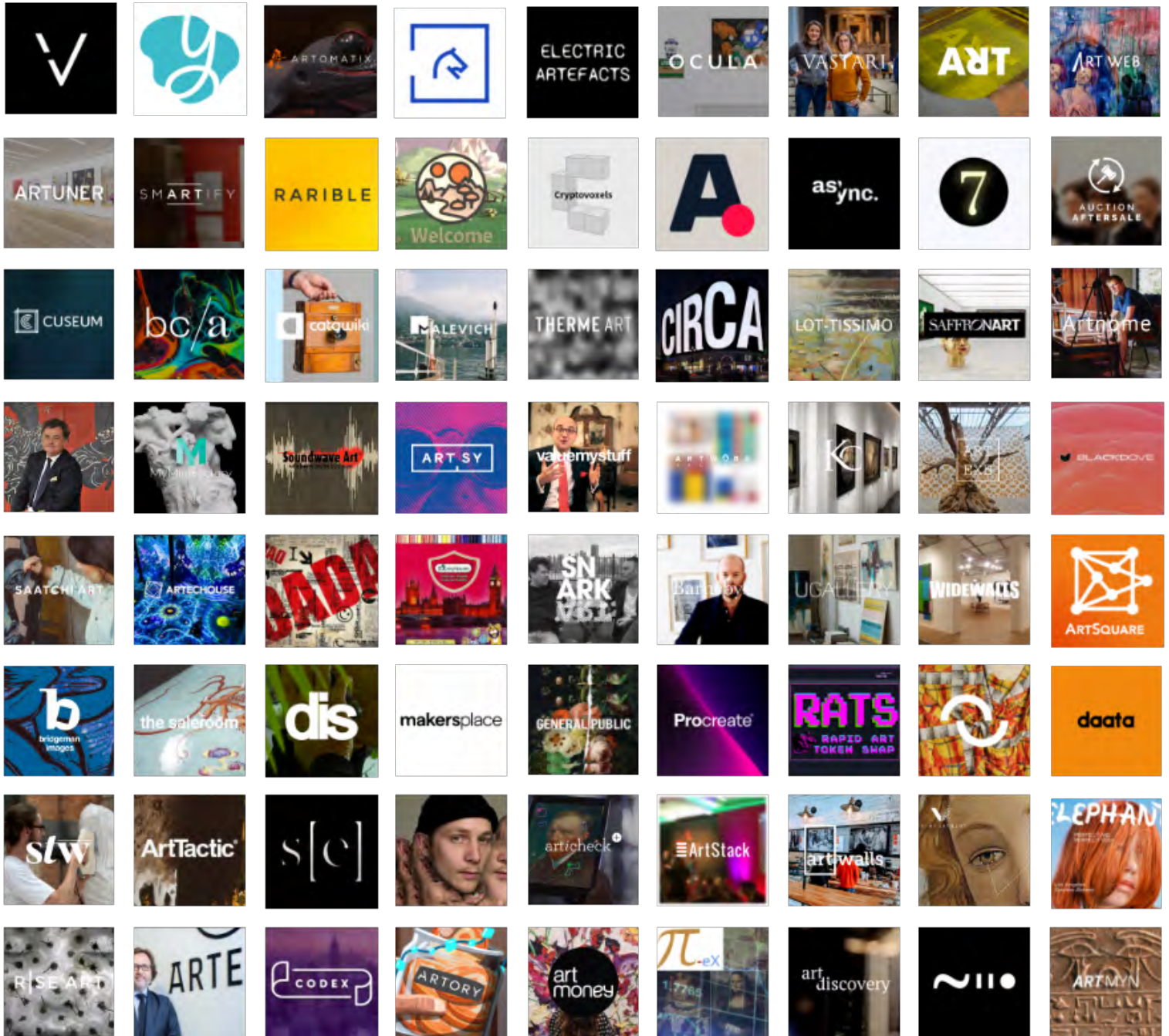


2021

# INVESTOR *Allstars*

## DIGITAL INNOVATION IN ART

AWARD BY **.ART**





## ABOUT PARTNERSHIPS WITH INVESTOR ALLSTARS

The Digital Innovation in Art Award by .ART recognizes the technologists with a mission to advance innovation in the art market.

**.ART has been presenting this biannual award for the last six years as part of Investor Allstars**, the “must attend” event within the entrepreneurial and investor community. Now in its 19th year, the event brings an industry-leading awards ceremony, hosting over 750 global entrepreneurs and investment professionals.

