

The only project in history that unites digital and physical art in collections based on NFT

NFA

FROM INTANGIBLE
TO REAL

Get Started →





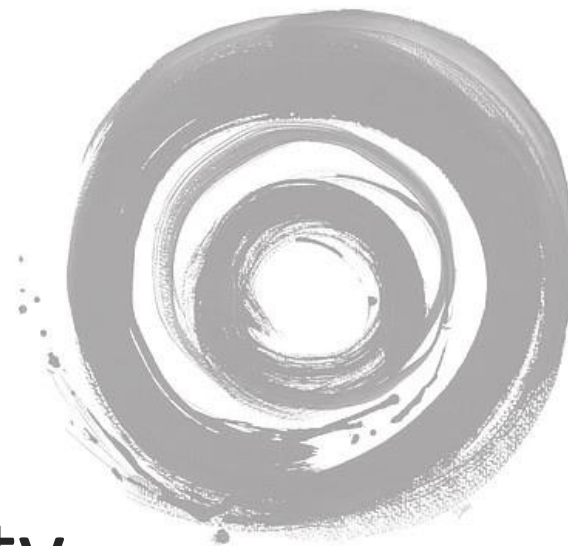
NFA Idea

The collection house project, whose task is to use NFT as a tool helping to:

- announce and reveal the physical art simultaneously for the whole world,
- protect its uniqueness,
- perpetuate both its digital copy and its author;
- create a certificate of authenticity of the art object;
- provide creators of all types and styles of art with an equal opportunity to sell their work;
- accustom more people to collecting, enjoying and doing business in art;
- interact with a community interested in developing art in the form of a multi-purpose entity.

Problem and ...

Currently, the pattern for transferring copyrights to the NFT and Blockchain environment is viewed as a unique opportunity to perpetuate them, to easily ensure payment of copyright royalties, to minimize art fraud, to provide a virtually equal competition for all creators.

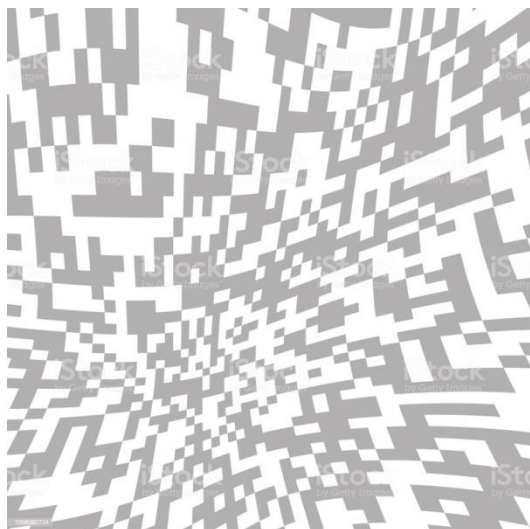


... an opportunity

The rapidly developing technology of applying NFT to physical objects is promising.

Combining physical assets with NFTs helps make the process of ownership confirmation a digital value.

However, the use of a photo of a physical art object as an NFT allows not only to confirm its ownership, but also to enjoy its visual perception, as well as to use it in a digital format.



Market

Already on sale..

NFT copies have already been sold from Uffizi and Hermitage paintings. Collectors are ready to buy NFT copies of physical paintings, even without direct reference to the original.

