

WEB3 & Public Art

The next generation of the web and public art

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Can you remind me what web1 and web2 were?



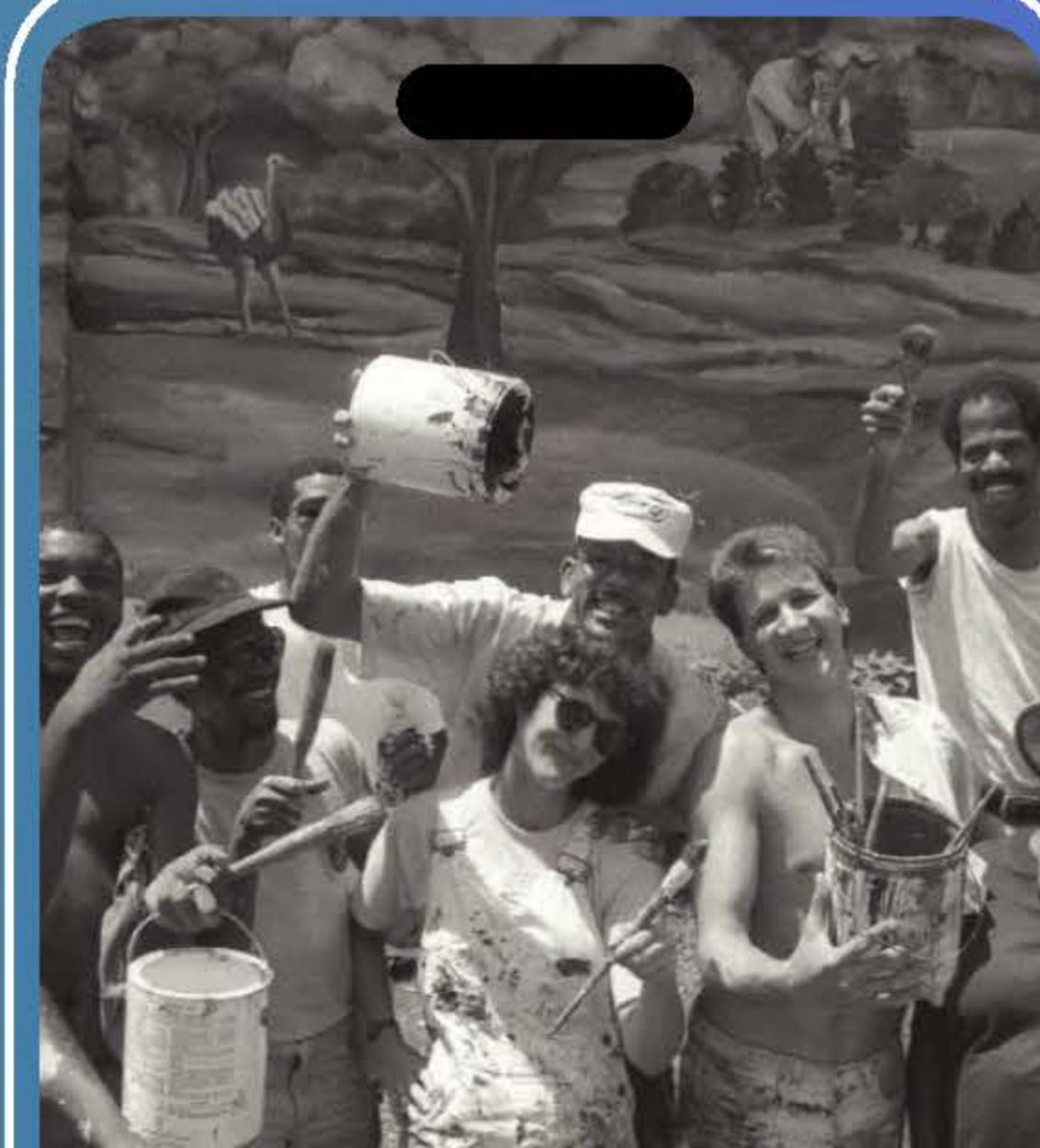
web2



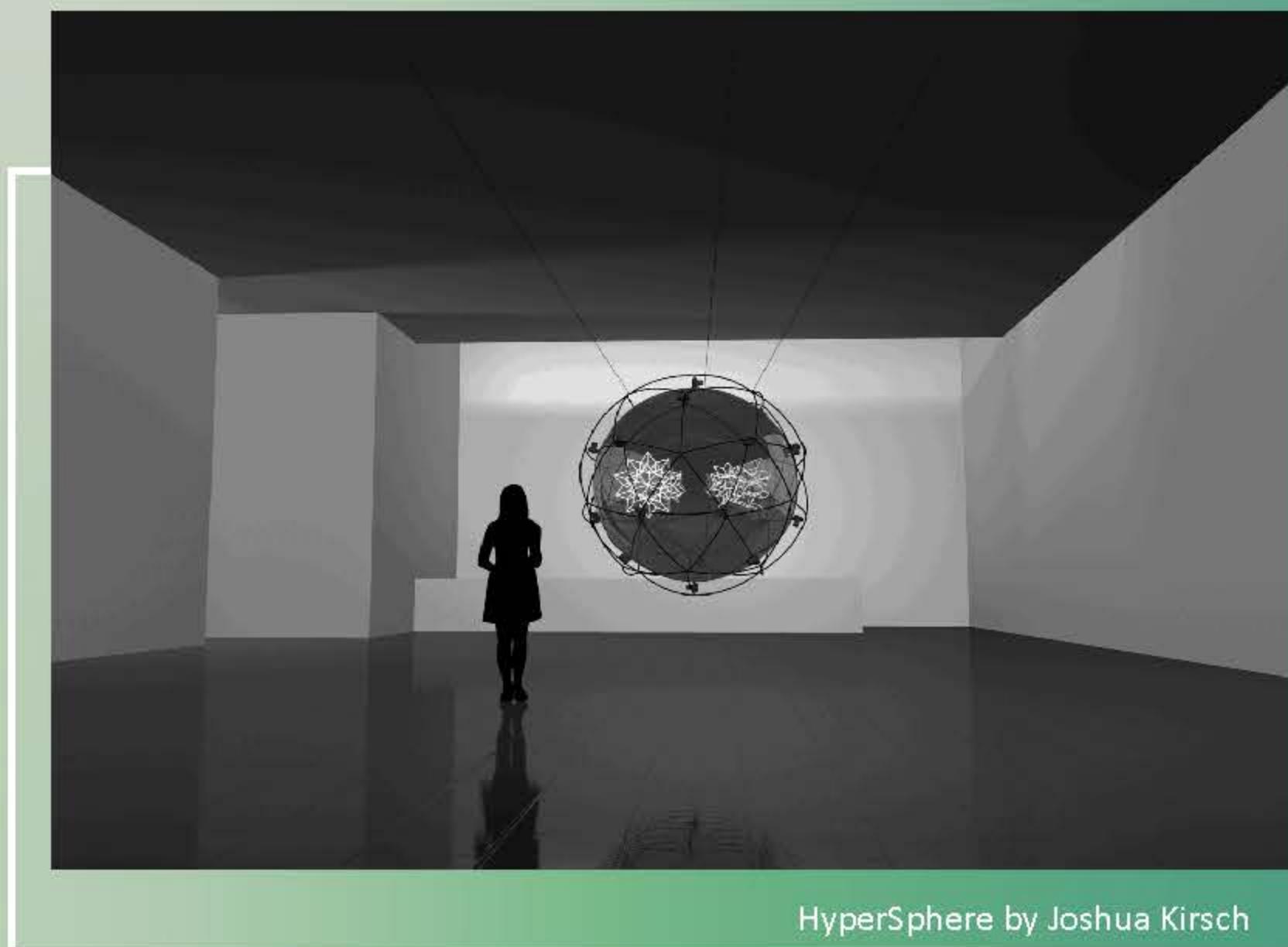
web3



web1



What are the key features of web 3.0?