# DIGITAL INNOVATION IN ART SHORTLIST 2021

The logo for ARTA, featuring the letters 'A', 'R', 'T', and 'A' in a blue, sans-serif font, with a small blue triangle above the first 'A'.

## ARTA

ARTA is the only company that provides logistics technology to automate shipping as well as end-to-end fulfillment services for sellers of high-value goods and collectibles.

*“We are most excited about the many advances around commerce, particularly how technology has helped accelerate the art world’s trajectory into online sales. Though luxury goods have been slower than other categories to come online, technology has made it easier and more seamless to enable e-commerce in this space. Our goal at ARTA is to reduce the friction typically involved with sales of high-value goods and collectables by automating shipping and fulfilment, and I think we will see a lot more innovation in the e-commerce space in the art world in the years to come.”*

Adam Fields, Founder & CEO

[Read interview](#)

The logo for artbrain, featuring a blue triangle above the word 'artbrain' in a bold, black, sans-serif font.

## ARTBRAIN

The company's specialization is to engage, activate and retain collectors with AI-powered personalized marketing tools designed specifically for auctioneers

and dealers of art & collectibles.

*“Artbrain brings the experience of buying art into the 21st century so that art buyers will be able to easily find the art they love”.*

Asher Ben-Saadon, Artbrain Chief Executive Officer

[Read interview](#)

The logo for ART RECOGNITION, featuring a green square icon with a white grid pattern to the left of the text 'ART RECOGNITION' in a bold, black, sans-serif font.

## ART RECOGNITION LTD

Art Recognition Ltd mission is to support art experts and art lovers to evaluate the authenticity of their artworks using brand-new artificial intelligence methods. Company's AI System has detected forgeries by Wolfgang Beltracchi and other famous forgers with probabilities higher than 85%!

*“Next-generation collectors are digital natives. They demand creative artists, art experts and tech entrepreneurs to collaborate and build an inspiring and secure art world. A world which implies fairness, transparency and accessibility to everyone – worldwide. In my opinion, understanding these collectors is essential for the success of the art market.”*

Christiane Hoppe-Oehl, Art Recognition Ltd Co-founder

[Read interview](#)



## ARTUP NATION

It is ArtUp Nation's mission to create a communal global market for ArtUps, thus bridging the gap between artistic ideas and market products. The product of an ArtUp can range from new gaming experiences to unexpected experiences in everyday physical spaces with IoT objects, to novel approaches to social networks. ArtUp Nation made its official debut on "CADAF online" in June 2020.

*"Artists are defined by their talent to develop and produce unique and unusual objects and experiences. Today's generation of artists has grown into a world dominated by online experiences and platforms. As such, the art world is rife with a unique potential and talent for innovative and disruptive thinking. Can artists create their successful startup (ArtUp) companies while maintaining their artistic core? Can museums turn into innovation hubs? Can collectors turn into investors? I believe the global tech market is about to experience some of its most exciting moments in the very near future."*

Tsila Hassine, Chief Industry Artist (CIA), ArtUp Nation

[Read interview](#)



## CURIOINVEST

World first tokenized real asset backed by a collectible rare Ferrari F12tdf. Listed at Uniswap improving

financial inclusion while decreasing the inequality gap between the wealthy and the rest. Top pick by UBS Future of finance, Techcrunch, venture.ch, Venturelabs.ch as well as part of the Swiss National Fintech Team among the top 10.

[Learn more](#)



## CUSEUM

During the last 12 months, Cuseum has rolled out new products and solutions (Member Portal, AI- powered Text-to-Speech, AR @ Home, etc) that have helped hundreds of arts organizations achieve success in the area of audience engagement — adding to its world-class suites of tools (Mobile Engagement, Digital Membership, Augmented Reality).

*"The future of the arts sector will be more digital, more accessible, and more distributed. It has only been two decades since the birth of Google, and we're not even close to understanding the full power of the internet. Moreover, we haven't even scratched the surface of where the physical and digital world intersect. It's only a matter of time before we arrive at distributed, virtual experiences that transcend the four walls. Into the future, we will see AI-curated exhibitions and AI-guided experiences that adapt to the personal tastes and preferences of the viewer. There is untapped potential for public and private collections to fully enter the digital realm, not*

*merely with static images, but with brilliantly interactive, virtual worlds that provide access to the broadest public.”*

Brendan Ciecko, founder of Cuseum

[Read interview](#)

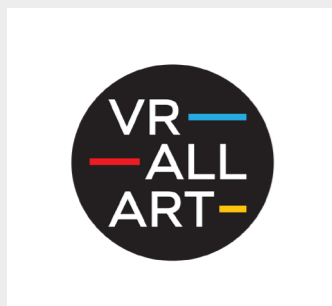


## DSL COLLECTION

The Dslcollection is primarily interested in how 3D virtual world, as a spatial medium, can help people organize or learn complex information by leveraging their spatial cognition and by building worlds, stories, and immersive experiences that are outside of the traditional art paradigm.

