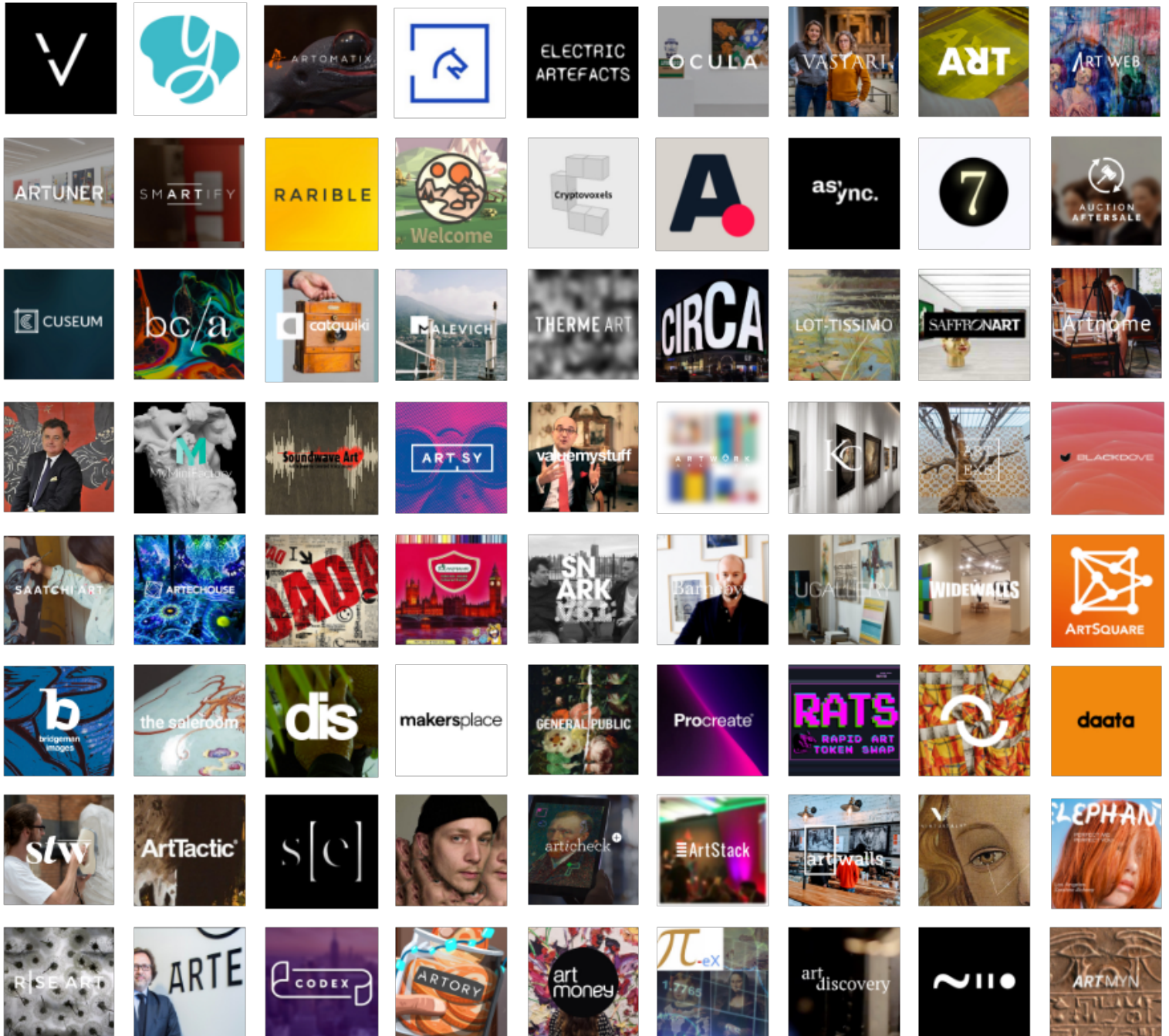


2023

# INVESTOR *Allstars*

## DIGITAL INNOVATION IN ART

AWARD BY **.ART**





2023  
**Allstars**  
DIGITAL INNOVATION IN ART  
WELL OF ART  
GP. Bullhound

## **.ART X ALLSTARS**

Digital Innovation in Art Award recognizes companies and individuals that combine art, tech, and innovation, or harness AI to transform the art market.

.ART has been presenting this award for the last seven years as part of Allstars, dubbed the ‘Oscars of the tech world’, an annual celebration held by GP Bullhound in London. Now in its 21st year, the last ceremony brought together over 400 of the most distinguished names from Europe’s tech and investment scene, showcasing the diverse talent and innovation that characterise the tech landscape.

# DIGITAL INNOVATION IN ART FINALISTS 2023

WINNER

ARTIVIVE



## ARTIVIVE (Austria)

Artivive is steering a revolutionary movement where augmented reality meets art, creating a vibrant nexus for over 250,000 artists, creatives, and brands around the world. Through its app, traditional art pieces transform into dynamic, interactive experiences, inviting users to delve deeper into the stories that paintings and sculptures tell when viewed through a smartphone, vastly expanding the potential of artistic expression.

With a significant footprint, reflected in its four million app installations globally, Artivive is more than a project; it is a transformative force in the art world. It ensures a secure environment, upholding the privacy and security of its users, thus fostering a realm where creators can explore without reservations.

Artivive's influence is evidenced in its partnerships with renowned institutions such as the Albertina Museum, Leopold Museum, and Belvedere Museum in Vienna, which attest to the groundbreaking value it brings to the art industry. By transforming static artworks into vibrant narratives, Artivive is not just enhancing the museum experience but redefining it, inviting a deeper, richer engagement with art.

As it sets sights on the future, Artivive aims to remain at the forefront of the creative AR space, empowering artists and audience alike, to unlock unparalleled storytelling and immersive experiences, reshaping how we interact with art, and crafting a future where art is a dynamic narrative, encouraging a fresh, exhilarating exploration of the artistic landscape.