HyperSphere by Joshua Kirsch

1

Semantic Web & Connectivity

A web that understands humans and never sleeps

2

Artificial Intelligence

Proactive, relevant, and helpful predictions and data

3

3D Graphics

Reducing the barriers between physical and virtual

4

Blockchain & NFT

Encryption and decentralized user environment

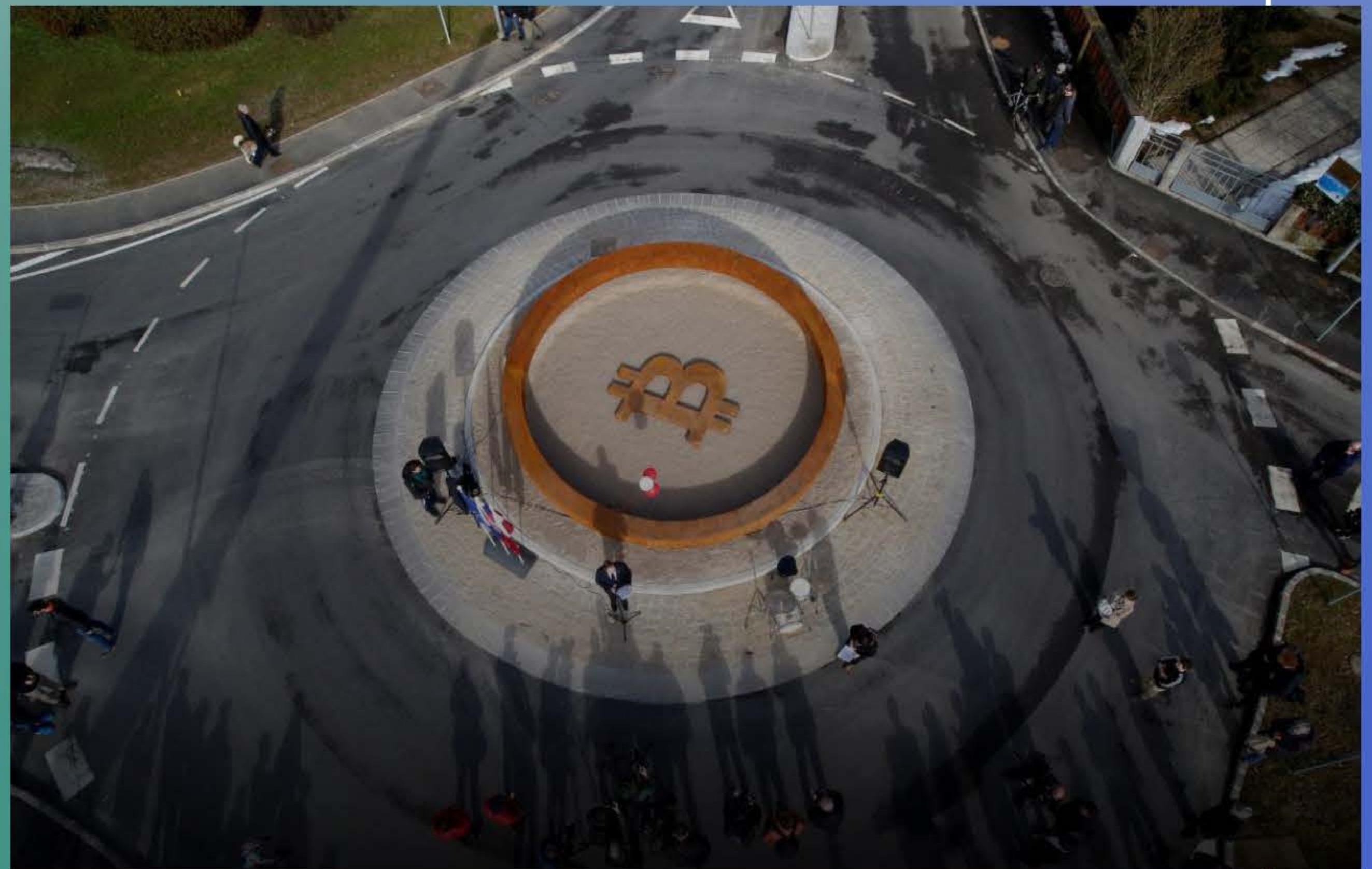
AI Into Public Art



Exhibited on the largest LED screen that NGV has deployed to date, Quantum Memories is Refik Anadol Studio's epic scale investigation of the intersection between Google AI Quantum Supremacy experiments, machine learning, and aesthetics of probability.

KRANJ, Slovenia

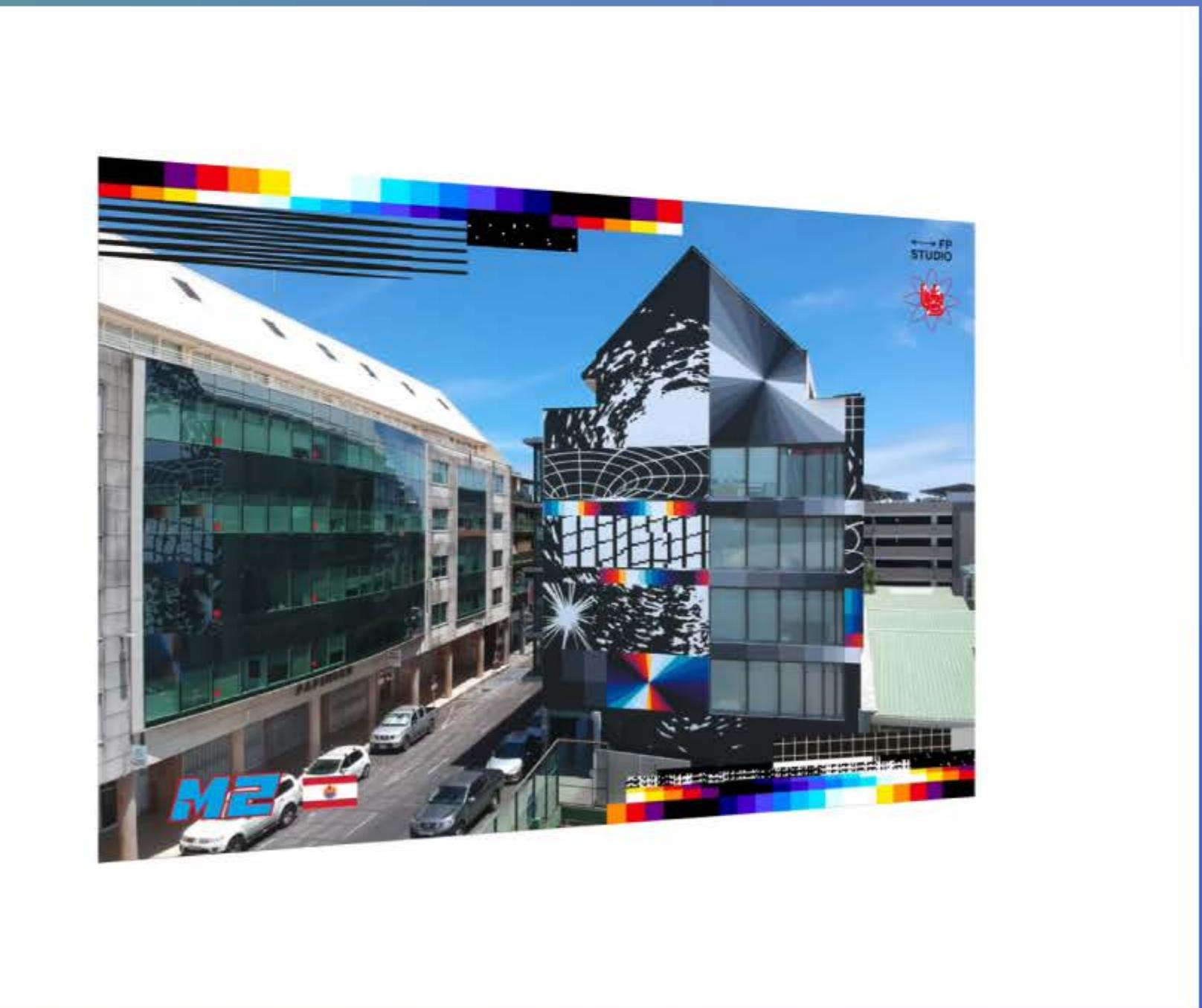
The first monument to
the Blockchain
technology that
underpins crypto-
currencies



Public art into NFT: Felipe Pantone



17 editions sold out at
\$888.00.
The price on the
secondary market
now is \$1,488.00.

