**ProjectVesper (DRAFT NOTES)**

Using blockchain to capture the essence of digital art

**High Level Thoughts:**

Bitcoin holds value due to scarcity. Art likewise. Online art however can be copied. NFTs for art provide part of the solution in that they are unique; but it still feels as though the art itself is not unique – rather it’s certificate of authenticity. Can we learn more from bitcoin and blockchains as a whole? Ideas are “transferred” from the real to the chain world to help provide a sense of meaning and value.

For example:

Mining for coins is an idea conjured up from impressions in the real world taking the effort to mine for valuable minerals. Can we apply similar principles to images linked to blockchains?

Some thoughts:

What is it that makes a portrait unique or valuable?

* The link to the original painter
* Its place in history – confirmed somewhat by its degradation/fragility
* Age – the potential for destruction over time (or in other words scarcity in time)
* Measures to protect against degradation.
* The ability to inspect brushstrokes – not available in a print
* The fact that you cannot create an exact replica
* The fact that it is actually always changing (i.e. aging)

Can we map these?

* **Degradation**: apply random colour distortions over time
* **Restoration**: (with effort and cost) “reverse” some of those changes
* **Brushstroke**: make the contract a mini-art platform or a canvas – artist captures its history, like git for code … or like transactions on chain. This will form part of a final digital signature, will ultimately become part of the image (e.g. a 15px border mark of authenticity added to every image – but the frame would be build from hashing of previous transactions)
* **Story of what/who the image has seen**: rather than consider the history of the piece (which is interesting) the piece is valuable because perhaps we consider the piece as “living” in time. Its not that the portrait has a history, perhaps it is that the portrait has lived an captured a moment – e.g. the paint has absorbed the air of a revolution, absorbed the molecules of luxurious food particles as it hung in the great hall of a palace. Can our digital art do the same? We can capture the transactions of new owners and evolve the embedded digital signature. The digital image will therefore never be static – giving credence to the fact that you can’t just copy and paste. You can capture and copy – but the original has moved on.

**Actual Considerations:**

Chain related:

* Vesper DigiArt NFT on ~~ETHEREUM~~ Avalanche
* NFT Register
* DigiArt Builder/Transactional “Store”
* Vault/Gallery

Backend:

* Transactional API
* Payment Gateways (crypto and fiat)
* Blockscan (use an API)

Philosophy:

* Uniqueness of art (history and signature integration)
* Ageing process
* Restoration and Maintenance of Art
* Classification of Art
* Inheritance (actual ownership or lifetime lease – lost pieces??ability to uncover/recover like archaeological art)
* \* last point – “mined” art
* Platform education
* UX/Human behaviour – community responses

Art Market / Art Investment:

* Opportunities in the space
* growing interest in the space in the media and public conversations
* Auction market
* Microtransaction market
* New chain-related art tools (chain = canvas)
* Disruptive views on art and collectibles
* Disruptive views on existence (e.g. AI, VR, AR) – and hence were we place value and decide what is “real”
* NFT interactions with other tokens???
* Transference

Vocab

* New vocab being used in space
* New vocab to bring/market to space
* That is tied to concepts also.

Other Non-Art but general trends:

* The Great Reset
* Centralised vs Decentralisation
* Disruptive economic and governance models
* DeFi, ICOs, ISOs

Ideas to develop/build:

* Vocabulary list
* Art trading platform
* Help/Guidance
* Presentation
* Unique and semi-unique tokens

Aside:

* Access for owner vs control of access by public (consider levels of access?)
* **Custodial facilities?**
* **Ability to create personal galleries?**
* **Art standards?**
* **Art regulations?**
* **Art Model? (As in business/statical/psychological model of the art sector)**
* **Just “paintings” (images) – or can idea be extended?**

**FEATURES TO CONSIDER/EXPLORE/BUILD:**

Billing:

* Crypto billing – chain integrations
* Crypto billing – node integrations
* third party dapps integration
* Traditional finance payment systems
* Invoicing/Accounting/Crediting system
* Fee documentation
* Fee structure (options for subscriptions) \*is this relevant?

Blockchain:

* Smart contract deployments
* Smart Contract auditing services
* Chain governance/voting integration tools
* Dapp maintenance area (we provide dapps but host on behalf of others)
* “YOUR” DeFi project (or other service to provide)
* Onramp – wallet creation
* Custodial of keys / or not
* KYC form ?
* Security/Auth

Coding/DevOps:

* (UI) Code pipeline … (web only? App? Progressive App?)
* (Backend) Code pipeline (use same as UI?)
* Smart Contract pipeline
* Security/Auth

Links of interest:

* <https://www.bbc.co.uk/programmes/p099tk4k>
* <https://www.bbc.co.uk/programmes/p099drz7>
* <https://www.forbes.com/sites/youngjoseph/2021/03/29/nft-market-rages-on-nfts-market-cap-grow-1785-in-2021-as-demand-explodes/?sh=3b08f5327fdc>
* <https://www.vogue.com/article/nft-art-women>
* https://www.researchgate.net/publication/314462222\_The\_Computer\_Medium\_in\_Digital\_Art's\_Creative\_Process

Other:

* Dispute mechanism