Learn more: [www.artivive.com](http://www.artivive.com)



## MOYOSA MEDIA BV (NETHERLANDS)

Netherlands-based Moyosa Media BV has created Moyosa Spaces, a responsive digital gallery accessible through various browsers. Born during the COVID-19 pandemic to facilitate seamless virtual outreach, it combines high-resolution imagery and optimized 3D UX/UI design, offering a unique and accessible platform for all age groups. With over 100 projects sold in 2.5 years and a Webby award under its belt, the platform has demonstrated its appeal to clients in both the cultural and commercial sectors. Some significant collaborations include those with the National Gallery London and Microsoft. As they move forward, the team is focused on nurturing long-term client relationships and is gearing up for 17 gallery projects in 2023/2024. Additionally, Moyosa is actively exploring the potential of AI with Unreal Engine to further enhance visual development. The embedded security in Spaces allows easy and secure integration into any website, ensuring clients retain full control over their site security. The endeavor is on a steady path of innovation, aiming to redefine the digital experience landscape.

Learn more: [www.moyosamedia.com](http://www.moyosamedia.com)



## PROME AI (HONG KONG)

PromeAI, a startup with a backdrop in AI endeavors such as immerse.zone and cutout.pro, is transforming the construction and design industries through artificial intelligence. The venture introduces advanced machine-learning algorithms that facilitate a seamless translation of sketches into detailed images, eliminating extensive manual editing and offering an intuitive platform for artists and designers.

The project, guided by user feedback, emphasizes data security, using AWS cloud servers and encryption to safeguard user data while enhancing user interaction through continuous feature integrations. Early adopters, including esteemed architects and interior designers, commend the platform's speed and efficiency, noting a shift of focus from technical aspects to creative exploration. Looking ahead, PromeAI, based in Hong Kong, aims to push the AI envelope further, eyeing integrations with various mediums like 3D, video, and voice to offer a more immersive user experience. The grand vision harbors the creation of an AI supermodel to redefine the fashion industry, standing as a testimony to PromeAI's commitment to innovative solutions in the art and tech realms.

Learn more: [www.promeai.com](http://www.promeai.com)



## STABILITY AI (UK)

UK-based Stability AI, founded in 2019, is pioneering in the open-source generative AI sector, aiming to unleash global human creativity through innovative AI technologies. Leveraging a robust open-source community of over 200,000 members and partnerships with giants like Amazon Web Services, the company has crafted groundbreaking products such as the DreamStudio platform and the text-to-image model, Stable Diffusion. With a growth accelerated by a \$101 million Series A funding and a \$1 billion valuation, Stability AI, backed by the Ezra-1 UltraCluster, has powered top apps on the Apple App Store and amassed over 40 million users. Stability AI focuses on democratizing AI technology, enhancing security features, and nurturing creativity globally.

As it prepares to go public, Stability AI aims to foster

more partnerships and expand its global footprint, seeking to turn users worldwide from consumers into creators, driven by the mantra “AI by the people, for the people”. The ultimate goal is to usher in a future where AI serves as a catalyst for innovation and creativity in various industries.

Learn more: [www.stability.ai](http://www.stability.ai)



## WELL OF ART (POLAND)

Well of Art, founded by painter Robert Latoś, is revolutionizing art education in schools and museums through its pioneering digital tools. Its standout product is the Glaze software, which realistically simulates the oil painting process based on heritage-based painting techniques, providing a rich, interactive learning environment through the Glaze App for K-12 education. The initiative has garnered substantial backing, including a 45% co-funding from the Smart Growth programme of the EU, and has built a favorable reputation with a successful soft launch in 2022, gaining the support of renowned institutions like Colnaghi gallery and prestigious Polish museums.

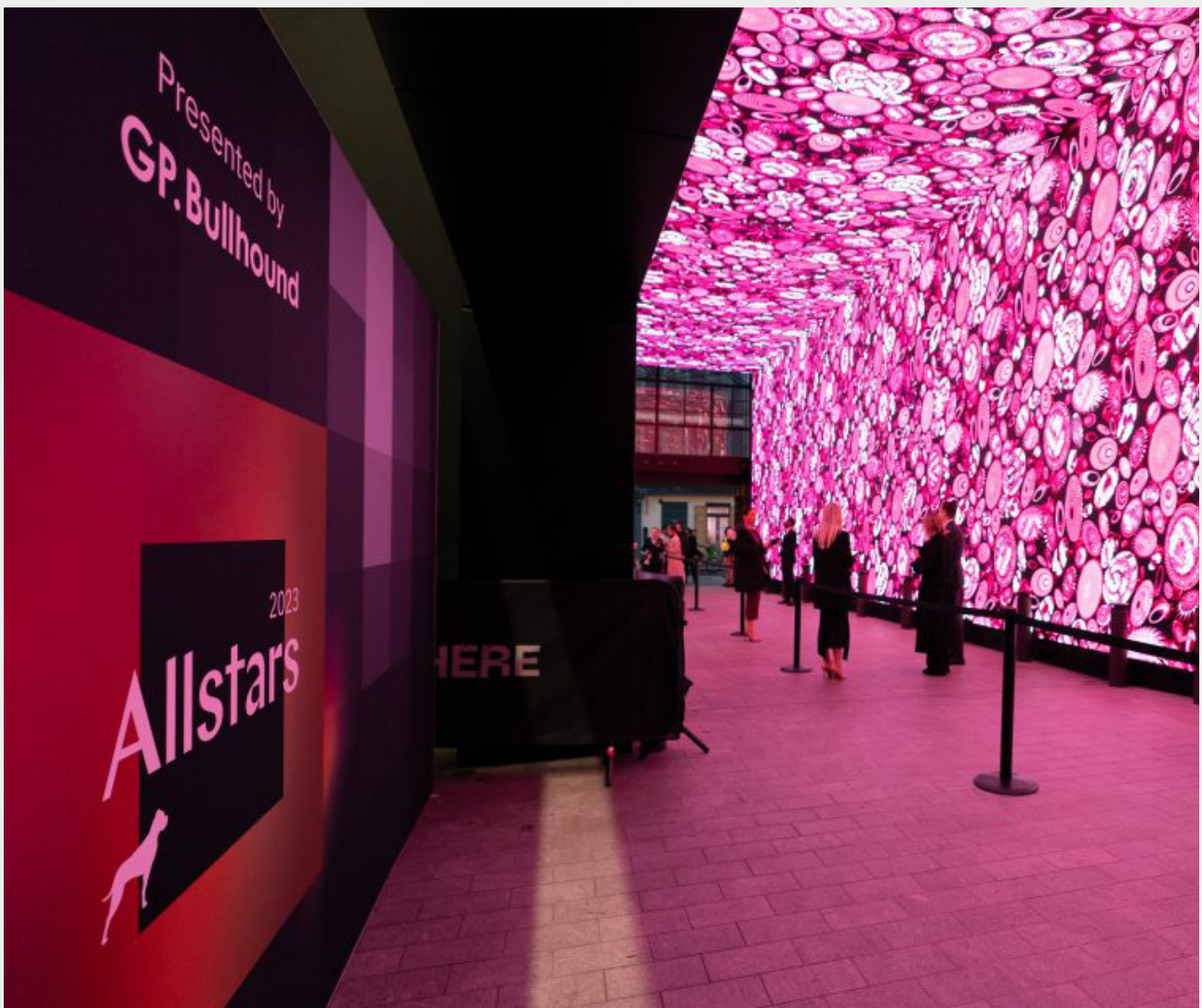
Well of Art’s strategic trajectory aims for a significant global footprint in the education sector by 2028, leveraging a secure tech infrastructure and planning expansions including machine-learning tools and art-based games to enhance the user experience. Through Glaze’s innovative approach, the company is nurturing a new generation of art enthusiasts, fostering creativity and strategic thinking while bringing historic art techniques to the digital age.