The Dslcollection started experimenting with the idea of building virtual experiences in 2005 and in 2020 has embraced videogames and virtual reality technologies and social platform with The DSI Art Village on Sansar.

[Learn more](#)



## VR-ALL-ART

VR-All-Art is an established platform and marketplace for artists, galleries, museums, collectors and the general public to exhibit, explore and acquire art in virtual exhibitions. Our goal is to improve online art trade by enhancing the trading experience for buyers and giving new advantages to sellers with immersive VR technology, as well as ensuring security

and transparency in the system with a blockchain infrastructure. Not only do we aim to revolutionize art trading and exhibiting, but also to change how provenance is recorded.

[Learn more](#)



## WONDEUR

We help insurers address insurance to value risks across all their policies, wealth management firms, and family offices to protect and leverage their client wealth in art assets. Also, as a non-profit aspect of our work, we are helping museums and foundations to scale up the curatorial reach and address impacts of biases (gender & cultural background).

*“Wondeur is based in Toronto, the birthplace of the recent breakthrough in AI and graph and network theory. Its technology currently helps leading insurers, wealth management firms in the US and Europe to explain and predict why and when Trillions dollars of art assets change in value and to monitor the effect of systemic biases toward specific artist communities.”*

Olivier Berger and Sophie Perceval, co-founders, Wondeur

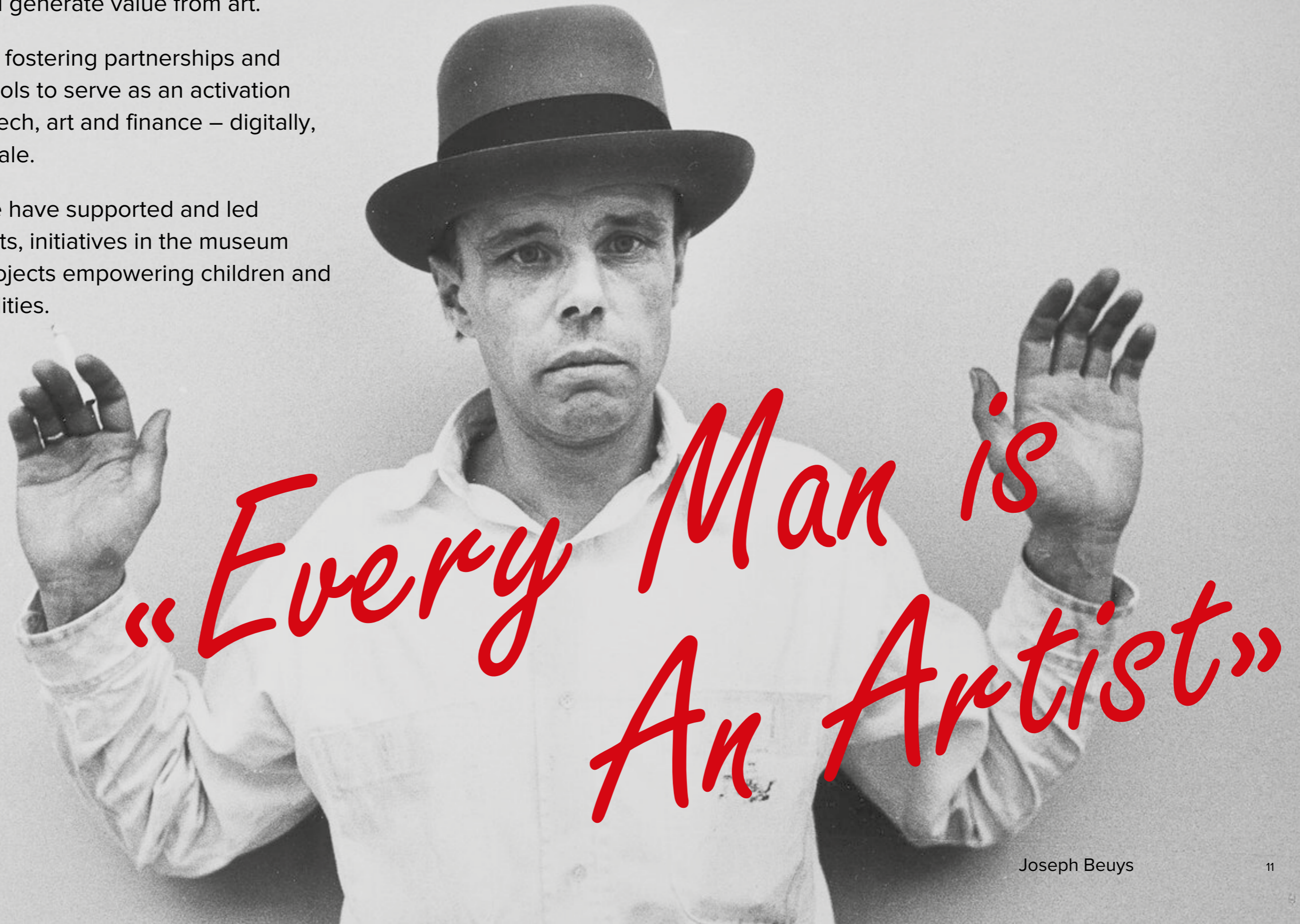
[Read interview](#)