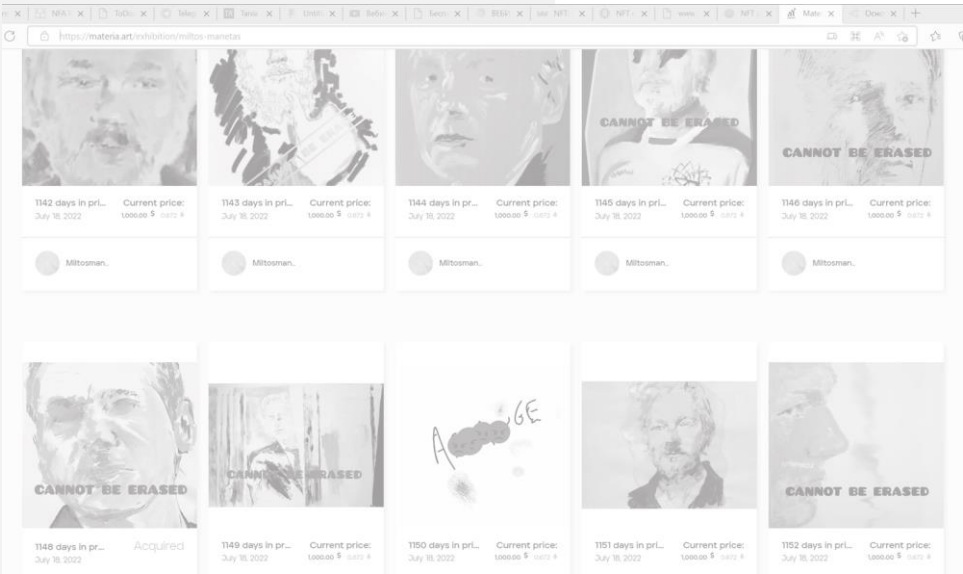
Individual artists of different styles successfully sell their single pieces in the form of NFTs on all marketplaces.



However...

..we will expand this market and enable collectors to own the right to the physical original painting.

... we will give every artist the opportunity to offer their creation to the whole world.