Learn more: <https://wellofart.com> & [www.glaze.art](http://www.glaze.art)

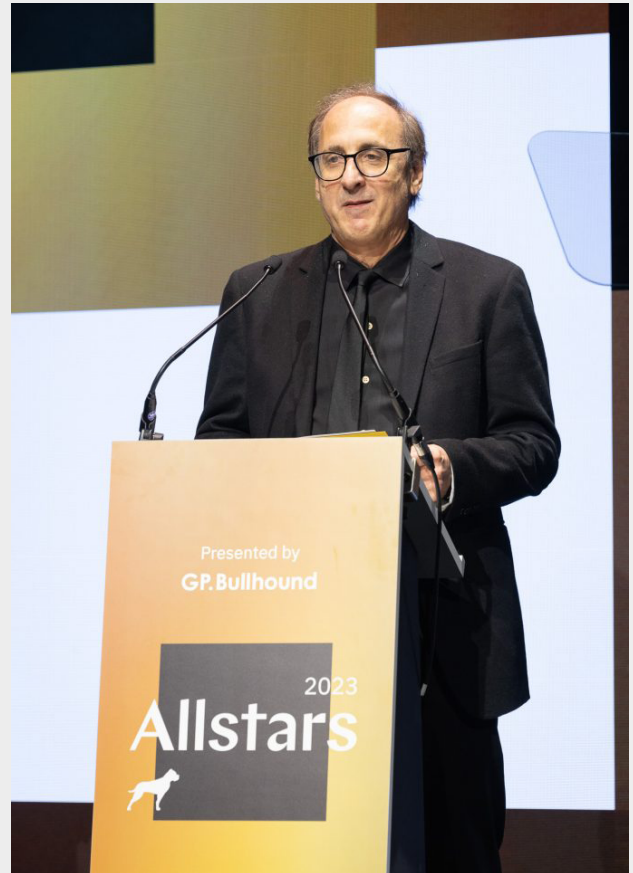
This year's co-winners, **Artivive (Austria)** and **Well of Art (Poland)**, were selected from a pool of 27 highly innovative contenders.

This year's jury included Dean Phelus (Head of Special Projects at the **American Alliance of Museum**), Anton Vidokle (artist, editor of e-flux journal and Chief Curator of the 14th **Shanghai Biennale**), Paul Nicks (President of Domains at **GoDaddy**), Victoria Dejacco (Founder of **simplify.art**), Nik Honeysett (CEO of the Balboa Park Online Collaborative), Amir Soleymani (Founder of **Mondoir.art** gallery), Valérie Whitacre (Head of Art at **Trilitech**), and Brian Beccafico (Co-Founder of **ArtCrush Gallery**).

You can learn more about the Digital Innovation in Art Award [here](#)







Left to right: Robert Latoś, CEO of Well of Art; Dean Phelus, Head of Special Projects at the American Alliance of Museums, Jury member; Codin-Tudor Popescu, Co-Founder & CEO of ARTIVIVE

# ART IS EVERYWHERE. THE FUTURE IS .ART

.ART Registry was established to foster and support the global creative community.

Through various global initiatives and digital products, .ART creates an environment where the worlds of art, tech and finance can work together to provide its participants with a solid digital identity and a chance to reach a wider audience.

.ART domain sales support the **ART THERAPY INITIATIVE**

# WHAT IS .ART?



## Universal expression

.ART is a gTLD (domain extension) that is understood in all languages, created specifically for the global creative community.



## Distinct digital identity

.ART provides unique domain names, platforms and services that distinguish you in the digital landscape and empower you to define and expand your artistic identity.



## Prestigious community

.ART is a community championed by notable adopters including Apple, Pixar, artists Marina Abramovic, El Anatsui, Rome's National Museum of 21st Century Arts, Ars Electronica & more.



## Web-3 compatible

.ART Allows you to create a unified Web-3 presence linking .ART names to wallets, NFT collections and other and blockchain or Web-3 assets while maintaining traditional web and email functions.



## Commitment to philanthropy

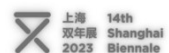
.ART has always been deeply committed to philanthropic efforts. Through the launch of the CSR Art Therapy initiative, .ART supports innovative programs aimed at harnessing the healing power of art.



## Global presence

Headquartered in London, with offices in Washington, Los Angeles, and Beijing, .ART engages actively in worldwide art and tech initiatives.