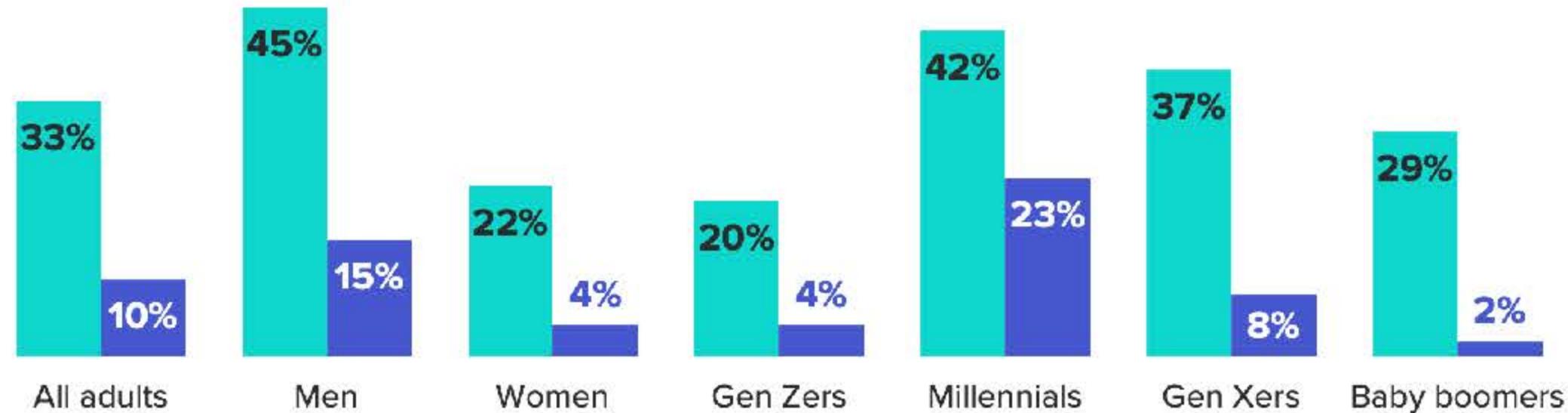


Key NFT Statistics

Millennials and Men Are More Likely to Be Collectors — Including NFTs

Share of respondents who said they collect either physical items or non-fungible tokens (NFTs) as a hobby or investment

■ Collects physical items ■ Collects NFTs



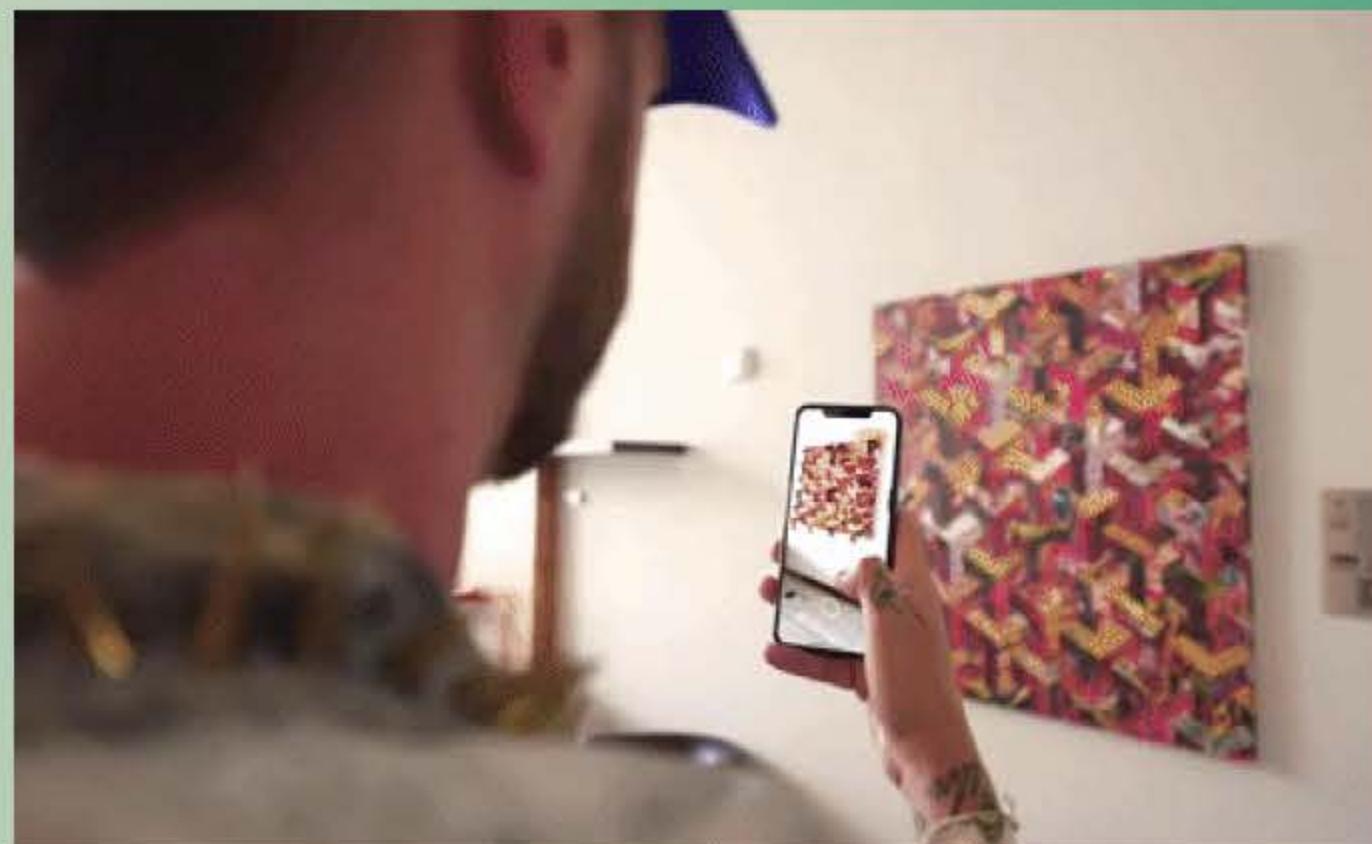
MORNING CONSULT®

Poll conducted March 17-22, among 2,200 U.S. adults, with a margin of error of +/-2%.

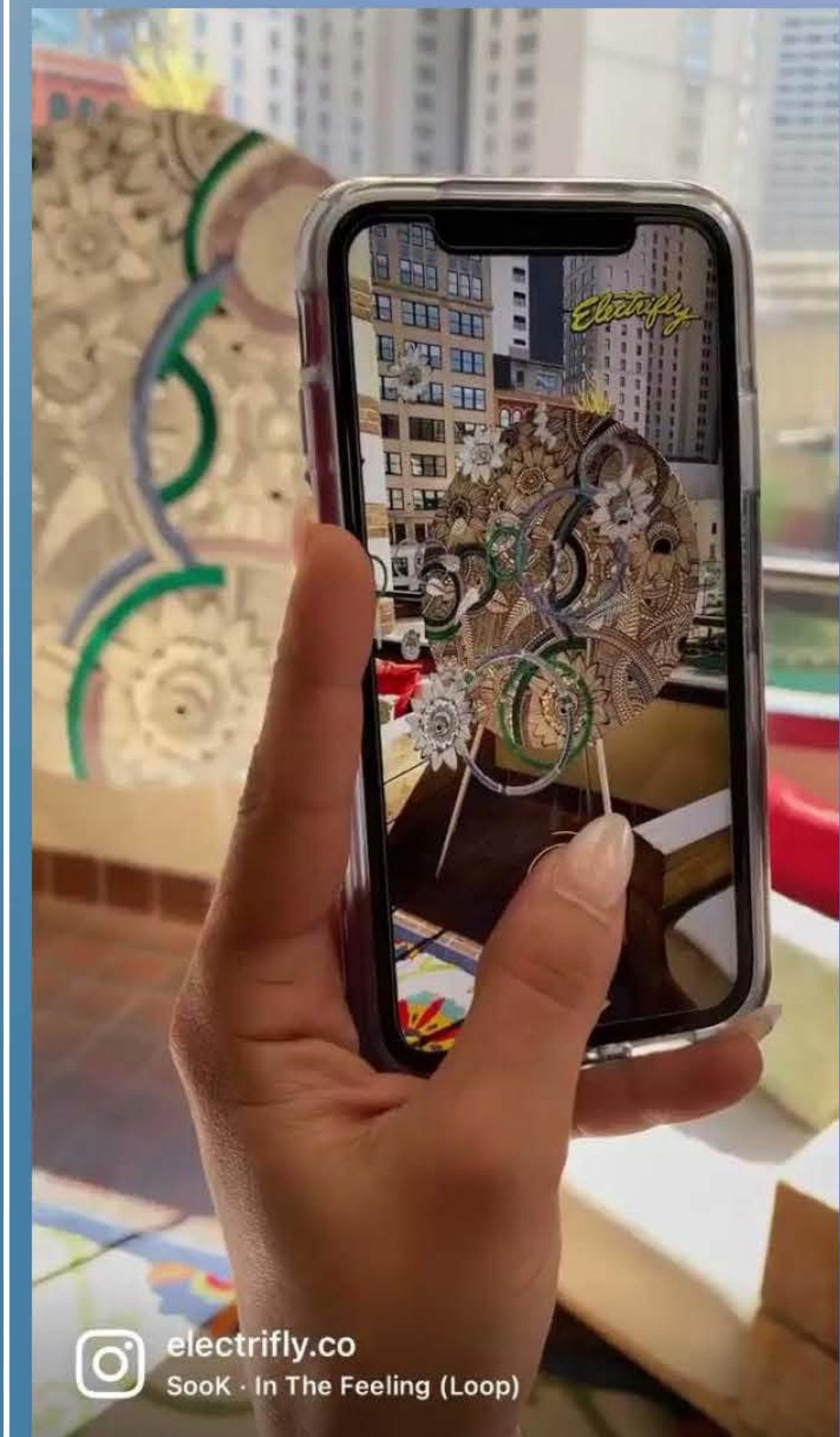
- The NFT market is now worth more than \$40 billion, and valuations keep rising
- There are around 28.6 million wallets trading NFTs as of 2021
- China is the country with the biggest interest in NFT opportunities
- The most expensive NFT either sold for \$532 million or \$91.8 million
- Most NFTs sell for less than \$200, and may cost up a lot more to mint and sell
- NFT sales grew by 131 times between 2020 and 2021
- Collectibles are the most popular form of NFTs
- Thousands of NFT sales happen per day