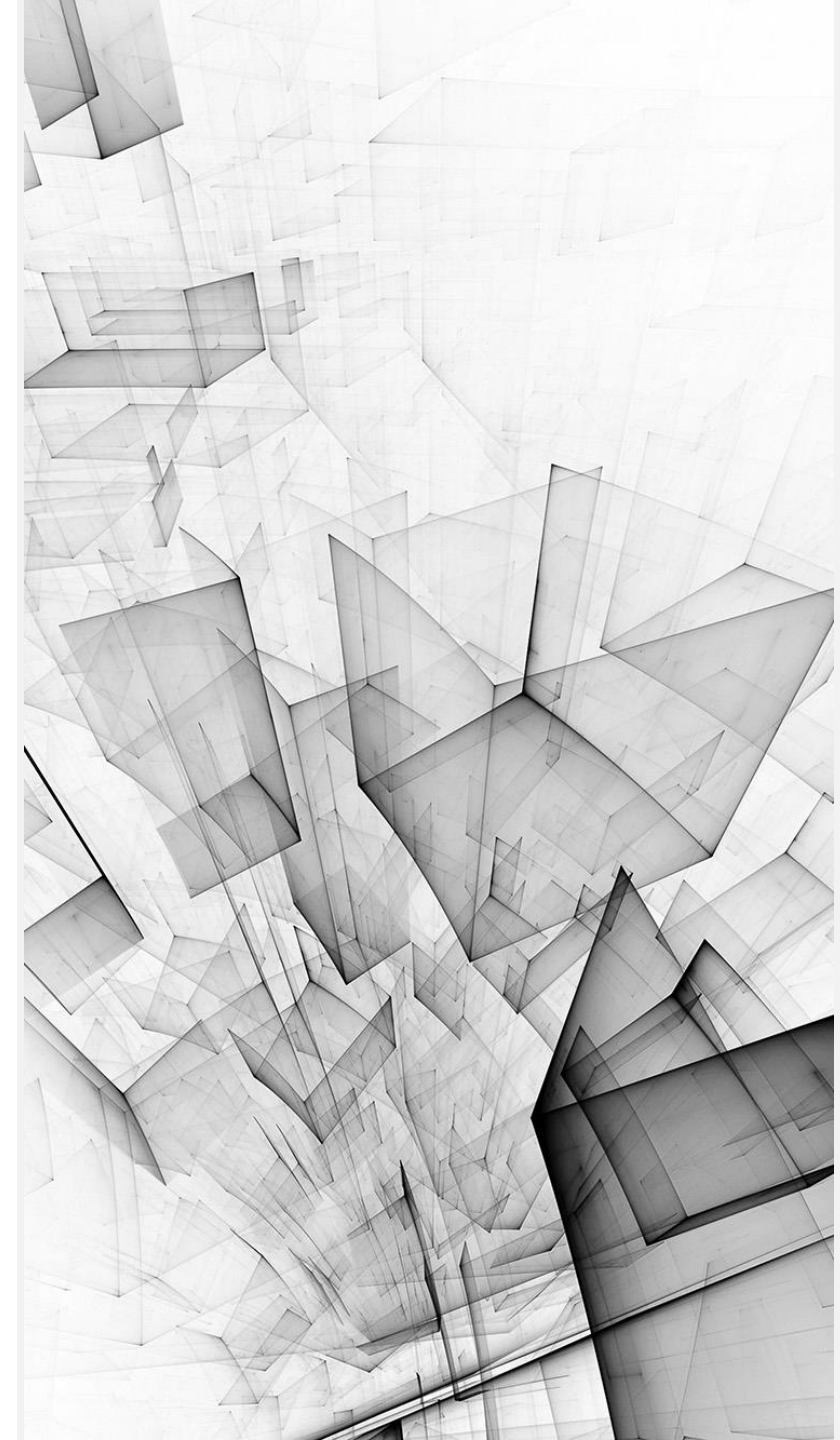


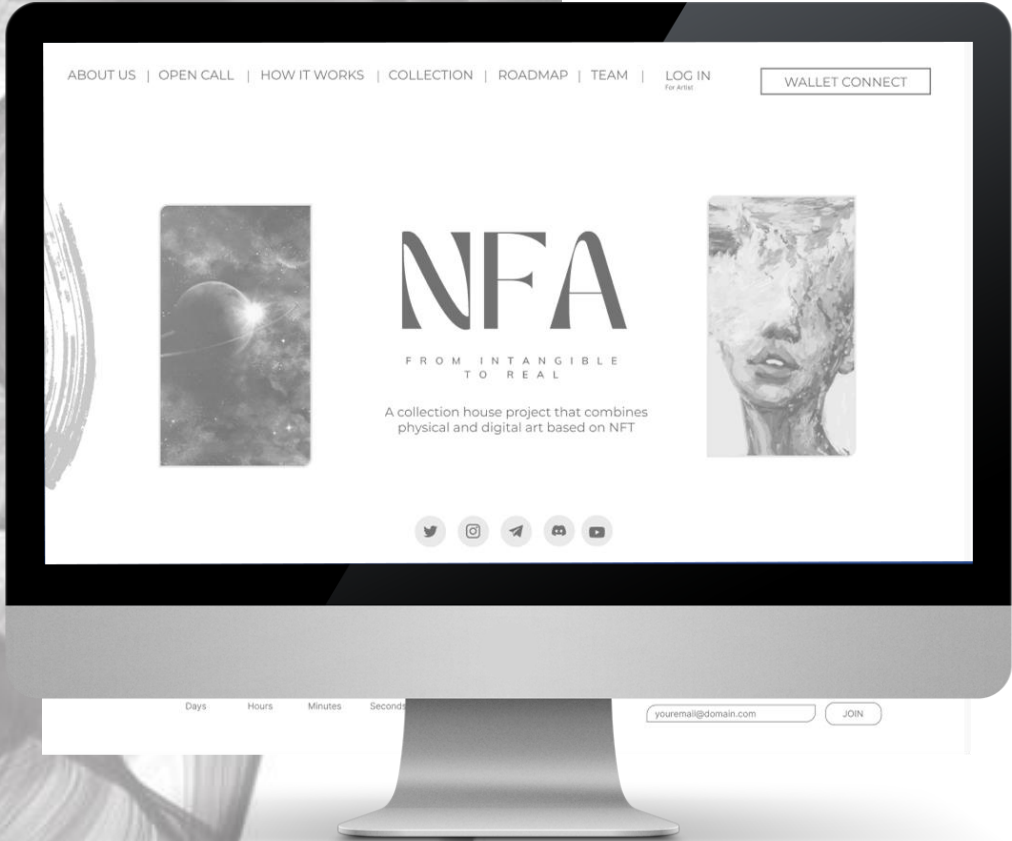
What is NFA?