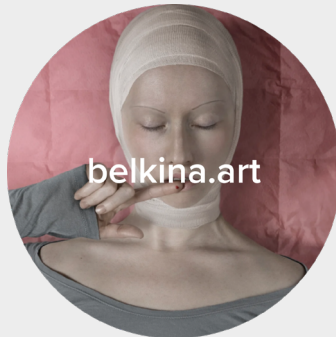
## Memberships and accreditations:



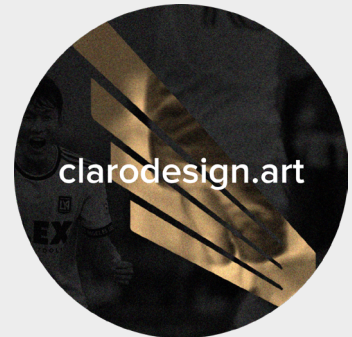
# .ART AUDIENCE COMPOSITION



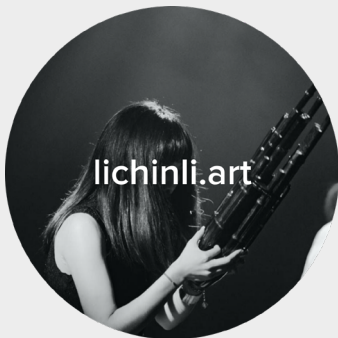
Artists



Photographers



Graphic designers



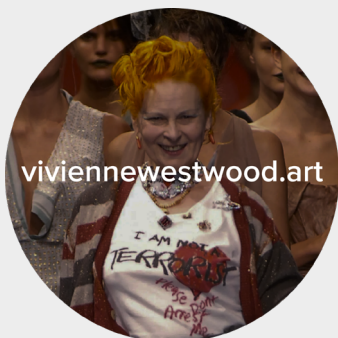
Musicians



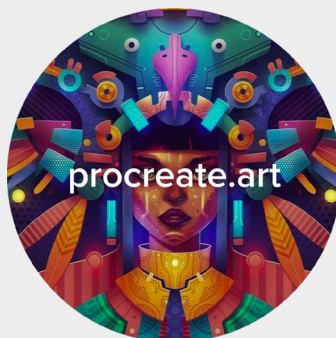
Celebrities



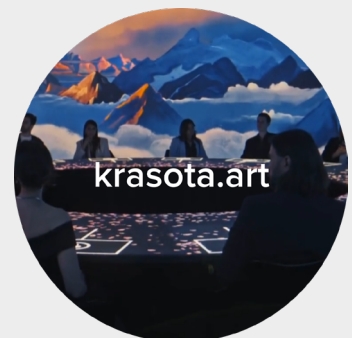
Tattooists



Fashion



Apps



Restaurants



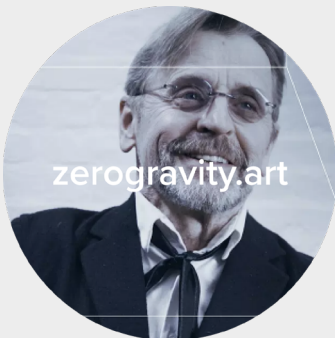
**Galleries**



**Museums**



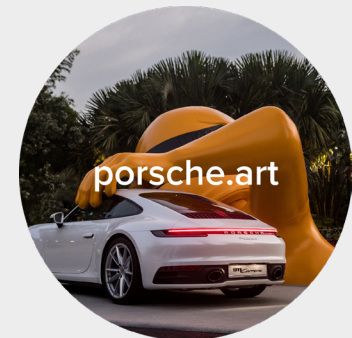
**Festivals**



**Theatres**



**Schools,  
Universities**



**Brands**



**NFT Projects**



**Marketplaces**

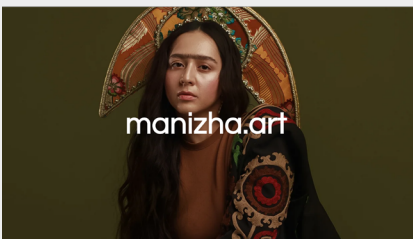
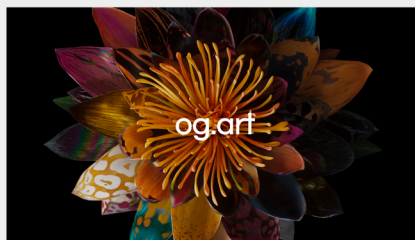
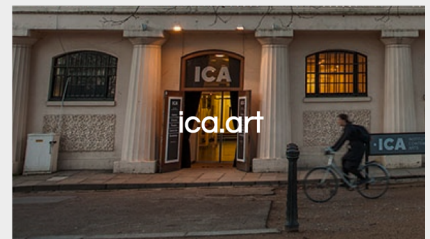
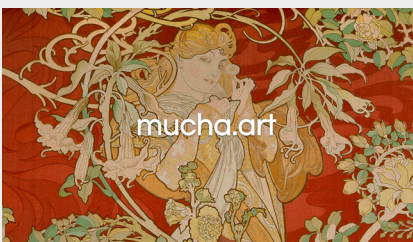


**Banks**

# 250 000+ COMMUNITY

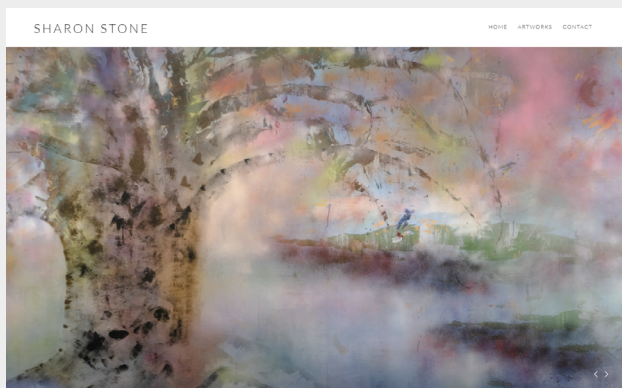
From renowned galleries such as Hauser & Wirth (hauserwirth.art), celebrated organizations such as the Marina Abramovic Institute (mai.art) to brand's dedicated cultural presence (porsche.art, mercedes-benz.art) — our community continues to grow and prosper.

Post Covid we are observing a surge of self-expression and creative art activities. Generative AI is an accelerant, NOT a deterrent!



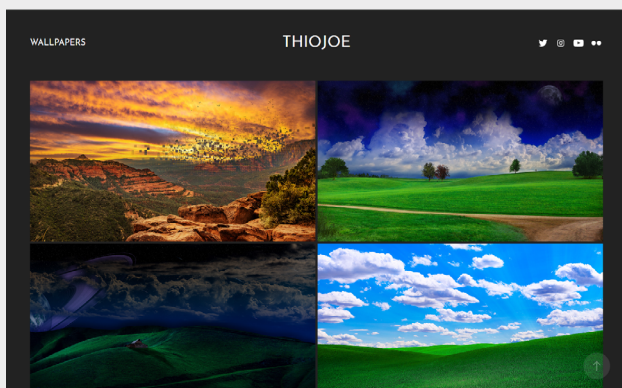
# .ART COMMUNITY: CREATIVE & ACTIVE!