## ABOUT .ART

The mission of .ART is to support the artistic community, protect and strengthen its members' digital identity, and generate value from art.

We are continually fostering partnerships and developing new tools to serve as an activation agent to connect tech, art and finance – digitally, but on a human scale.

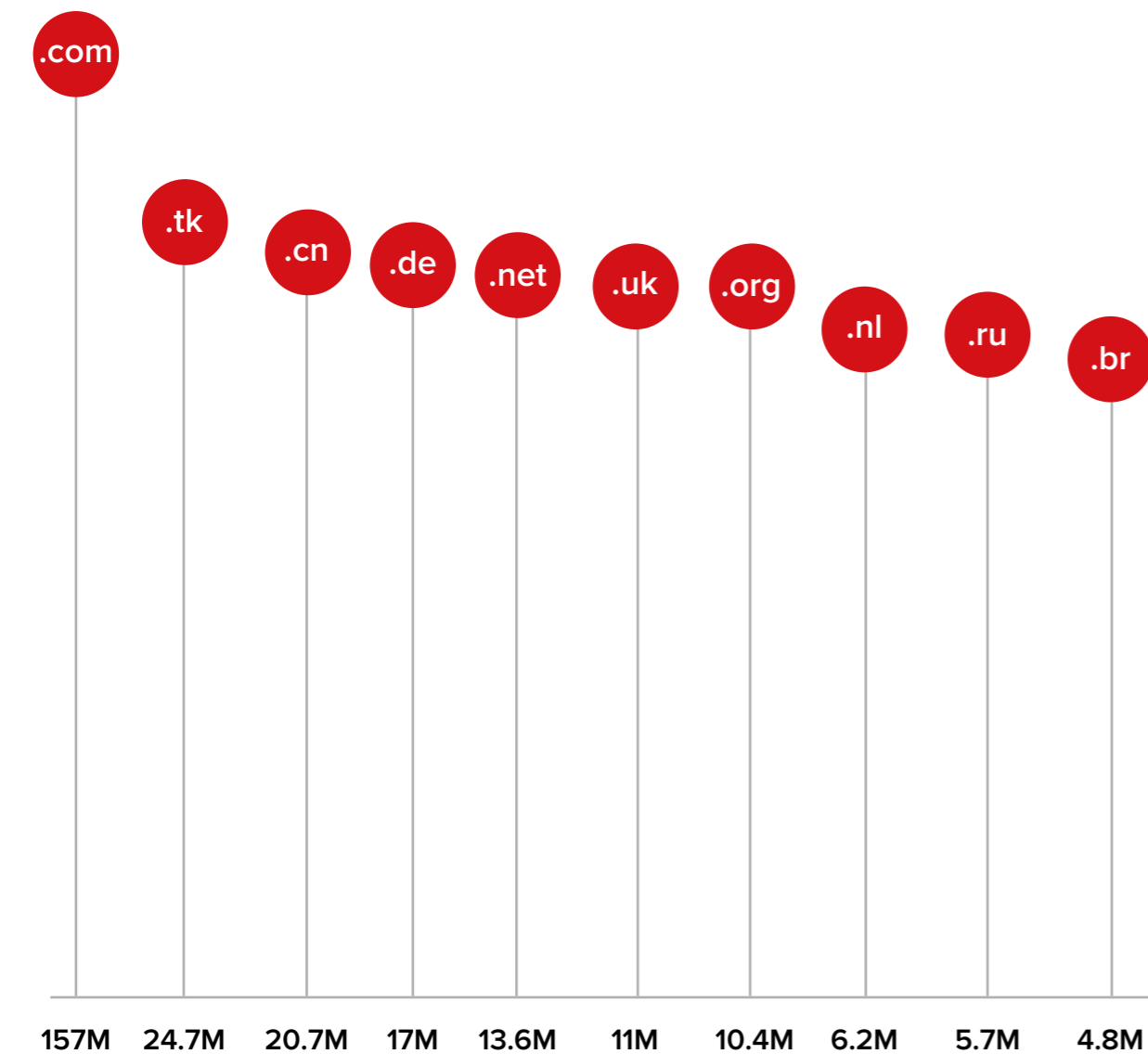
Over the years, we have supported and led educational projects, initiatives in the museum community and projects empowering children and people with disabilities.