NFA Collection House












- Own marketplace
- Producing work of artists and collections
- Full legal support
- Big media block for NFT promotion
- Delivery of physical copies to the final owner
- Insurance of both originals and NFTs
- NFT (VR) gallery
- Space for interaction between authors/collectors
- Creators Common Social Responsibility Fund
- NFT Knowledge Base in Art
- Own magazine
- Base of authors with portfolios





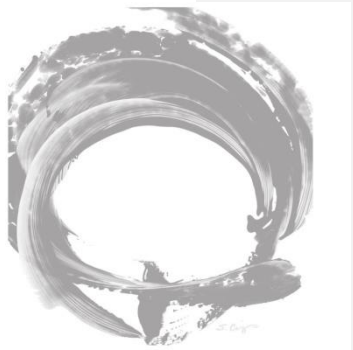
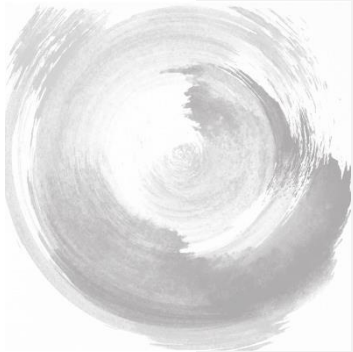
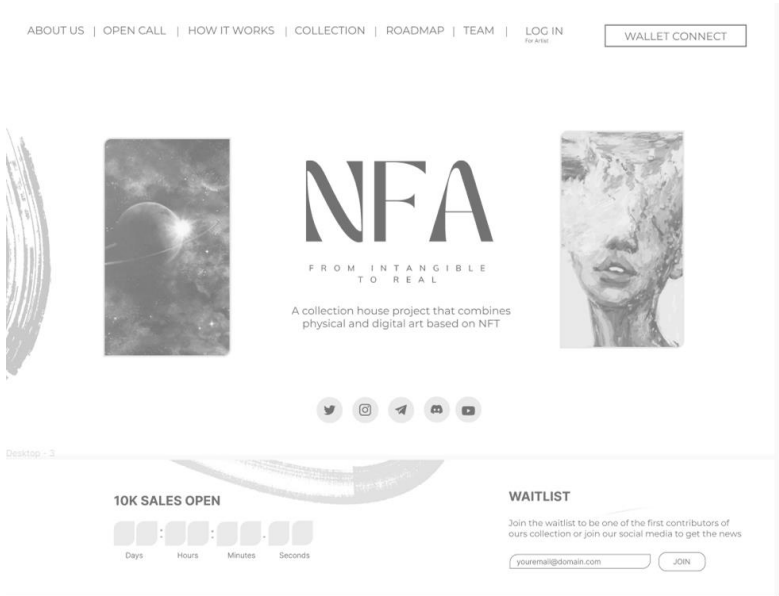
Website

NFA.space

-  NFT Marketplace
-  Base of creators with portfolios
-  Knowledge base
-  NFT magazine
-  Ticket Generator
-  VIP auctions
-  Single database of NFTs produced by NFA
-  Expert Council
-  NFT gallery
-  Personal account of the author and collector
-  Social network for creators

Website

NFA.space



NFT Marketplace

Auction, sale, resale, fractional sale, rental



Creators Portfolio Database

A single NFT database of produced by the NFA. NFT gallery. Personal account of the author and collection. Social network of creators



Additional services

Knowledge base. Expert council. Ticket generator. VIP auctions

NFA Collection House

NFT marketplace

- Auctions
- Showcase for resale
- Rental of paintings, both physical and in NFT format
- Full history of deals and transactions

Own marketplace, auctions will be held for:

- VIP collectors in a closed format
- sales of creators' work after NFA production
- individual sale of NFTs and paintings by collectors of our community
- individual sale of NFTs and paintings by our community artists
- fragmented sale of paintings

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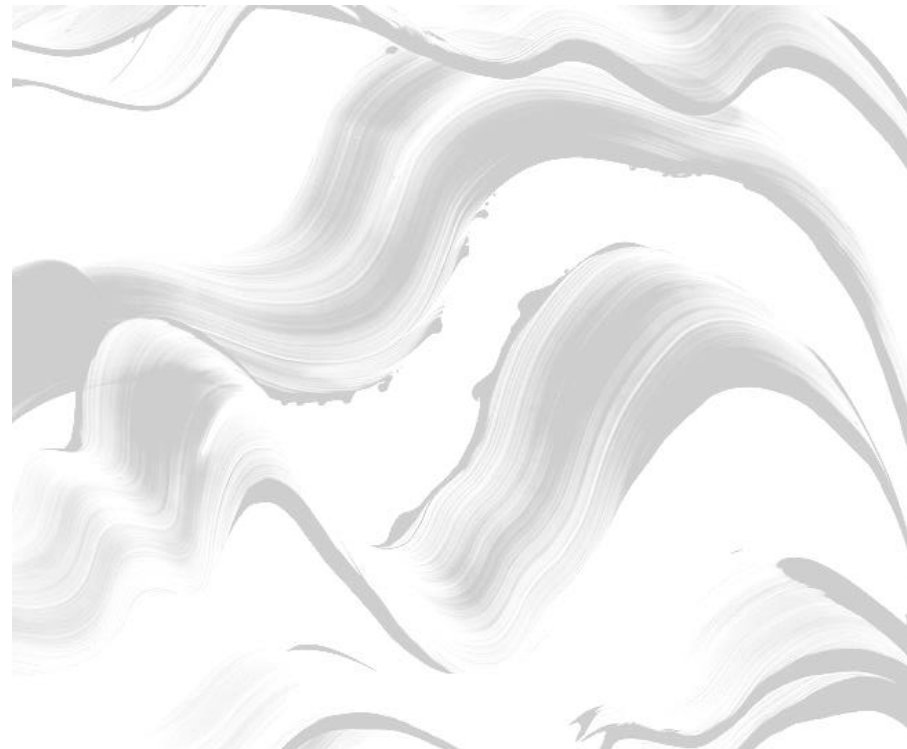
Legal

Applying Blockchain technology:

- we will actually secure the copyright to the piece of art for the creator forever and the exclusive rights of its current owner;
- we will make the NFT a legal document of the ownership and copyright for a physical element of art, in addition to the collection value of the NFT itself.

We will work on:

- legalization of possession, movement, use, lease of art pieces through NFT;
- lobbying for by-laws in the field of NFT;
- creation of unified legal standards and templates in the field of NFT.



Art is a treasure trove of emotions

For the artist , we will become guides that will reveal the versatility of his/her ideas. We will select and create unique and even great stories.

Collectors will be able to receive unique collectible items with history, liquidity, an active life cycle and deep meanings.

The interaction of several parties in a large area called "art" will be structured, efficient and reliable with our help.

NFA Collection House

Production





Each of **Production** stages is a thoughtful, organized part of all the Agency's operations, consisting of:



set of selective criteria (search for an artists),



artist promotion and recognition plan (promotion),



preparation of the artist's works for sale on the marketplace (sale preparation).

NFA Collection house

Production

We are pioneers in regulating and bringing together the two essences of art today. Our company acts as an intermediary between the digital copy (NFT) and the physical original, providing a new experience in understanding and selling art.

Essence of Production (producing)

- is the **search** , **promotion** , and **sale** of works of each artist who came to us.



NFA Collection house

Production

Search for artists

Expert evaluation: Independent evaluation of works by experts.

Emotional perception: The work must convey or evoke strong emotions.

Community around the creator: What audience the author has.

Zeitgeist: Belonging to a particular time.