We are proud of the active online .ART community and the number of highly creative live sites using a .ART domain as their primary URL.



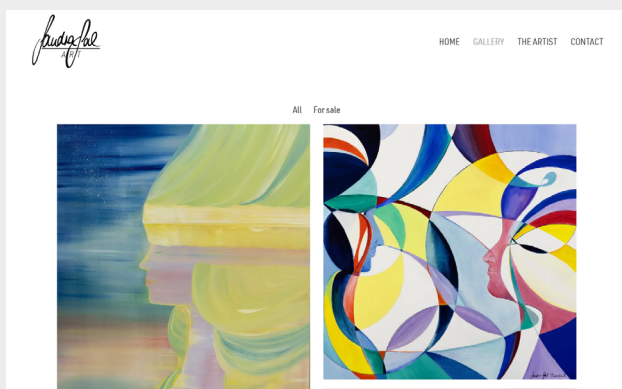
## sharonstone.art

Hollywood star Sharon Stone has successfully transitioned to an abstract painter, receiving acclaim for her exhibition "Welcome to My Garden" at C. Parker Gallery.



## thiojoe.art

Thio Joe is YouTuber with a 3M following who makes technology videos, including tech news, reviews, and discussions. He's also an artist!



## sandragal.art

Sandra Gal is a multifaceted individual who wears several hats: an Olympian, a professional golfer on the LPGA Tour, a coach, and an artist.

# ART GALLERIES LOVE .ART!

Presence of .ART adopters at the **Armory Show** (New York) and **Frieze & Frieze Masters** in London



## hauserwirth.art

Hauser & Wirth is one of the most prominent global art galleries with locations like New York and London.



## nararoesler.art

Nara Roesler is a leading Brazilian contemporary art gallery, showing Brazilian and international artists.



## dreamsong.art

Dreamsong is a multifaceted art space featuring a gallery, cinema, and artist residency in Minnesota.



## mothergallery.art

Mother Gallery is contemporary art gallery in the Hudson Valley, New York.





## goodman-gallery.art

Goodman Gallery, with its 53-year legacy in South Africa, champions art that spurs social change.



## omr.art

OMR is a prominent contemporary art gallery in Mexico City's Roma district, known as one of the city's major blue-chip galleries.



## thek.art

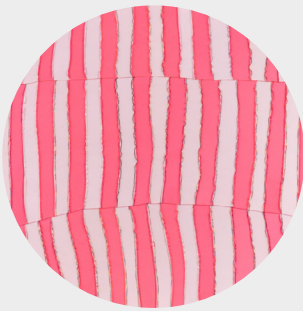
K Art Gallery in Buffalo, NY, is a Native American-owned space focusing on Indigenous contemporary art.



## koopman.art

Koopman Rare Art, founded in 1952 and based in Mayfair, specializes in antique English silver and objects de vertu.

# .ART ADOPTER TESTIMONIALS

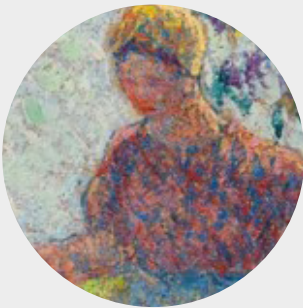


## carbon12.art

Located in the gallery-filled Alserkal Avenue, Carbon 12 gallery is one of the original outposts of contemporary art in Dubai.

*"We found out about the .ART domain zone and straightaway jumped on it. It makes sense. If you see .ART, there's not a big question whether the page you are about to enter is very much about art."*

**Kourosh Nouri and Nadine Knotzer,**  
Founders of Carbon 12 gallery



## pissarro.art

Co-owned by the great-granddaughter of Camille Pissarro himself, the London gallery specializes in impressionist, modern and contemporary art as well as the artist and his descendants.

*"Having the possibility to use pissarro.art is the perfect solution. It filled a long-lasting gap in our marketing and in the way we project ourselves."*

**David Stern,**  
Founder of Pissarro Gallery



## jobs.art

Jobs.art is an international platform made by art workers, for art workers with a mission to promote fair and honest work.

*"Essentially, .ART has provided half the marketing for us. It's like the readymade, but for online identities."*

**Clynton Lowry,**  
Founder of jobs.art



## stevemiller.art

Steve Miller is a multi-media artist who makes paintings, screen prints, sculptures and the coolest surf and skateboards. Through his art, he explores the influence of science and technology on modern culture.

*"I wanted to create a new notion of what my artist website is going to be. stevemiller.art creates a new kind of excitement, the freedom to create something new."*

**Steve Miller,**  
Artist

# .ART CRYPTO ADOPTERS

.ART has had thousands of adopters registering their name from the blockchain ecosystem. They range from digital asset marketplaces to crypto art creator portfolios, projects, DAOs and even artworks! Explore some of them below.



## ALUSTA.ART

Alusta is a digital art platform promoting creativity and democratizing art creation. It provides tools for showcasing and publishing work, redefines digital ownership, and fosters an inclusive community where creators and collectors explore and contribute to digital art.



## PIKA.ART

Pika, a rapidly growing video creation platform, has launched Pika 1.0 with advanced AI for diverse video styles, simplifying high-quality video production. Having raised \$55 million and backed by prominent investors and academic advisors, Pika is expanding its team to further innovate in AI-driven video making.



## LIMITEDEDITION.ART

NFT digital assets marketplace

The platform offers a range of blockchain-focused products services that can be found under according domain names: assets.art, authentic.art, coa.art, codex.art, hodl.art, ledger.art, kyc.art, verify.art, wallet.art and watermark.art.



## DADA.ART

Creative community with integrated blockchain option  
DADA is the first social network for collaborative visual conversations uniting the process of making art and the dialogue created from it. The platform integrates use of blockchain technology which makes it possible for users to monetize their creations.

# Burn\*

## **BURN.ART**

A token of creation through destruction

Launched by the renown digital artist Pak, burn.art allows users to burn NFTs to receive ashes (\$ASH – Pak’s token) in return. Similar to the physical world, burning a token on the blockchain results in it being removed from circulation, i.e. destroying the NFT permanently. Playing with the lack of boundaries and the fluid nature of the virtual space, Pak recreates the cycle of life, inviting people to “Burn art to get ashes to get art to burn art.”