AR TO NFT EXPERIENCE

- 3 resident-exclusive NFT collections totaling 800+ NFT's for residents of Broder Sachse luxury apartments in Detroit
- 3 AR experiences, activating original art by local Detroit artists, and linking residents to their building's exclusive NFT collection.
- Onboarding non-crypto natives to set up their wallet + claim their first NFT.



Built in Utility: This NFT replaced residents' perks cards and gave access to exclusive events



AUGMENTED REALITY

This is a great place to list examples.

Some text here....

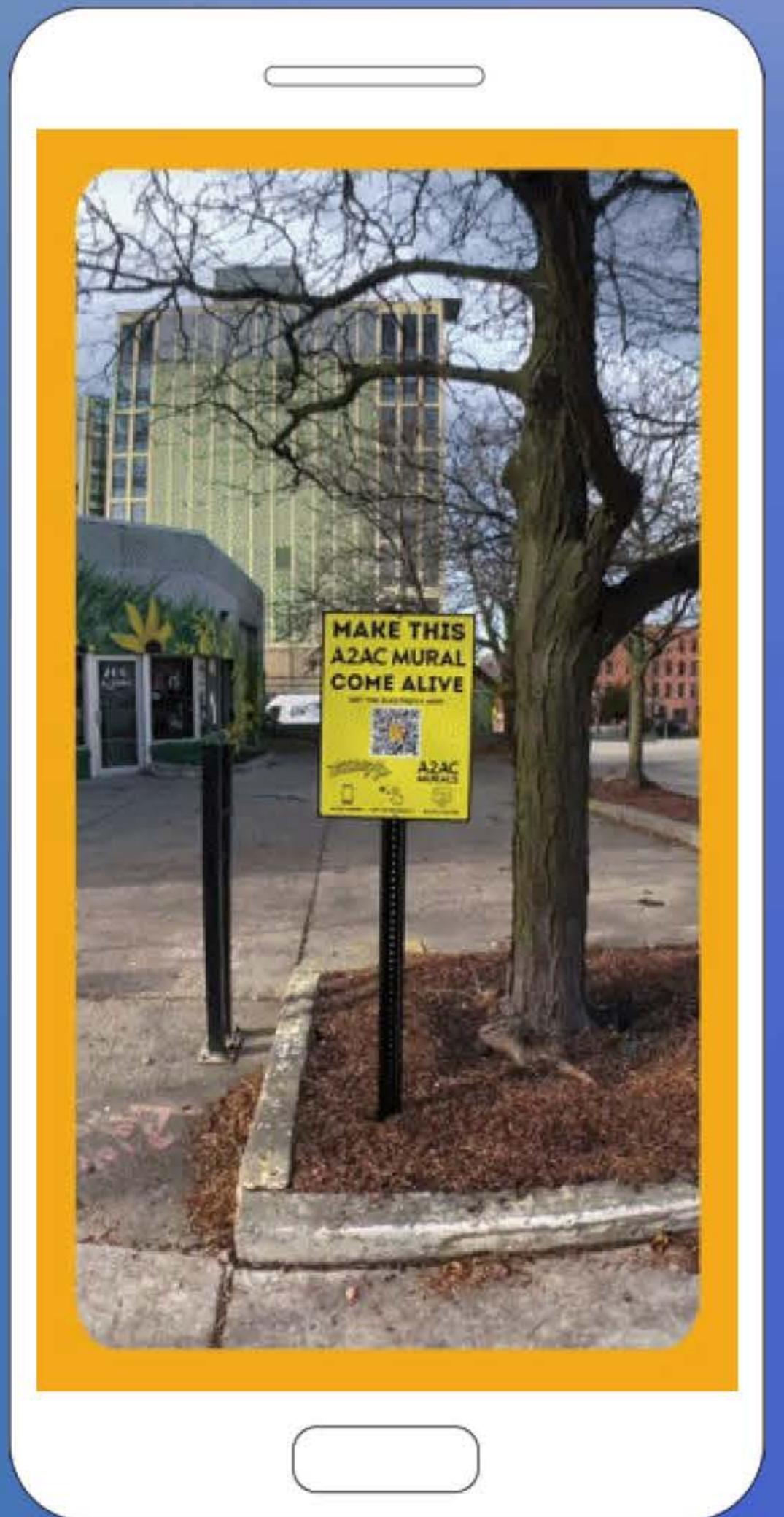
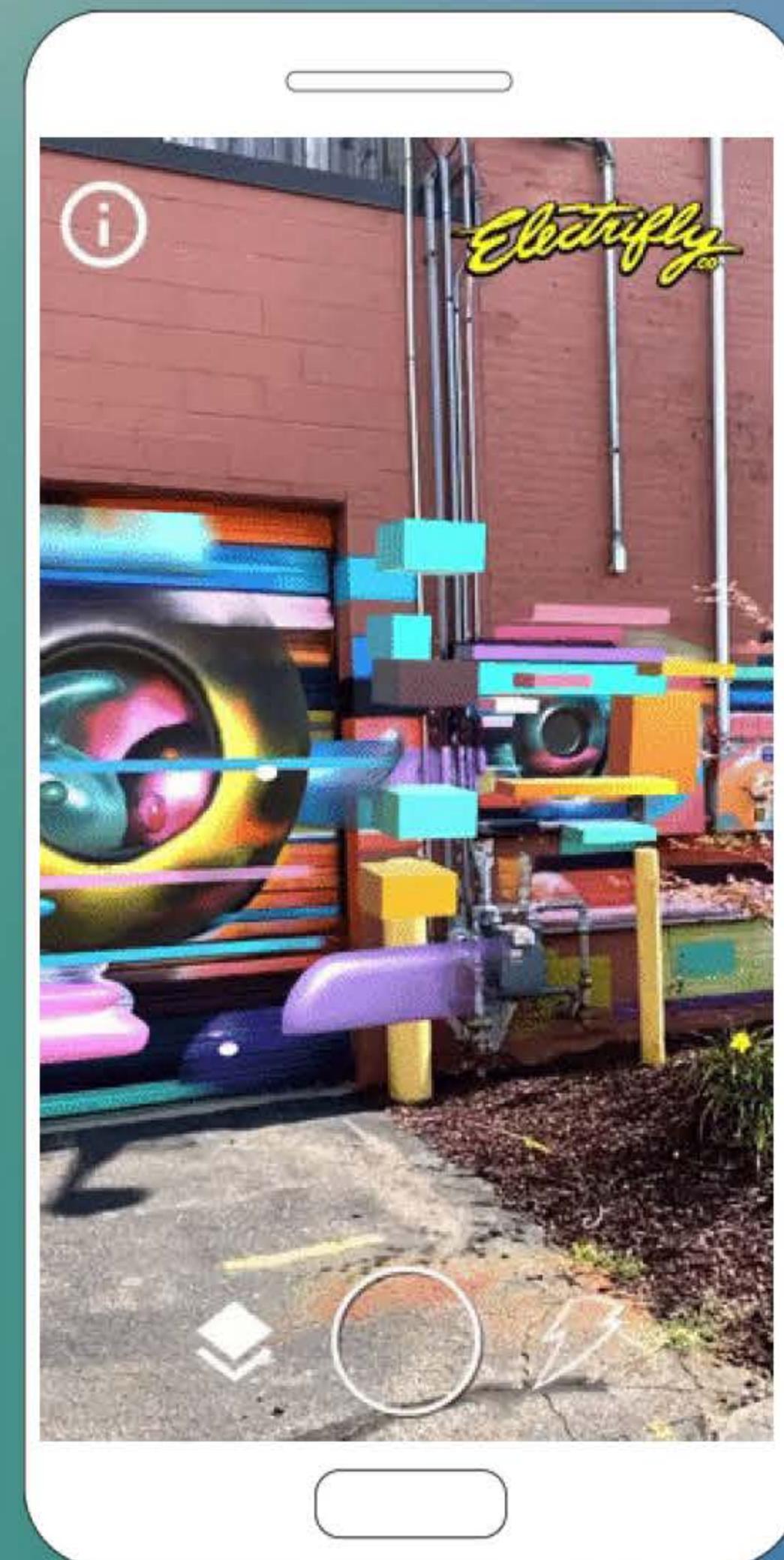


