

# DIGITAL INNOVATION IN ARTS & CULTURE AWARD



Allstars<sup>2025</sup> × ART

# .ART X ALLSTARS

Digital Innovation in Arts & Culture Award (DIAC) recognizes pioneering initiatives, companies, or individuals that are transforming the cultural and creative industries through digital technology, the internet, or AI. This award celebrates projects that drive change, foster creativity, and solve critical challenges at the intersection of art, culture, and technology.

For the past seven years, .ART has proudly presented this award as part of Allstars—GP Bullhound’s annual celebration in London, often dubbed the ‘Oscars of the tech world’. Until now, it was known as the Digital Innovation in Art Award. Today, we’ve expanded both its name and its vision.

# Digital Innovation in Art

## Finalists 2024



### ArtCentrica

Italy

ArtCentrica is transforming the way art is taught and experienced through its powerful digital platform, which offers educators and students access to a vast library of over 8,000 high-resolution artworks from renowned collections, including the Uffizi Gallery, Rijksmuseum, and the Metropolitan Museum of Art. Designed specifically for academic use, the platform integrates interactive features such as zooming into brushstrokes, comparing artworks side-by-side, and visualizing pieces in historical and geographical context. This level of detail fosters an engaging, inquiry-based learning environment that encourages deeper visual literacy and cultural understanding.

More than just a digital archive, ArtCentrica functions as a collaborative tool, empowering teachers to build personalized lesson plans and guide students through immersive explorations of art history, techniques, and visual narratives. With the integration of AI-driven insights and a user-friendly interface, it bridges the gap between traditional art education and contemporary technological possibilities, making it easier for institutions worldwide to bring the museum experience directly into classrooms.



### Ask Mona

France

Ask Mona is reimagining the museum visit with its AI-driven conversational technology that offers a more engaging, personal way to interact with culture. Through custom-built chatbots and virtual assistants, Ask Mona enables institutions to provide visitors with intelligent, real-time guidance, delivering insightful narratives, recommendations, and contextual information based on user behavior and preferences. This elevates the traditional museum experience by making it more conversational, inclusive, and adaptive to individual learning styles.

Beyond enhancing visitor engagement, Ask Mona is setting its sights on the broader educational sector, aiming to bring its AI tools into classrooms and cultural outreach programs. By transforming how cultural content is accessed and understood, the company is positioning itself at the intersection of art, technology, and pedagogy—making it easier than ever for audiences to connect with complex artistic and historical material in a way that feels natural and intuitive.



## Barnes Foundation

USA

The Barnes Foundation is widely recognized not only for its exceptional collection of Impressionist, Post-Impressionist, and early Modern paintings but also for its innovative use of digital tools to expand the reach and impact of its educational mission. Through virtual tours, interactive timelines, and online courses, the Foundation has redefined how audiences engage with its world-renowned collection, offering dynamic, multimodal experiences that make its teachings more accessible to learners everywhere.

With a commitment to lifelong learning and community engagement, the Barnes leverages digital technology to democratize art education, allowing users to explore its unique hanging arrangements and philosophical approach to aesthetics from anywhere in the world. Whether through augmented reality installations, mobile apps, or robust e-learning platforms, the Barnes continues to push the boundaries of how museums can serve both local and global audiences through meaningful, digitally enhanced storytelling.



## Guru Experience

USA

Guru Experience is a trailblazer in the intersection of technology and storytelling, specializing in immersive digital experiences for museums, cultural institutions, and art exhibitions. By utilizing virtual reality (VR), augmented reality (AR), and location-aware mobile apps, Guru crafts compelling narratives that draw visitors into the heart of artistic and historical moments. Their mission is to transform passive viewing into active engagement—turning exhibitions into interactive journeys that respond to user movement, voice, and behavior.

The company collaborates closely with institutions to custom-build content that enhances the unique character of each space, from small local museums to world-famous cultural landmarks. Guru's solutions are not only visually compelling but also deeply educational, designed to improve visitor retention and comprehension through immersive storytelling. With a team composed of technologists, designers, and educators, Guru is helping institutions bridge the digital divide and offer memorable, future-forward experiences to today's audiences.



## SuprSketch Corp

USA

SuprSketch Corp is redefining how artists share and monetize their creative processes with a digital platform centered around live, collaborative art. At the heart of SuprSketch is a subscription-based model that allows artists to host live sessions on virtual canvases, inviting

audiences to witness and engage with their creative journeys in real-time. This model fosters transparency and deepens community connections, offering viewers unprecedented access to the behind-the-scenes moments of artistic development.

More than just a streaming service, SuprSketch equips artists with tools to annotate their work, receive live feedback, and build subscriber bases that support their practice financially and emotionally. The platform cultivates a dynamic, two-way relationship between creator and audience, emphasizing process over product and encouraging a culture of openness, experimentation, and shared learning. It's an ecosystem where creation is not a solitary act but a collective experience.