# as<sup>y</sup>nc.

## **ASYNC.ART**

NFT Marketplace to create, collect, and trade programmable art. On Async Art creators can add layers to their artwork, making 'master' and 'layers' NFTs. Each master is made up of various layers that exist as NFTs independently from each other and can be altered by whoever owns the layer. Async Art also released Async Music, giving music the ability to change its composition and tracks to contain many unique combinations of sounds.



## **ALL.ART**

NFT liquidity pool and licensing rights

The All-Art protocol provides constant liquidity for NFTs by introducing a new type of liquidity pool AMMs, while upgrading the current NFT standard with improved functionalities and embedded license rights called NFT-PRO. They won the 2nd place in Solana blockchain largest hackathon in 2021 and are aiming to provide the art market with much needed solutions including copyright and licensing of the NFT artworks.



# ART IN THE DIGITAL ERA

*The digital collectibles market has experienced significant growth in 2023 and is projected to continue this upward trajectory through 2024-2031. This growth is propelled by technological advancements and increasing investments in the sector.*

## Technological Integration in Art

Artists are increasingly incorporating technology into their work, leading to new forms like interactive installations, projection mapping, and augmented reality experiences. These innovations are blurring the lines between spectators and creators, offering immersive experiences that were previously unimaginable.

## Virtual Reality (VR) in Art

VR has become a significant medium for artists, allowing them to create fully immersive experiences. This technology enables artists to transcend traditional artistic boundaries, offering unique sensory and spatial experiences.

## Curatorial Trends

Curators are focusing on new media art, film, and photography, with a particular interest in works by artists of color from Latin

America. Exhibitions that provide counternarratives to historical records and push boundaries across various art forms are gaining prominence.

## AI in Art Creation

Artificial intelligence (AI) is increasingly being used to create art, raising questions about artist agency and copyright. AI art ranges from deep learning and artificial neural networks to embodied AI. Artists are integrating AI tools into their practices to explore new aesthetic realms, though this also brings legal and ethical challenges regarding authorship and originality.

## Democratization Through AI

AI technologies in art have made creative expression more accessible and inclusive, allowing individuals without formal artistic training to engage in art creation. AI tools help generate designs, suggest color palettes, and create artworks, thereby democratizing art creation.

## NFT MARKET DYNAMICS

The Non-Fungible Tokens (NFTs) market experienced a significant surge in interest and value, reaching a peak of \$41 billion in 2021. While there was a slight decline in 2022 and a more noticeable reduction in value in 2023, the potential and interest in NFTs remain robust, especially in areas that offer substantial commercial value.

The ability of NFTs to **tokenize real-world assets** is a key area of interest. This aspect of NFTs opens up new avenues in various sectors, allowing for the creation of unique digital ownership experiences. For instance, e-sports and cryptocurrency-based gaming industries are increasingly adopting NFTs. In these sectors, NFTs are being used to create in-game items, which helps establish digital markets and adds interactive layers to gaming experiences.

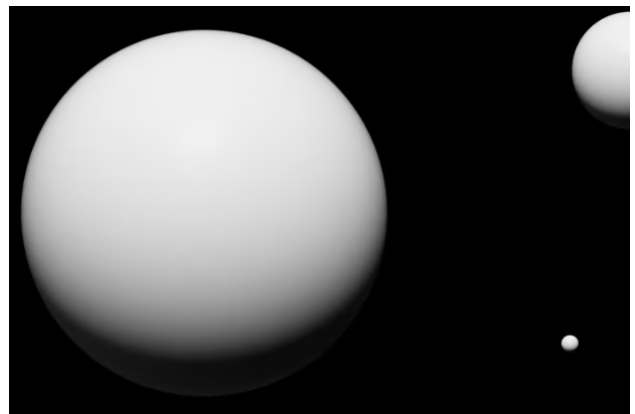
Another significant application of NFTs is in the **music industry**. By converting music files into NFTs, musicians gain the ability to assert ownership over their creations. This shift is empowering artists by enabling them to retain a larger portion of their earnings, as they are no longer reliant on traditional record labels or streaming services for

distribution and revenue collection. The tokenization of music through NFTs not only benefits musicians financially but also provides a more direct and intimate connection with their audience.

Overall, the NFT market, despite its fluctuations, continues to show promise in revolutionizing how we perceive and interact with digital assets. **From gaming to music, the utilization of NFTs is paving the way for innovative and more equitable models of content creation, distribution, and ownership.**

### Notable sales of NFT based artworks included:

- “The Merge” — \$91.8 million

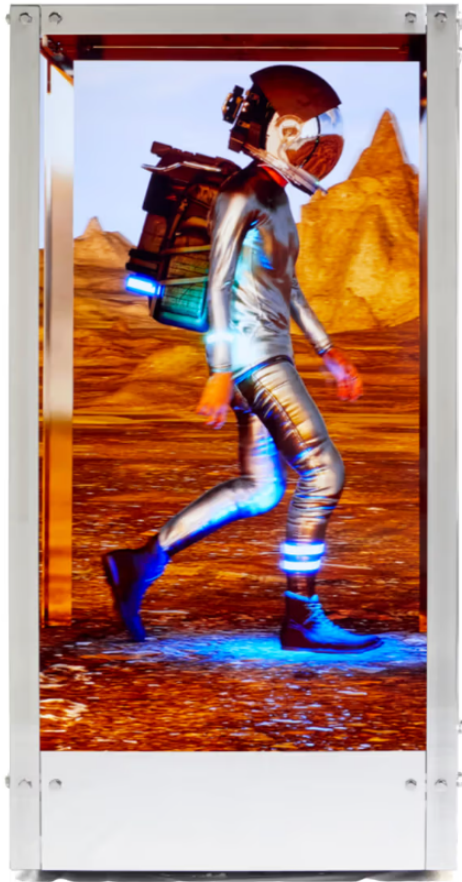


Digital artist Pak's work, The Merge, fetched US\$91.8 million on Nifty Gateway.

