



**ARTECH**  
INNOVATIVE SOLUTIONS

# *about me*

Previous work experience in  
human resources and data analysis fields

Bachelor Degree

- University of Toronto
- Economics and Environment

Master Degree

- The Chinese University of Hong Kong
- Information Technology Management

Blockchain Development Cert

- George Brown College
- Graduating Dec 2020



# Current Problems

Art sales in the online market amounted to \$4.64 billion in 2018 and is forecasted to increase to a total of \$9.32 billion by 2024 - Statista

For art market, problems are:

- Difficulty to verify authenticity and provenance

“over 50% of the artworks it had examined were either forged or not attributed to the correct artist. Provenance and authenticity are the main parts to determine the artwork’s value.” - The Fine Arts Expert Institute (FAEI)

“A real good reproduction can fool a lot of experts,” said John Szoke, a Manhattan dealer in Picasso and Edvard Munch prints.

- High commission from third party
- Overvalued - Loss of money



1. <https://www.nytimes.com/2020/01/24/arts/design/fake-art-prints.html>

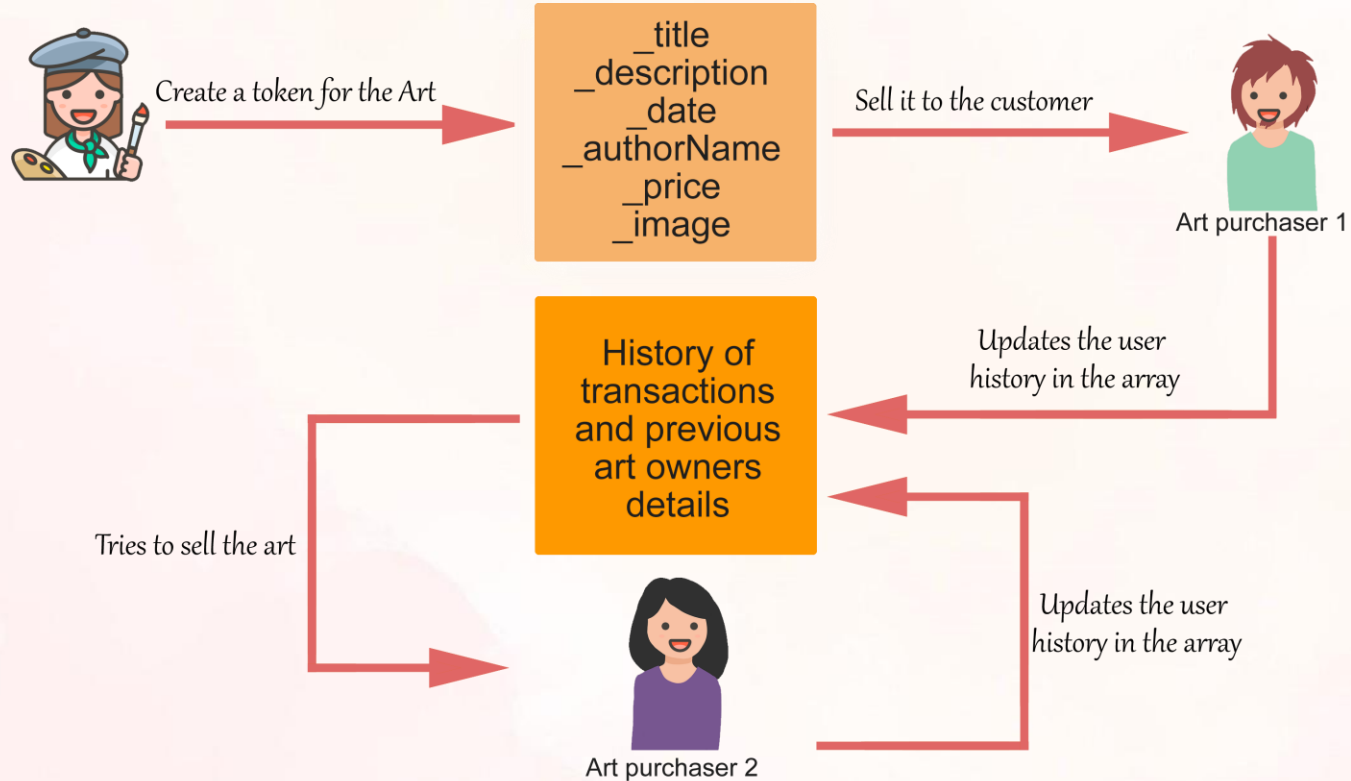
2. <https://artbasel.com/news/blockchain-artworld-cryptocurrency-cryptokitties>