1

AR Murals for Mural Festivals

2

AR Murals for Tourism



MEASURE & TRACK RESULTS

What unique insights can you gain from AR experiences?



Demographics



Impressions



Opens



Shares



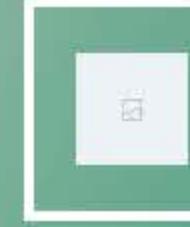
Saves



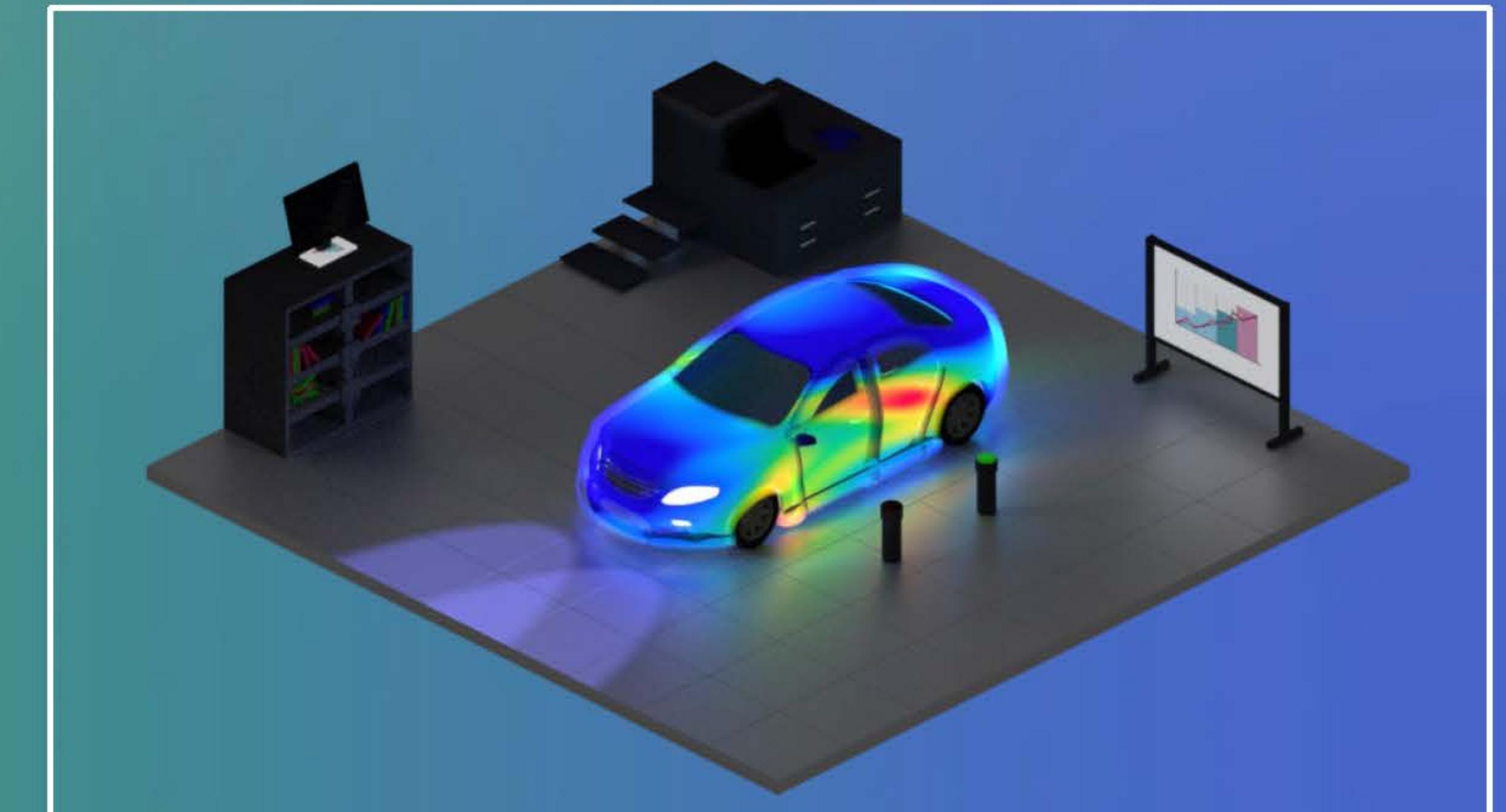
Avg. Session Length



Conversions



Visual Attention Heatmap



Metaverse

The Metaverse is an evolving digital universe, enabling users to design immersive worlds, connect, collaborate, and share unique experiences within a decentralized environment – owned by the participants.

Decentraland, the 1st metaverse on Ethereum, allows users to build and display digital assets on their virtual land.

By creating virtual galleries, we can showcase art to a global audience, transcending the limitations of traditional galleries and exhibitions.



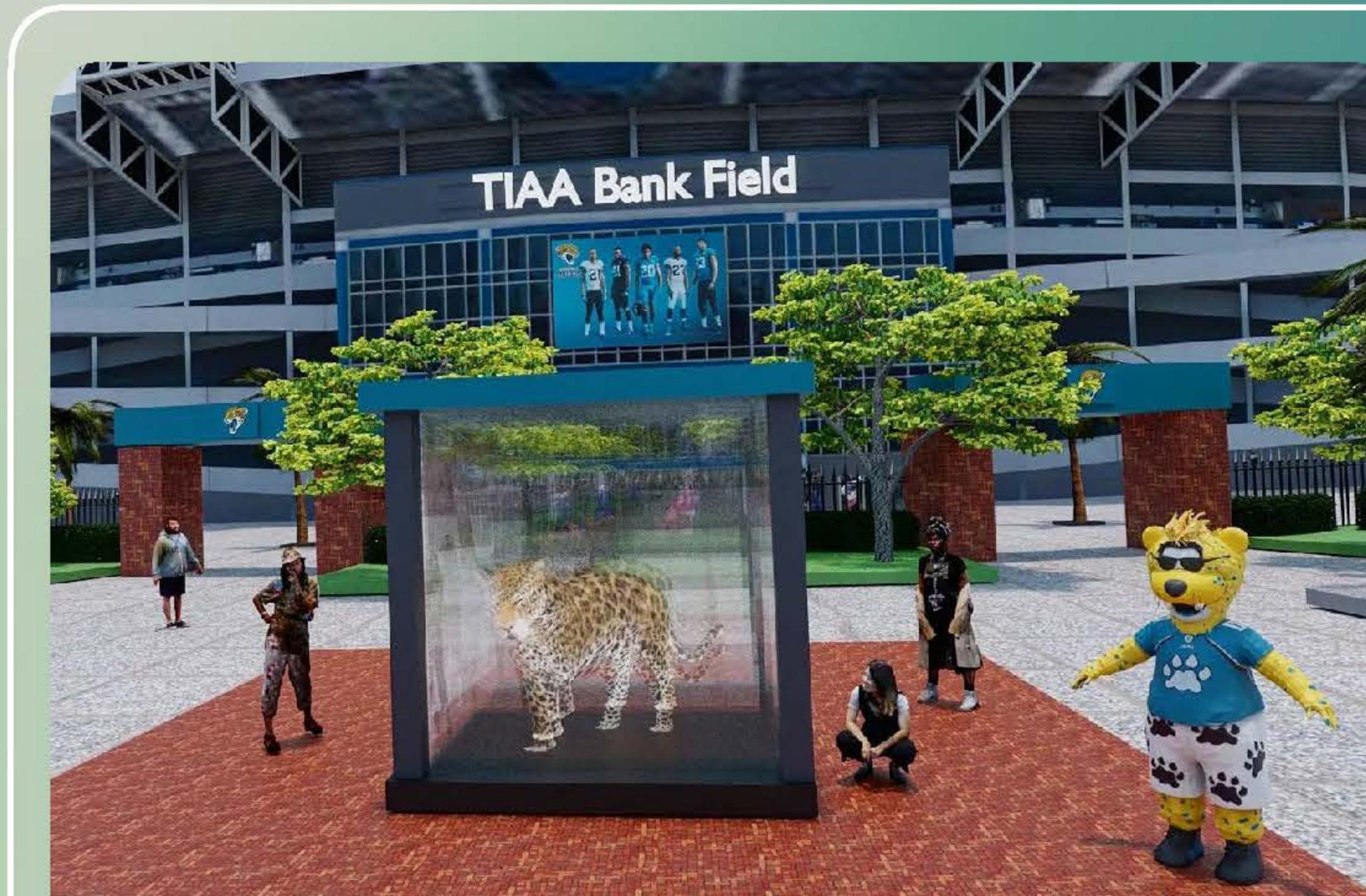
Mirror Vision Gallery - Decentraland (70, 29)