- Beeple's "Everydays: The First 5000 Days" for \$69 million and a CryptoPunk NFT for over \$7.5 million



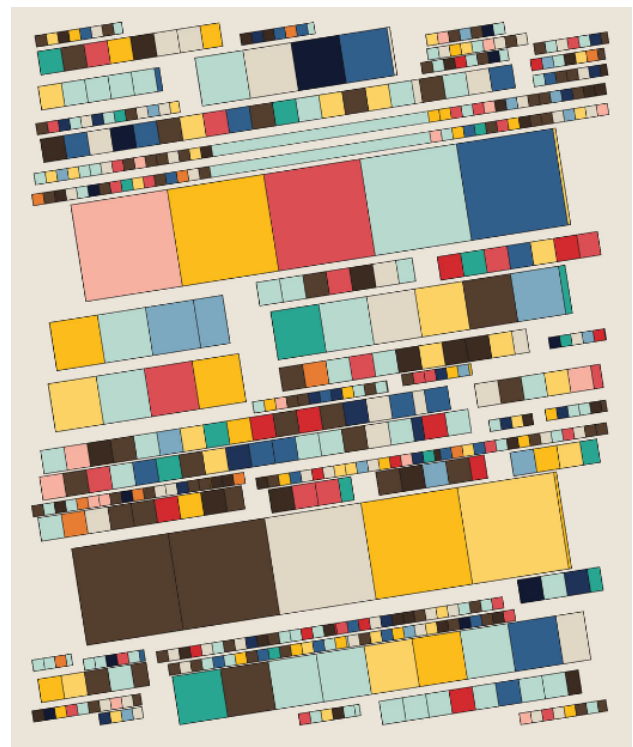
- Beeple's second most successful NFT artwork sale was the "Human One" for \$28,9 million



"Human One" by net artist Beeple

- Works by artists like Trevor Jones and Krista Kim achieved notable sales
- "Bitcoin Angel" by Trevor Jones — Achieved notable sales
- Collaborative NFT project with Trevor Jones, "The Perfect Chaos" — Achieved significant sales
- NFTs by WhIsBe, known for the "Vandal Gummy" series, have garnered attention in the market
- Digital artist Fewocious has seen success with sales of unique NFTs
- Xcopy's distinctive digital art pieces have been well-received in the NFT space

- Beeple's digital artwork "Crossroads" sold for \$6.6 million
- Works by artists like CryptoPunk #7804 sold for over \$7.5 million
- Jack Dorsey's first tweet as an NFT went for \$2.9 million
- A digital artwork by artist Pak sold for over \$1.3 million
- "EthBoy" by Hackatao — Sold for over \$500,000



Fidenza #157 Source: OpenSea



Summer by XCOPY (xcopy.art)

## NFT sales highlights in 2023:

- Sewer Pass #21915 was sold for 1,000 ETH, about \$1.6 million, making it the most expensive NFT sale in February 2023
- CryptoPunk #5066 was sold for \$1.4 million
- Bored Ape Yacht Club #7090 – \$1.3 million
- Fidenza #157 – \$666,500

Notable examples of VR art sales include virtual real estate transactions within platforms like Decentraland and Cryptovoxels. Users have purchased parcels of virtual land for substantial amounts, contributing to a virtual real estate market. For specific VR artworks, artists like Krista Kim and Mark Sabb have explored immersive experiences and sculptures within virtual environments.

## AI-generated artworks have gained attention in the art world. Notable sales include:

- AI artist Robbie Barrat has created and sold unique AI-generated pieces, showcasing the intersection of technology and art.
- Known for his AI-based art, Klingemann's works have been featured in exhibitions and auctions.
- AI-generated art by OpenAI's DALL·E model has been showcased and shared online, though specific sales may not be publicly disclosed
- Various AI art collectives and platforms, such as ArtBreeder and AI-generated NFT projects, have seen transactions and sales