Modern trends: whether the artist supports new trends and adapts to them.

Community response: Gathering focus groups to explore community acceptance.

Other criteria.



NFA Collection House

Production

Promotion

The artists who came to us will be actively promoted in different communities, as well as in social networks.

The promotion of artists is one of the Agency's pillars, and the authors will receive not only the material component, but also the recognition and name precious for each artist.



We will create:

- NFT magazine about the art world and its news
- VR gallery
- Public portfolio with a database of all authors
- Knowledge base (open policy)
- Active social networks (*Instagram, Twitter, Discord, Telegram, Reddit, Medium, etc.*)
- Own Youtube/Tiktok channel about our artists and their creations.

We will also launch physical activities for all those who are passionate about art!



NFA Collection House

Production

Sale Preparation

We take care of the preparation, delivery, legal support, portfolio, and the creation of an NFT collection for the artist. Our task will be to fully prepare the artist for putting up his works for auction.



In particular:

- initial evaluation of a piece of art
- receipt of physical art for safekeeping
- creation of the author's story in the project portfolio
- creation of history and legend around art
- creation of additional activities and performances
- collection of information for promotion in the media
- determination of the form, format of the auction
- project management of collection creation



Shipping

Transportation of art is a special kind of art

Logistics using Blockchain and NFT technologies will ensure transparency, validity, efficiency and reliability of delivery information.

We arrange the receipt of the painting in preparation for the sale, and then:

- take care of the movement and storage in the Free Customs Zones (FreePort) for expensive objects;
- arrange delivery from one owner to another;
- provide delivery and storage in galleries and exhibitions.

NFA Collection House

Insurance

We will provide separate insurance services for both art objects and NFTs at all stages of collection formation and entering the marketplace, and even after the first sale.

You will be able to buy insurance even for moving the painting to an exhibition, event or museum.



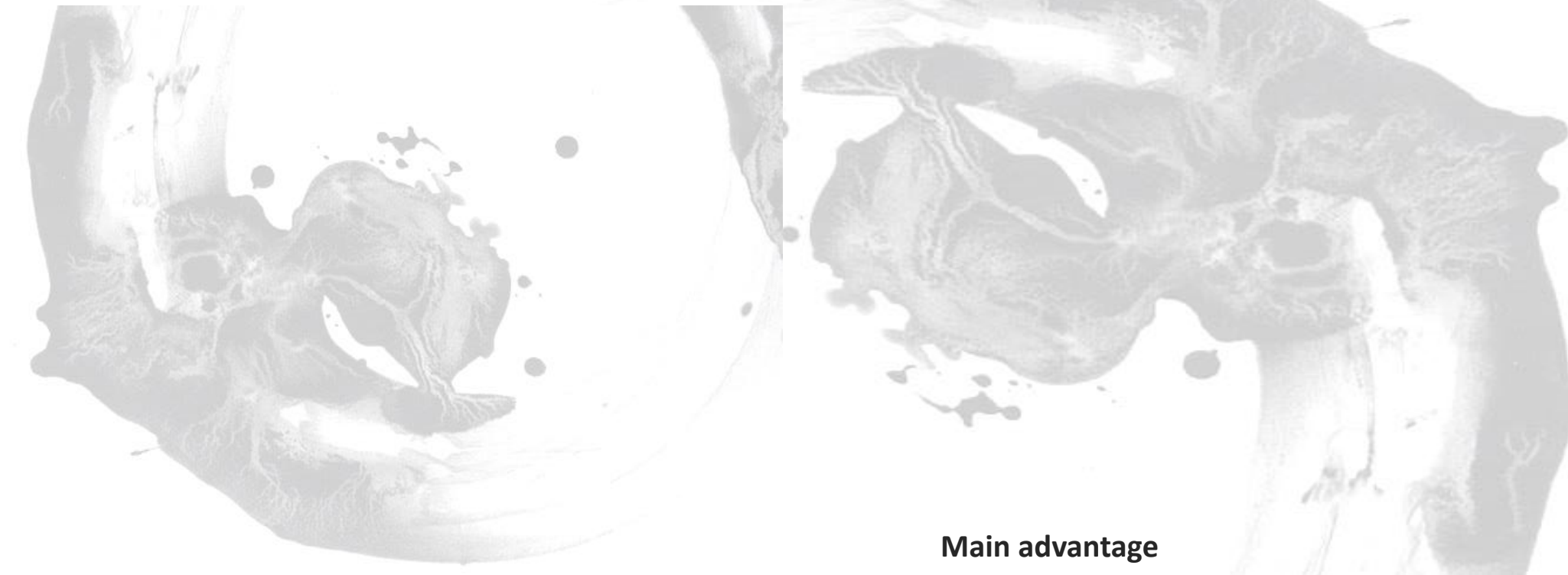
An abstract background featuring large, sweeping brushstrokes in shades of grey and white, creating a sense of movement and texture.