3. <https://www.forbes.com/sites/michaelhaley/2020/01/30/digital-art-framed-and-collected-on-blockchain/#79b0f0f38d90>

# *Solution*

- A digital art market platform for users to buy and sell, using blockchains as a means of recording and sharing secure, authentic proof of origin and provenance for artworks
- Based on NFT(non-fungible tokens) - represent the digital ownership of the artwork, and tracing the details of artworks
- The goal to utilize the revolutionary technology to bring more transparency to art markets and fight fraud.

# System Process



# Why blockchain?

## Non-blockchain

- Art detail could be manipulated
  - significantly affect its value
- Forgery Issue
- Unreliable intermediary agent/company

## Blockchain

- Ensure authenticity
- Immutable details
- No need third party
- Transparent and secure

# Technology

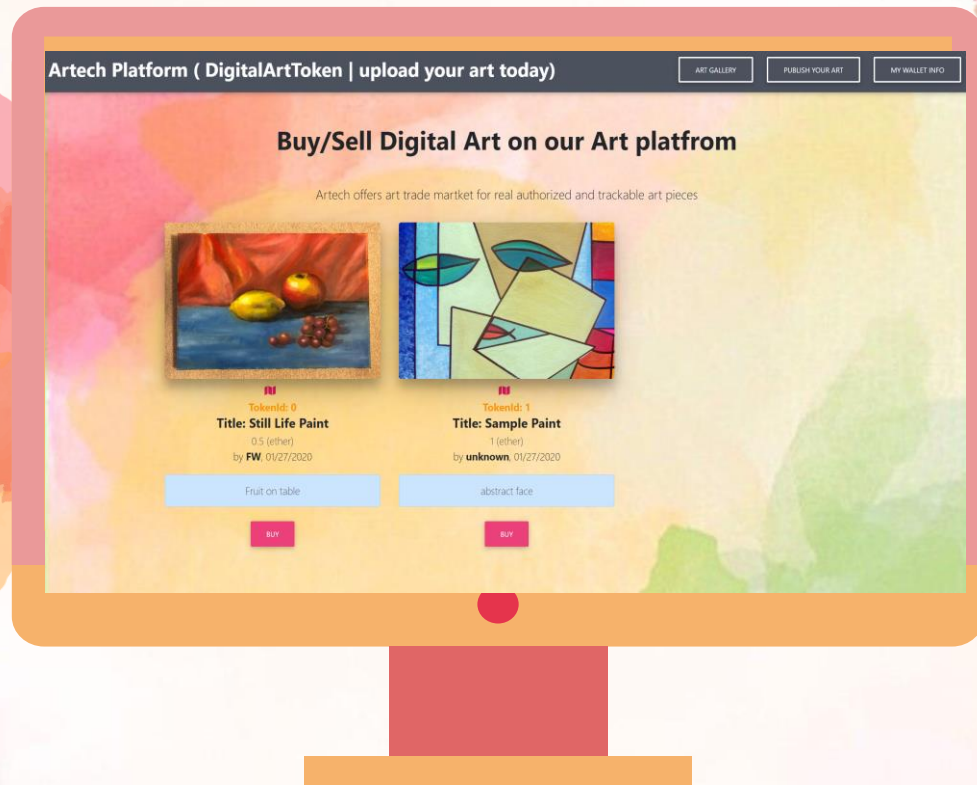


node  JS™  
express





DEMO





# Leverage other technology

## Blockchain Technology

Ensure the art work provenance  
Track the transaction/trading records

## Data Analytics

Analyzes the sales trend  
of their art piece, and  
their customers

## IoT Device

Intelligent tracker with unique  
number for each art piece



# *Let's reshape the art sales industry!*

*Making every artwork in the market trackable and authorized*

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