## SUREEL | AI

### Sureel

USA

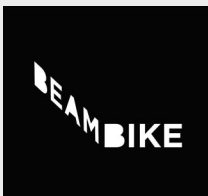
Sureel is at the forefront of the conversation around AI-generated art, offering a suite of tools designed to empower creators with visibility, control, and proper attribution in the digital age. By embedding traceable metadata and developing standards for consent-based participation in AI training models, Sureel ensures that original artists are recognized and fairly treated when their works are used to inform or generate new content via artificial intelligence.

The platform is built with flexibility in mind, supporting a range of creative formats from visual art and photography to music and writing. With the rise of generative AI, Sureel acts as a guardian of creator rights, enabling artists to determine how, when, and if their work is included in AI datasets. In doing so, it fosters a more ethical digital ecosystem where innovation and respect for authorship coexist, ensuring that the next wave of creative technology is as fair as it is powerful.

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## SPECIAL MENTION

In addition to the finalists, the .ART Registry was thrilled to introduce two special mentions for the first time, recognizing exceptional originality and artistic contribution:



### ORIGINALITY: Beambike (Germany)

Commended for its innovative approach to sustainability by integrating technology with traditional art forms to promote environmental awareness.



### ARTIST: SLStudio (France)

Recognized for outstanding artistic innovation of Solimán López, blending AI and blockchain to create interactive installations that challenge the boundaries of art and technology.

## This year's winner, ArtCentrica, was selected from a pool of 22 highly innovative contenders.

This year's jury included Deborah Howes, President of Howes Studio and former Director of Digital Learning at **MoMA**; Dean Phelus, Editor in Chief of Museum magazine and Senior Director of Special Projects at the **American Alliance of Museums**; Amir Soleymani, Founder of Mondoir Gallery; Nik Honeysett, Executive Director of the Balboa Park Online Collaborative and former Director of Administration at the **Getty Museum**; Robert Latoś, CEO of Well of Art and 2023 Digital Innovation in Art Award winner; Codin Popescu, Co-founder & CEO of Artivive and 2023 award winner; Anna Shvets, CEO of TAtchers' Art Management and Founder of **Art Ambassadors Association**; and Paul Nicks, President of Domains at **GoDaddy**.



From Left to Right: .ART Founder, Ulvi Kasimov, CEO of ArtCentrica and recipient of this year's DIIA Award, Marco Cappellini, and Editor in Chief of Museum Magazine, Dean Phelus who presented the award.



# 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  
**Healing Power of Art 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:



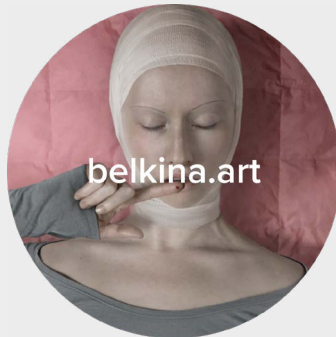


# .ART AUDIENCE COMPOSITION



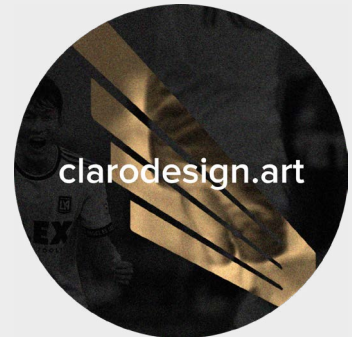
elanatsui.art

Artists



belkina.art

Photographers



clarodesign.art

Graphic designers



lichinli.art

Musicians



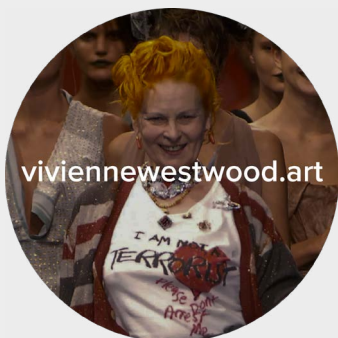
sharonstone.art

Celebrities



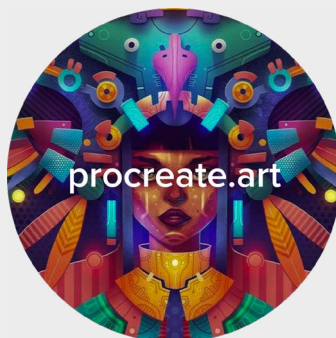
#inkytat  
inkfinity.art

Tattooists



viviennewestwood.art

Fashion



procreate.art

Apps



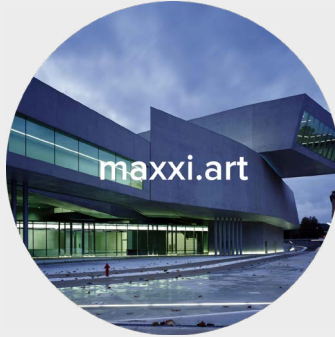
krasota.art

Restaurants

# .ART AUDIENCE COMPOSITION



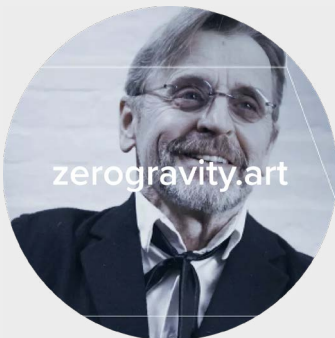
Galleries



Museums



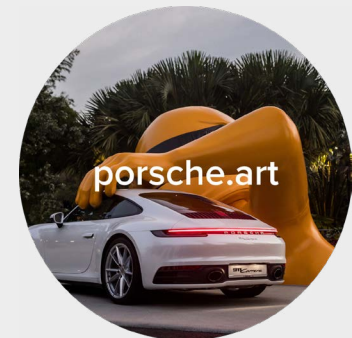
Festivals



Theatres



Schools, Universities



Brands



NFT Projects



Marketplaces



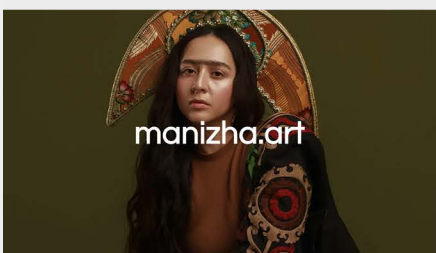
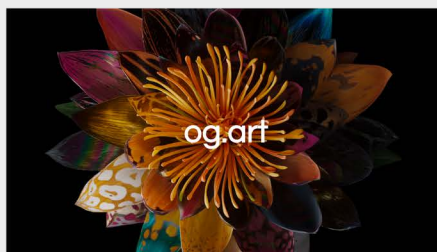
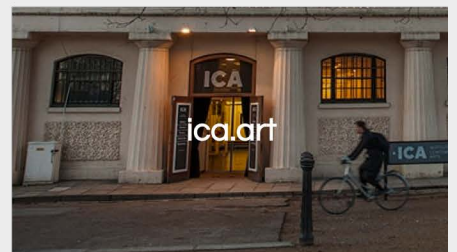
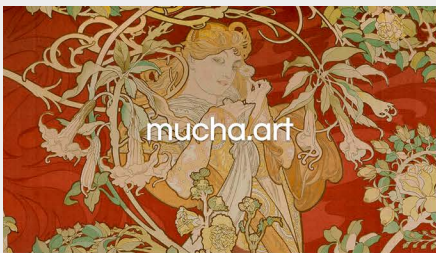
Banks



# 270 000+ 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.

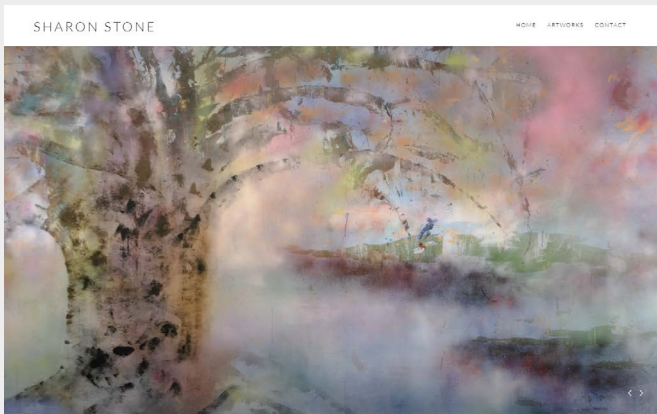
Post Covid we are observing a surge of self-expression and creative art activities. Generative AI is an accelerant, NOT a deterrent!





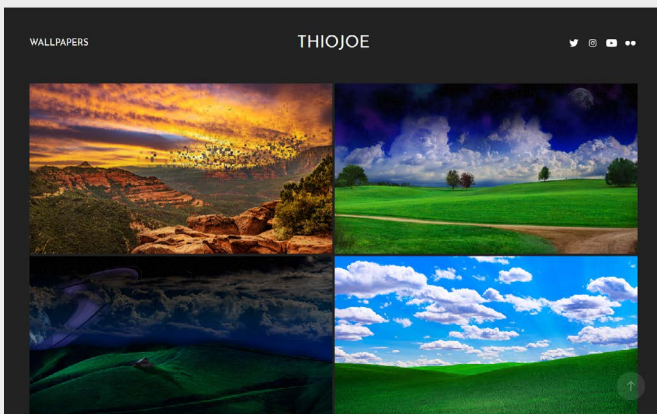
# .ART COMMUNITY: CREATIVE & ACTIVE!