Holograms in Public Art

Holograms have the potential to bridge the gap between the metaverse and the real world, merging digital and physical experiences.

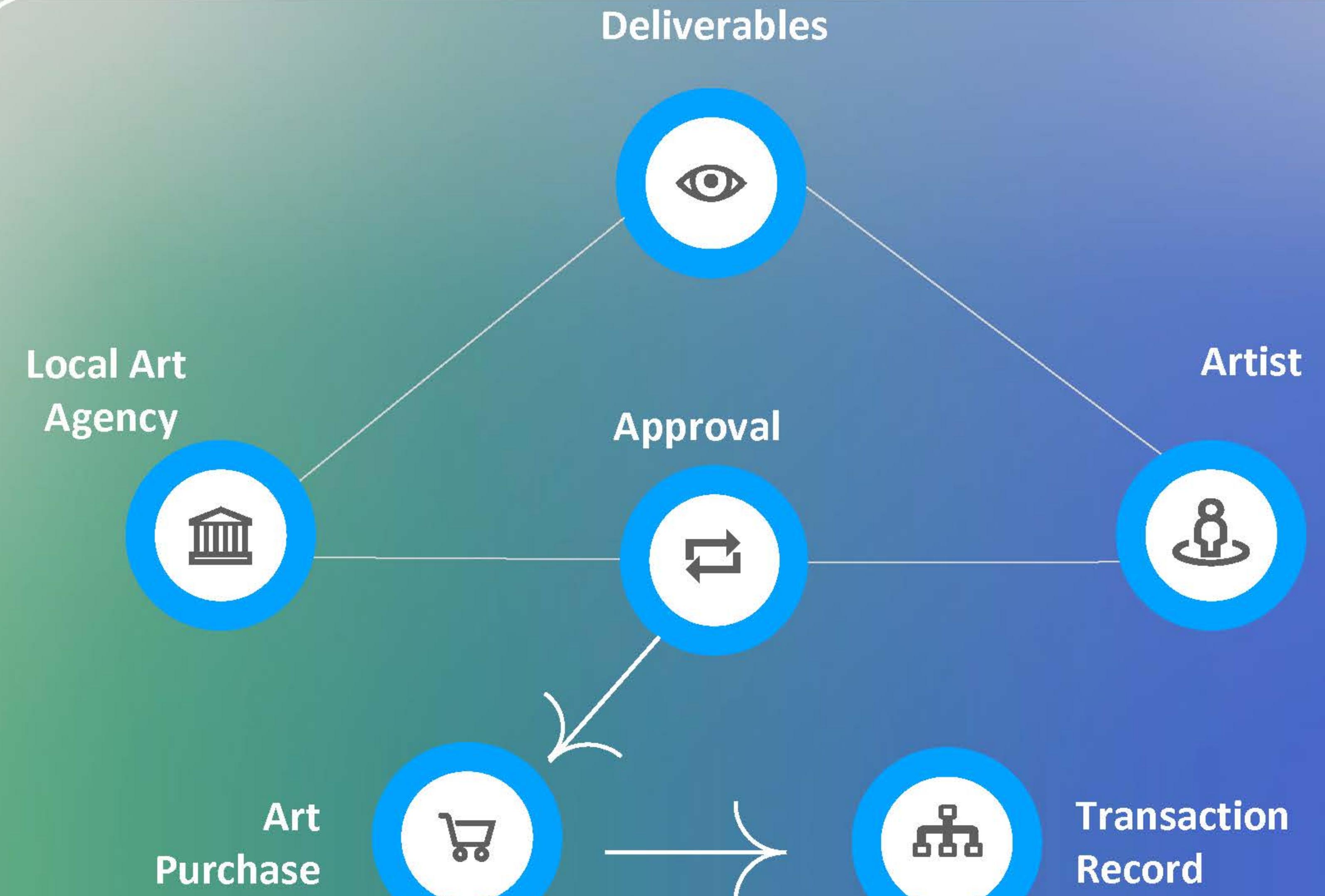
By combining projection, AI, and web technologies, holograms can bring NFTs to life and allow the greater community to interact and engage with digital art installations.



HoloCube Concept Art for City of Gainesville & Jacksonville Jaguars Stadium
2022 © Jay Rosen Design

Smart Contracts:

What are the Benefits of Blockchain in Government and the Public Sector?