# .ART — YOUR WINDOW OF OPPORTUNITIES

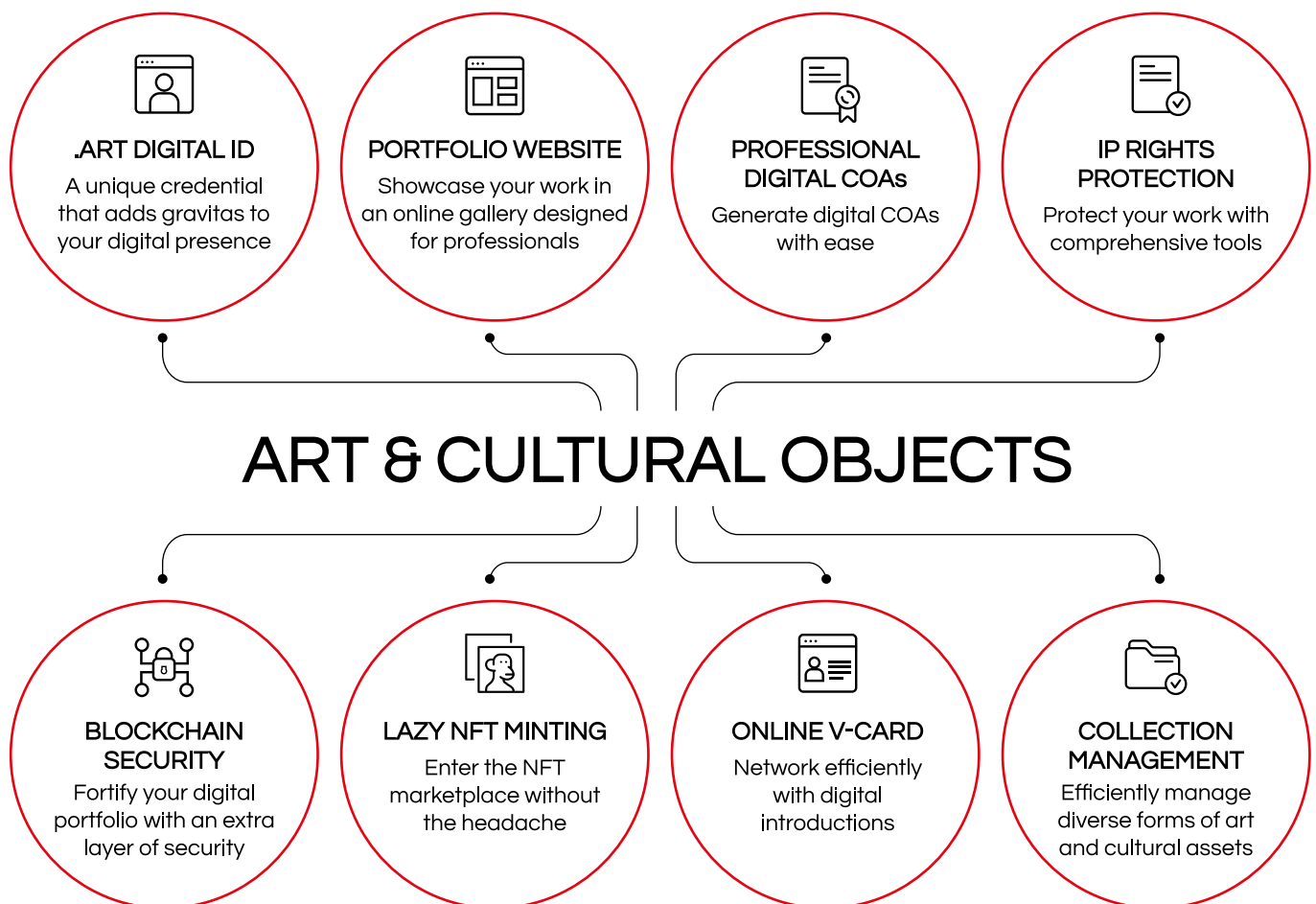
Image credit: METALMAN.ART

# ID.ART: THE COMPLETE DIGITAL SUITE FOR ART & CULTURE $\beta$

In today's digital landscape, standing out is more important than ever. ID.art (beta) offers more than just tools – it can serve as your entire artistic brand and portfolio, expertly digitized and managed under one digital roof. Step into a new era where any form of art or cultural asset finds a secure, verified life online.

## Why choose ID.art?

Join a global art register and strengthen your digital identity. On a single platform, manage your brand, safeguard your work, and tap into new revenue streams like NFTs.



# WEB-3 COMPATIBLE & FUTURE-PROOF

Unlock the potential of blockchain and web innovation with a matching ENS and DNS .ART domain name.

Enjoy seamless integration across traditional and decentralized platforms while showcasing your cutting-edge projects. Bolster your professional credibility and personal brand in the tech community.

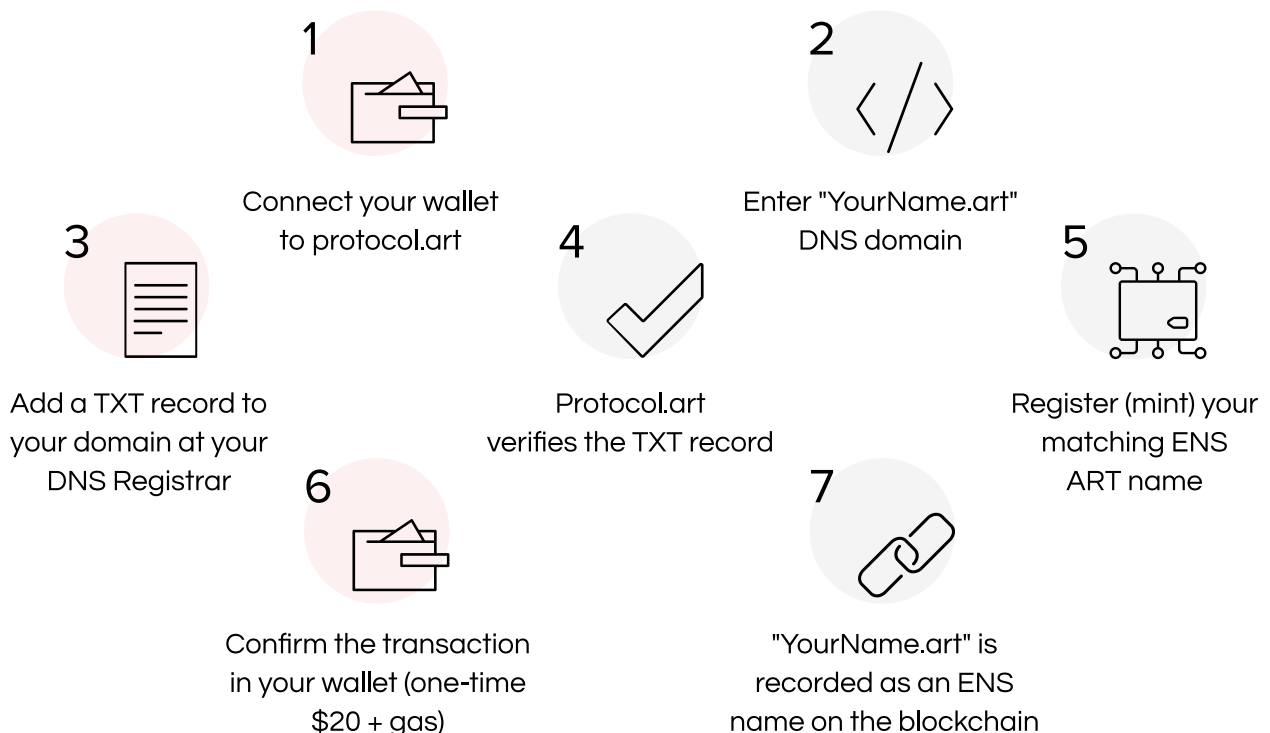
.ART offers matching ENS and DNS

domains across both Web2 and Web3. Use a .ART name as an ENS domain to seamlessly link with smart contracts, NFT collections, and cryptocurrency wallets and other assets on the Ethereum and other networks.

.ART domains are collision-proof! Only the owner of a DNS .ART domain can register the matching ENS .ART domain, and vice versa. This ensures that a .ART name is always the registrant's and theirs alone, no matter which web is used.

## PROTOCOL.ART MINT YOUR MATCHING ENS .ART NAME

Unify your DNS & ENS domain names in one



# .ART ODYSSEY PUBLICATION

## The first issue of the collectible Odyssey publication by .ART Domains is available for purchase!

Your all-access pass to the future of art, offering exclusive insights, guidance, and conversations you won't find anywhere else, it gives the .ART adopter community a place to shine.







# WE TREAT OUR PARTNERSHIP AS AN ART TOO

Art is everywhere, and .ART is relatable to absolutely anyone,  
opening up infinite possibilities.

“Everyone is an artist” – Joseph Beuys

We’re looking forward to what we can do together!  
[partners@art.art](mailto:partners@art.art)