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.



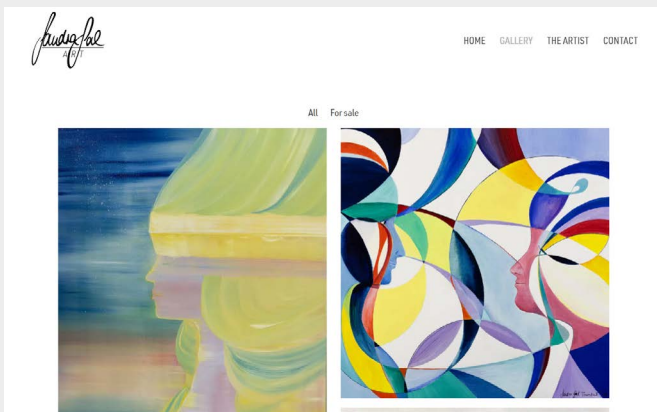
## sharonstone.art

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.

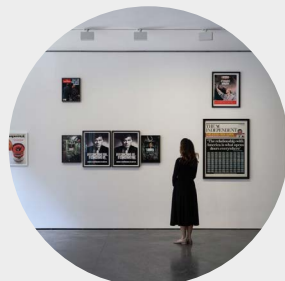
# ART GALLERIES LOVE .ART!

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.



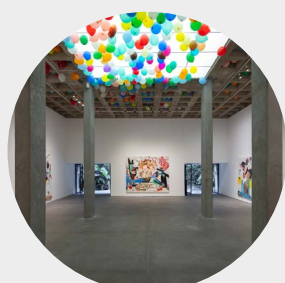
## goodman-gallery.art

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



## nararoesler.art

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



## 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.



## dreamsong.art

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



## thek.art

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



## mothergallery.art

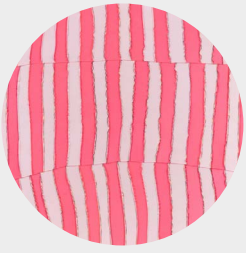
Mother Gallery is contemporary art gallery in the Hudson Valley, New York.



## 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

### 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.

## 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.”

## Pika

### 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.

## LIMITED EDITION

### 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.



### 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 INTRODUCES GASLESS WEB3 COMPATIBILITY

Your Customers can now Seamlessly Integrate their .ART Domain with Web3: Connect Crypto Wallets & More

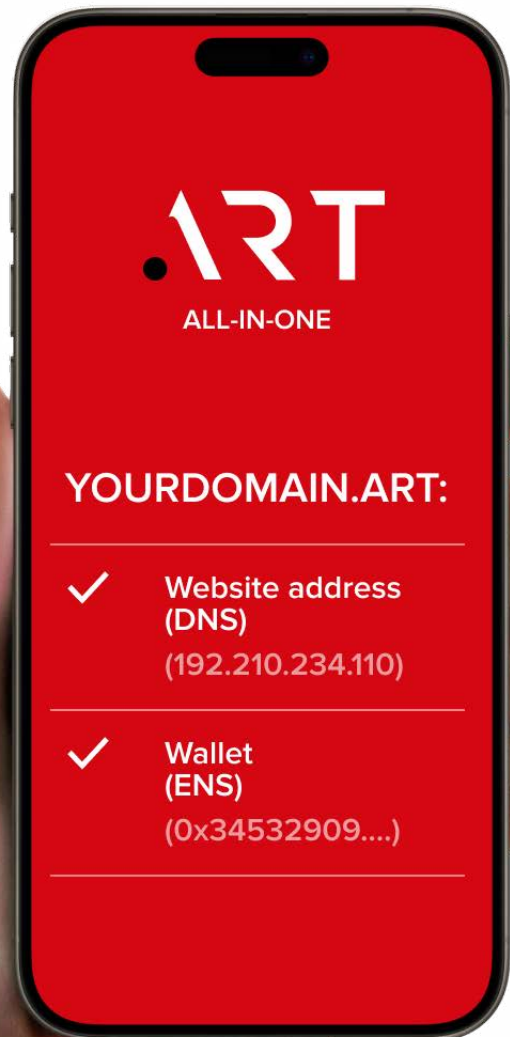
Increase .ART retention and renewals by adding Web3 functionality!

Your customers with Crypto Wallets don't have to share a long, complicated public wallet address –instead they can embrace the future of digital ownership by linking their .ART domain directly to a crypto wallet, making it function just like any Web3 name. Now you can offer this to your .ART registrants for FREE using our simple “gasless” solution. All they have to do is add a TXT record using your existing DNS management system!

**ADVANCED:** Offer the ability to connect .ART domains to IPFS content, expanding the utility and appeal of your Web3 offerings.

## FREE

- No Gas (Transaction Fees) Required
- No Technical Integration Required





# 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)