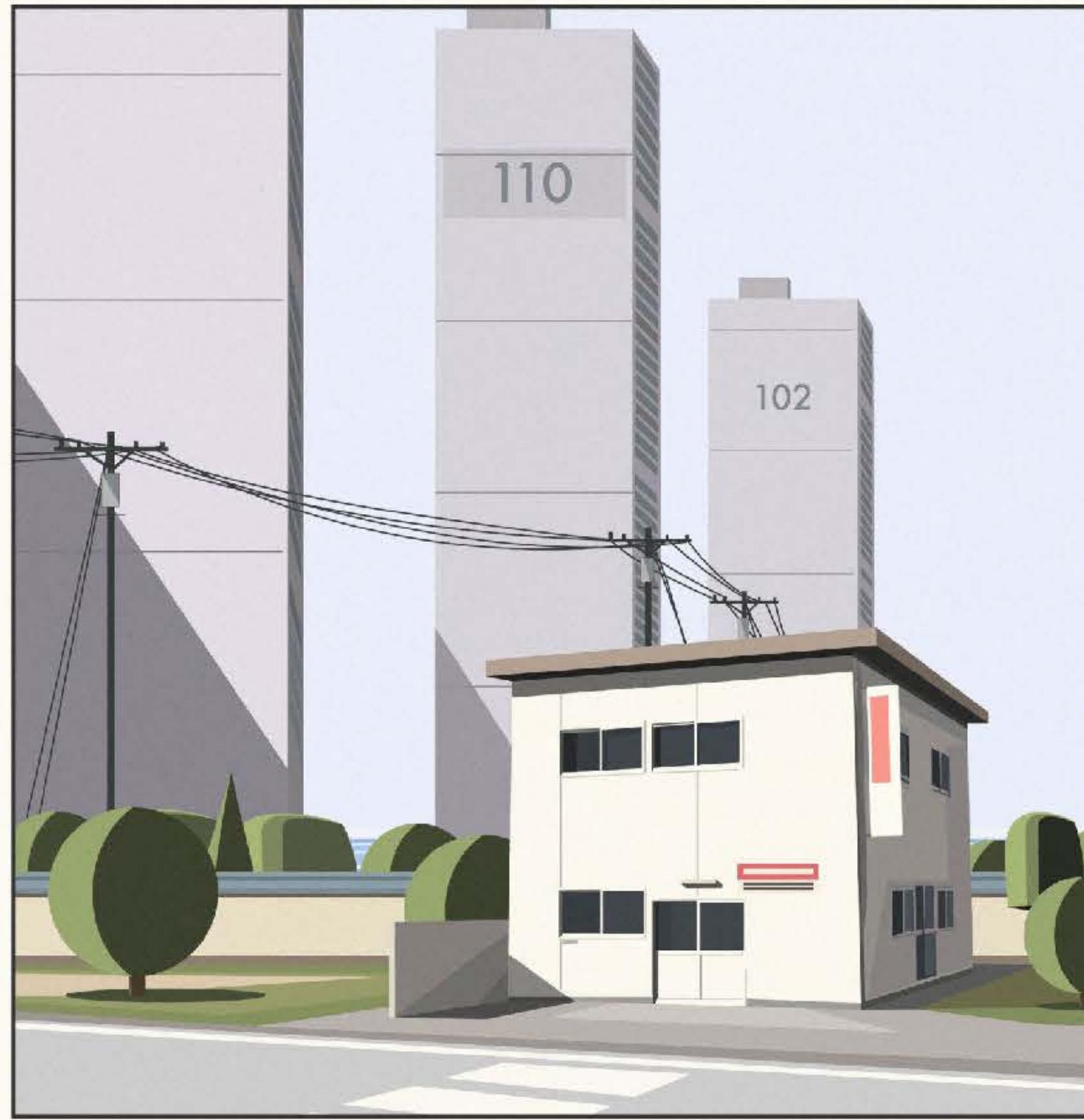
twentysomethings

WORKS AND NFTs FROM THE FABIO SANDOVAL COLLECTION



ORLANDO MUSEUM OF ART

Installation view of *Twentysomethings: Works and NFTs from the Fabio Sandoval Collection*, at the Orlando Museum of Art, January 27, 2023 – May 7, 2023. © MacBeth Studios



Grant Riven Yun
(American, b. San Jose, California)

School & Apartments #316/329

From the Life in Japan series

Transferred via Niftygateway May 10, 2022

Still image

Contract Address: 0x7487b...1395e

Token ID: 316

Token Standard: ERC-721

Blockchain: Ethereum

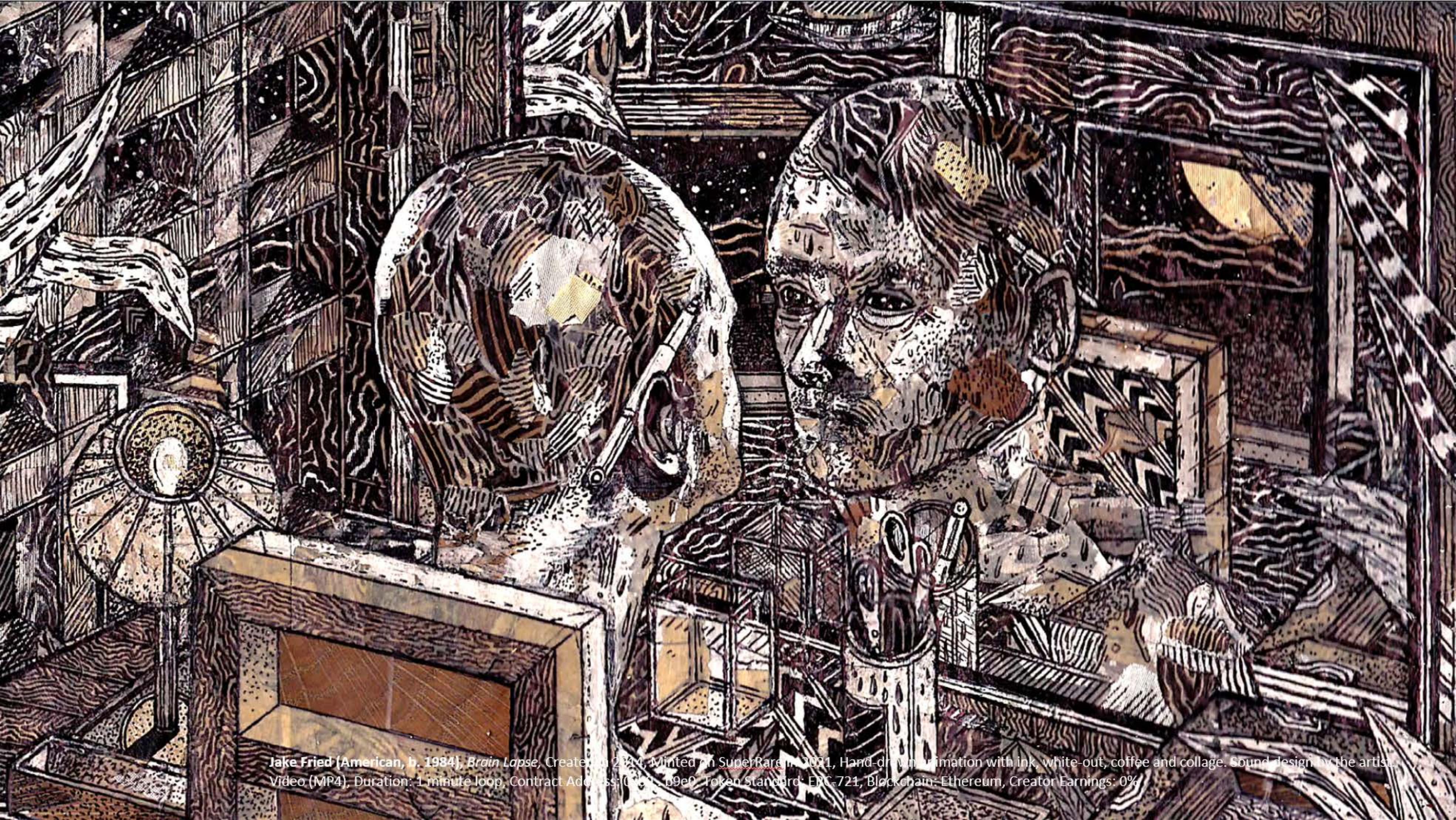
Creator Earnings: 8%



Amir H. Fallah (Iranian-American, b. 1979, Tehran, Iran), *Ecstatic Motion*, Minted Aug. 16, 2021. Duration: 2 min. loop, Contract Address: 0xb932...b9e0, Token ID: 27221, Token Standard: ERC-721, Blockchain: Ethereum



Colette Robbins, *Spirit Guide*, Minted January 2022, 3D animation with sound, 30fps. Music: *Ravaged Hearts* by Royal Robbins. Ed. 1/1. Contract:
<https://tzkt.io/KT1QPN42dWzUYjsv9ujiURehYjWDoLFqLFhD> Creator Earnings: 15%



Jake Fried (American, b. 1984), *Brain Lapse*, Created: 2021, Minted on SuperRare in 2021, Hand-drawn animation with ink, white-out, coffee and collage. Sound design by the artist. Video (MP4), Duration: 1 minute loop, Contract Address: 0x33...b9e0, Token Standard: ERC-721, Blockchain: Ethereum, Creator Earnings: 0%



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Jake Fried, *Still Life with Lemons*, Hand-drawn animation with ink and white-out **on paper**.
Sound design by the artist., Video (MP4), ed. of 30, Duration: 5 second loop, Dimensions:
1920x1080, Token Standard: ERC-1155, Blockchain: Ethereum, Metadata: Centralized, Fabio
Sandoval Collection, © Jake Fried

