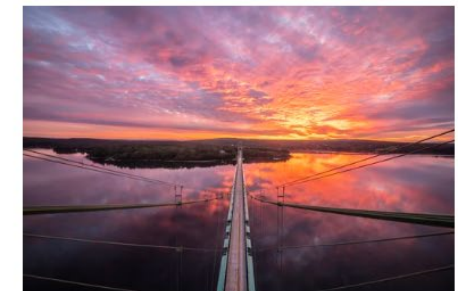
Source: https://reubenwu.com/projects/25/aeroglyphs

Isaac Wright

Isaac Wright is an honorably retired Army special operations veteran of six years who began shooting photography to cope with mental illness, specifically PTSD and depression.

His work involves capturing the world from never before seen perspectives.

Source:: https://driftershoots.com/about; https://www.millergallery.com/featured-artists#/isaac-wright
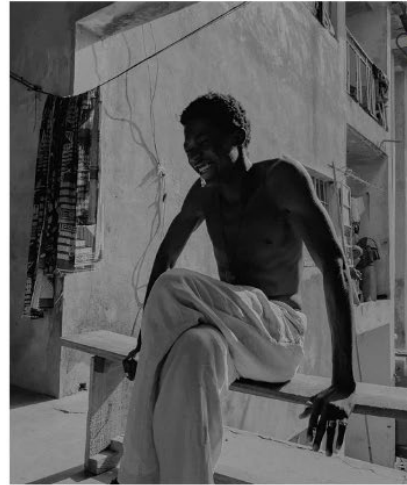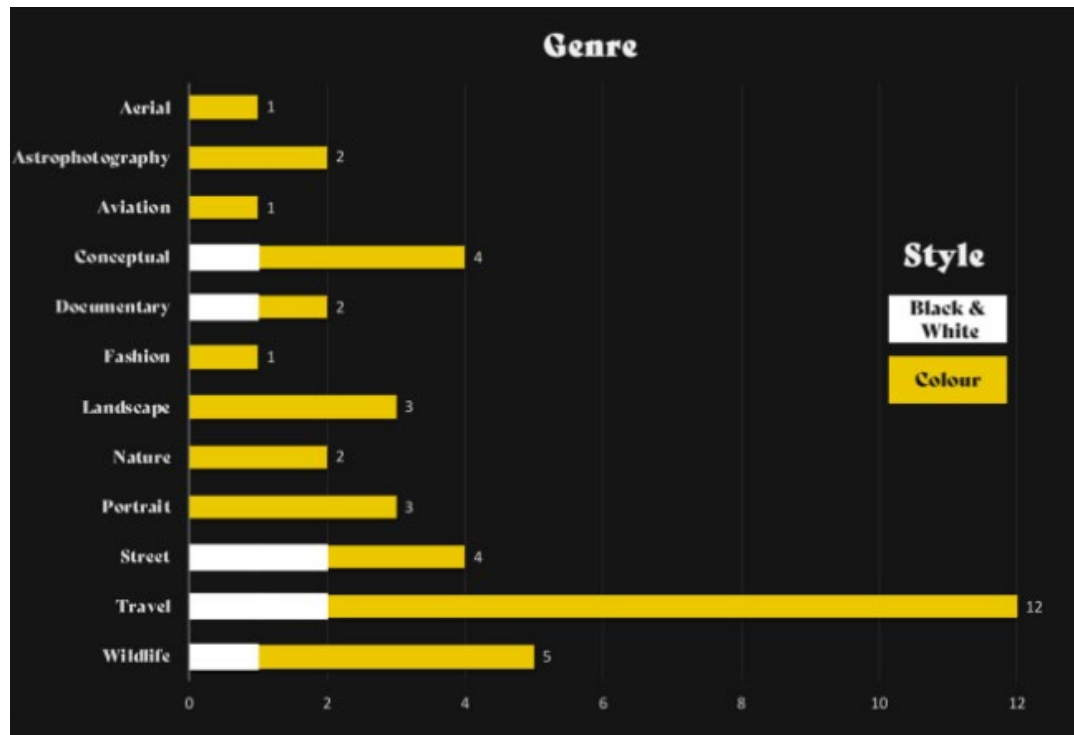
Blessing Atas

Blessing Atas is a Phone Photographer, visual artist and storyteller based in Abuja, Nigeria. Her Art brings heritage and culture to modern living.

Source::https://www.instagram.com/atas_photograph; https://bettershared.co/collections/blessing-atas

Priyanka Patel / The Burrow

o The Burrow is a South Asian artist collective with a mission to make emerging artists visible in the NFT space. Our goal is to bring the spotlight on emerging artists and provide value to the community through theme-based curated drops like Pluralize, and initiatives like The Burrow Art Fund, where smart contracts and minting dApps are either fully sponsored or subsidised by the collective every month.

o Rising hope is the first genesis drop, that brought together 40 dreamers who believe in the hope that something better awaits us in this journey that we've embarked on in the NFT world. We carefully curated 40 images across 12 genres to create a visual potpourri based on our theme

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Inna Modja

○ Inna Modja is a Malian-French Visual Artist & Musician. Her Photography is inspired by the work of her mentor Malick Sidibé, and West African Photographers of the 60s, like Seydou Keita and Sory Sanlé. Growing up in Bamako, she was fascinated by the natural elegance of the people in the streets, which she loves to capture in sophiscated compositions. Through her Music, a powerful Desert Blues she empowers Women. She's a UN Ambassador & a strong figure for Social & Climate Justice.

○ Inna is CEO of Code Green a non-profit organization, leveraging the power of art, NFTs and decentralized technologies to help communities fighting for social & climate justice.

Source:: https://superrare.com/innamodja; https://superrare.com/artwork-v2/twin-mamas-31934

Session 4: Art NFTs (CryptoArt, NFTs)

5. Conclusions

Takeaways from week 4

o   CryptoArt and 1/1 NFT art falls broadly within the tradition of Digital Art

o   CryptoArt, as originally defined, tended to focus on more inclusive participation in art, without formal gatekeepers, often with a memetic orientation

o   1/1 NFT art is now a superset of CryptoArt, with a broad horizontal orientation across all genres of art. In time, it is likely that it will be fully reflective of (most) art movements

o   1/1 NFT art tends to be the lowest volume sector of the NFT spaces and generally trades on specialized marketplaces

Further reading

○ <u>How Rare Pepe NFTs Reclaimed Pepe the Frog—And Why They Remain</u>: An article on Cryptoart discussing how one of the oldest internet memes became popular in the NFT space

○ <u>Ethereum's Earliest Art Market:</u> A newsletter presenting the story of the Ethereum Art Market

○ <u>BEEPLE Website</u>: The website of Mike Winkelman (aka Beeples) featuring his story and recent works Traditional Art Market

○ <u>The Art Basel and UBS Global Art Market Report 2022</u>: Annual analysis by UBS of the global art market

○ <u>An eye on the market: Clare McAndrew</u>: An article by Clare McAndrew, founder of Arts Economics on art market

○ <u>Quantifying NFT-driven networks in crypto art:</u> A research article on quantifying NFT works on Foundation platform

○ <u>Crypto art: A decentralized view</u>: A reasearch work proposing a collecion of viewpoints on crypto art from diferent actors withing the system

○ <u>Art and blockchain: A primer, history, and taxonomy of blockchain use cases in the arts:</u> A research paper presenting a history, primer, and taxonomy of blockchain use cases in the arts and then explores the implications of blockchain

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Questions?

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