NFA Collection House

Competitors

There are currently no direct competitors. No information was found about similar projects.

But there are indirect competitors in the form of NFT marketplaces: Opensea, Superrare, Rarible, Foundation, etc. As well as auction houses and sites selling art.



NFA Collection House

Advantages

Main advantage

- we are one of the first (if not the only ones) to combine NFT with a physical copy in large collections, giving NFT the role of a document of authenticity, logistics and a complete ownership history.



NFA Collection House

Benefits

For collectors

- Protection of exclusive rights
- Centralized legal support
- Delivery and insurance
- Objects of art that have passed expert selection
- Community of collectors
- Community of artists
- Participation in closed auctions
- Rental Service: transfer of art to exhibitions, galleries
- Resale of art on our own marketplace



NFA Collection House

Benefits

For artists

- Exhibiting at closed auctions
- Legal support
- Delivery and insurance
- Participation in the common fund for the development of artists
- Production of art objects for sale
- Creation of your own auctions on the marketplace
- Access to a community of collectors and artists
- Personal portfolio on the NFA.space website
- VR gallery

People

Our Amazing Founders



Team Leader

Victoria

Always brings projects to their planned result



Strategy

Vlad

Looks at technology so broadly and ahead that sometimes it seems that he knows and predicts the future



Production

Beka

The love of communication leads all his conversation partners to the ranks of our adherents



Marketing

Bogdan

Soulful marketing in the hands of our marketer gives great moral sense and responsibility to our tasks.



- Loss or damage to physical paintings
- High transportation and insurance costs
- Cyber attack
- Everchanging cryptocurrency legislation around the world

NFA Collection House

Risks



Roadmap

Phase 1 (June)

Idea Crystallizing
Whitepaper Mockup
Site mockup
Public Offer for Artists
Open Call Concept Creation
Social Media Creation

Phase 2 (August)

Open Call Starting
10k arts DB Collecting
Site Creation
Whitepaper Creation
Promotion Starts

Phase 3 (September)

Open Call Ends
10k NFT Generating
Smart-Contract Creation
Whitelisting

Phase 4 (4th Quarter'22)

Sales starts
Sold out
Profits and Royalties
distribution

Legal consulting
Insurance consulting
Expert committee

Phase 5 (1st Quarter '23)

Platform Mockup Creation
Selecting Artists for promotion
Searching Artists for producing
Producing for several collections
Logistic process Creating
Platform Creation
Smart-Contract for tickets Creation
Promotion

Phase 6 (2nd Quarter '23)

Selection of the opening Artist
Opening Collection Auction Start/End
Global marketing/Globalization
Developing worldwide connection

Phase 7 (3rd Quarters '23)

VR gallery
Knowledge DB
Social Fund for Artists
NFT Journal

NFA Collection House

media plan



social network



Instagram



Telegram



Twitter



Medium - publishing articles on the topic NFT for Art



Discord - a server with closed channels for different groups of project participants



Reddit - discussion of articles on the topic of NFT for Art

Video hosting



Youtube

Webinars

Physical promo offers



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Thank you