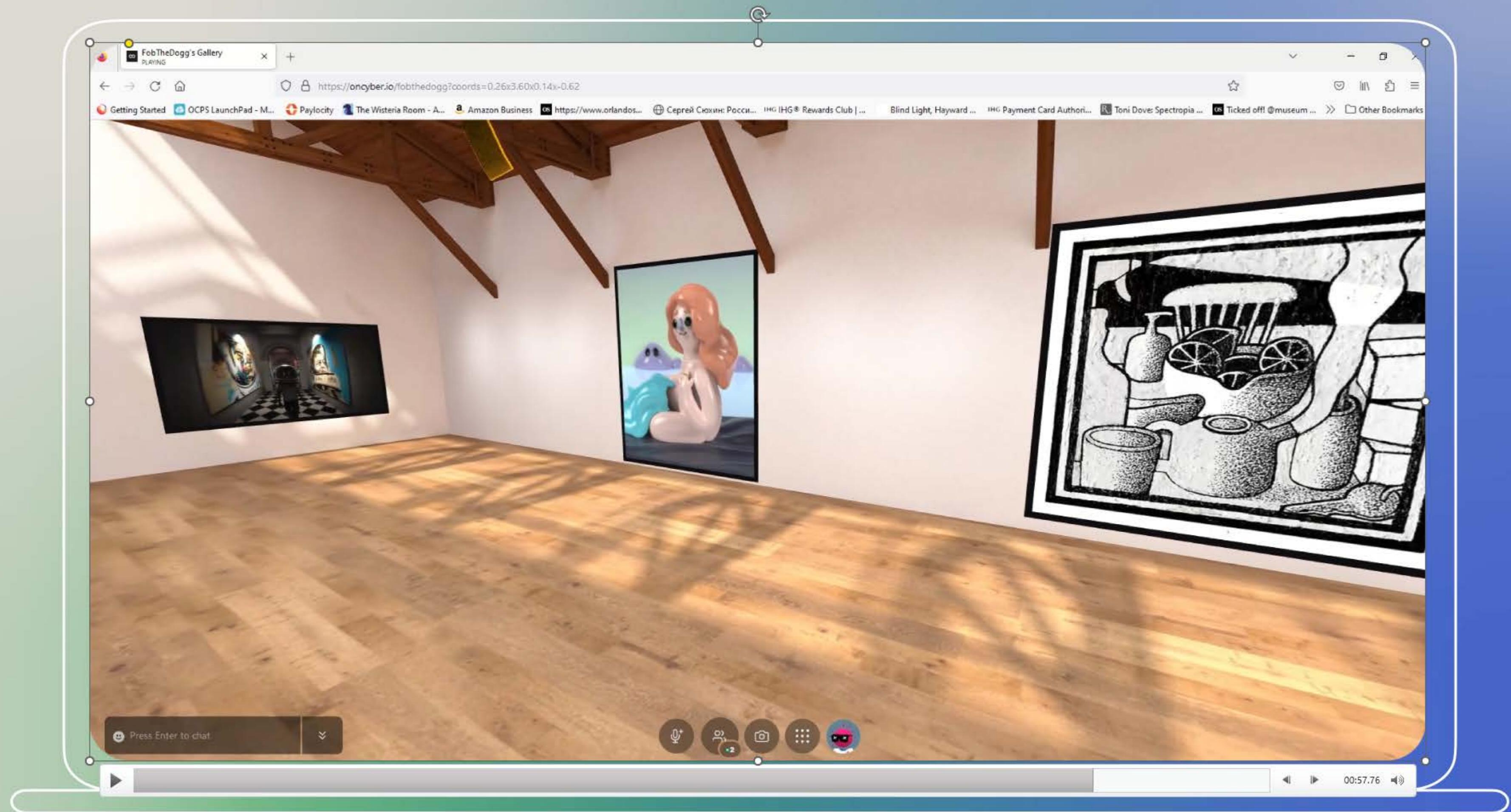


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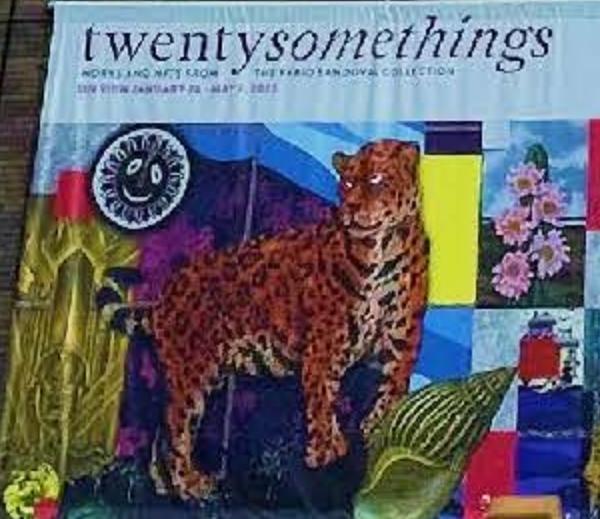






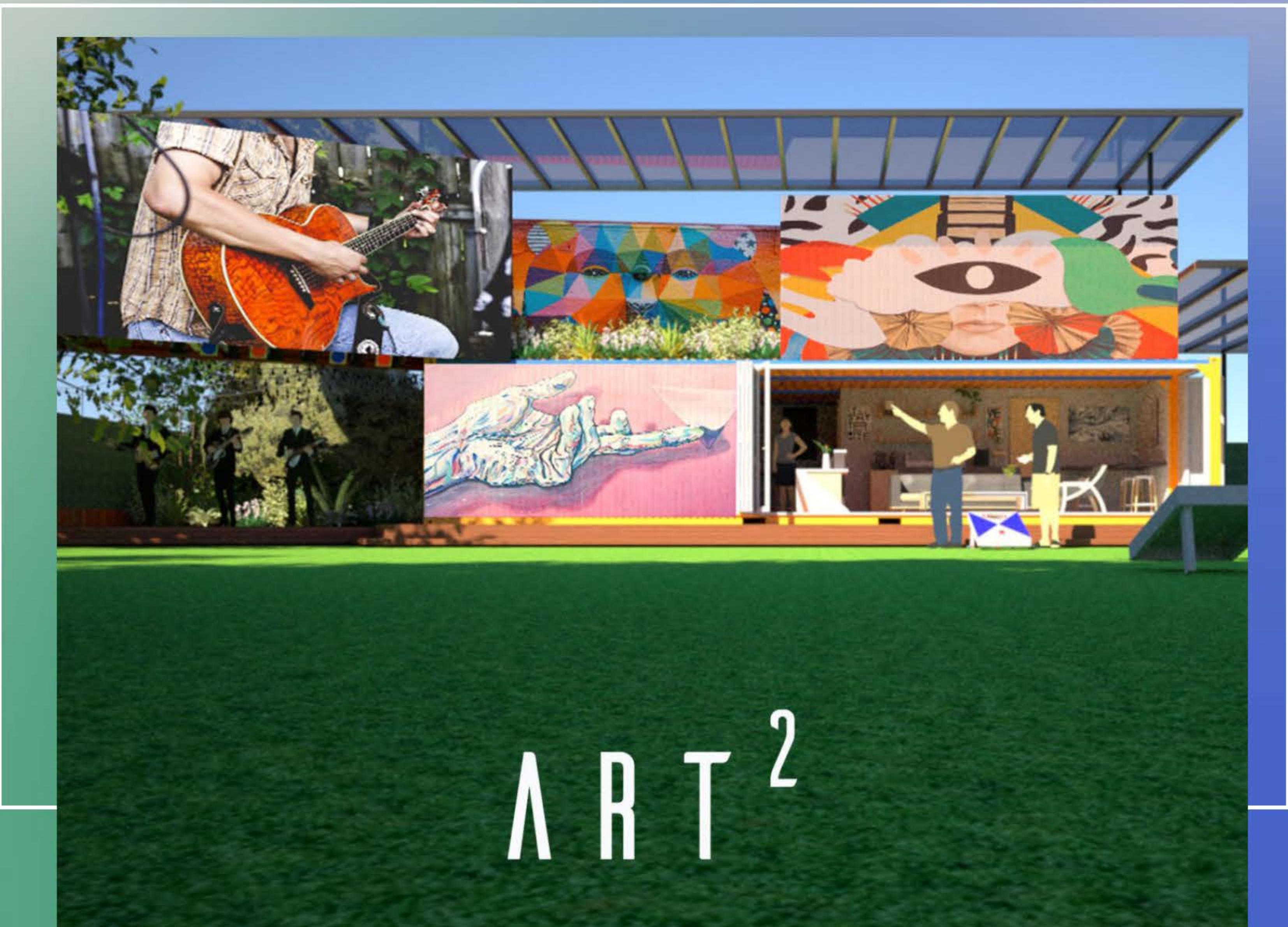


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SCREEN S

Ascend's Art², a new park design and innovative experience offering community programming to activate Downtown Orlando



AR



The Virtual UCF Arboretum

The Virtual UCF Arboretum, Version 1.0, Created by The Harrington Lab at UCF © October 2018, Maria C. R. Harrington

VR



Orlando Economic Partnership (OEP)'s digital twin of Orlando's metro region



Orlando Economic Partnership (OEP)'s digital twin of Orlando's metro region

MONOCHRONICLE

4 - 7 P M , M A Y 1 2 , 2 0 2 3
M I R R O R V I S I O N G A L L E R Y
D E C E N T R A L A N D (7 0 , 2 9)

monochronicle.com/metaverse-expo

Join us for an
interactive web3
experience in the
digital space
featuring
Monochronicle
artists



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Join us!