# INTERNET & DOMAINS

The second quarter of 2021 closed with 367 million domain name registrations across all top-level domains (TLDs), an increase of 4 million domain name registrations, or 1.0%, compared to the first quarter of 2021.

## Top 10 largest TLDs by number of reported domain names

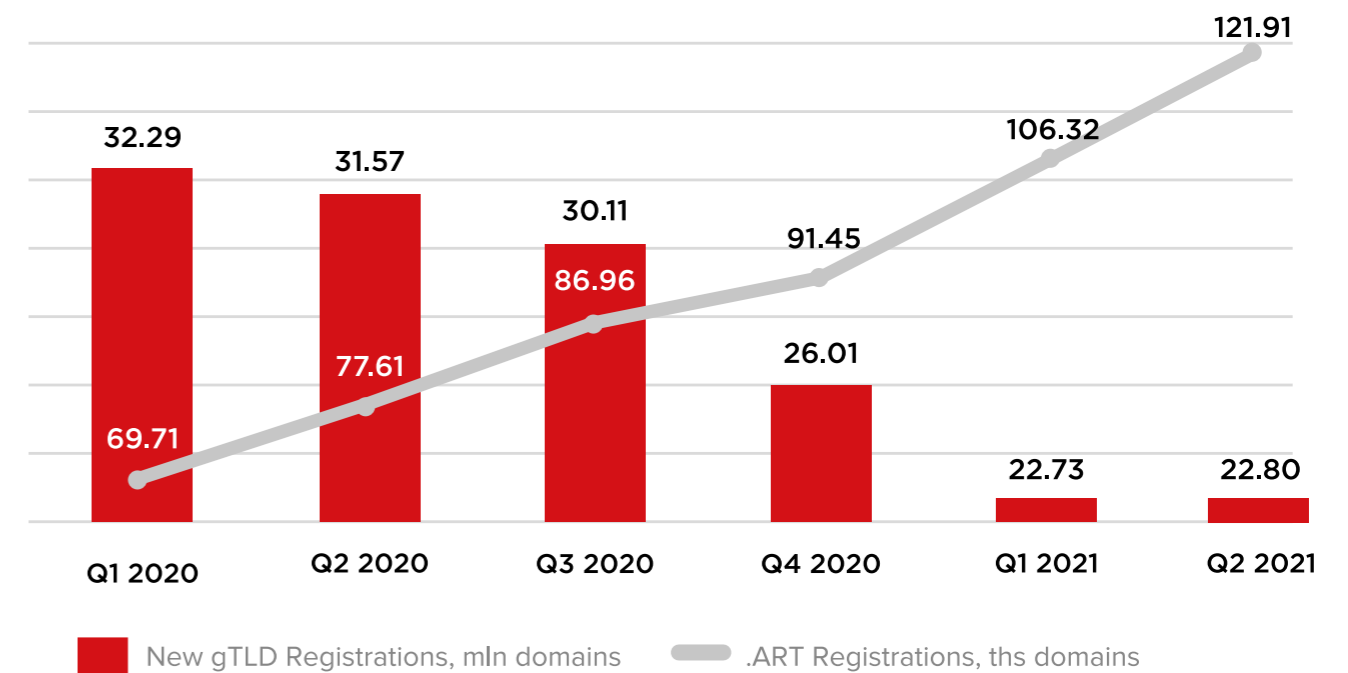


# GROWING ART & DOMAIN MARKETS

The market for gTLDs is virtually limitless — there are currently around 367M domain names in the world. .ART has sold over 200,000 domains (150,000 domains under management) since its official launch in February 2017, having overtaken other creative domain zones, including .design

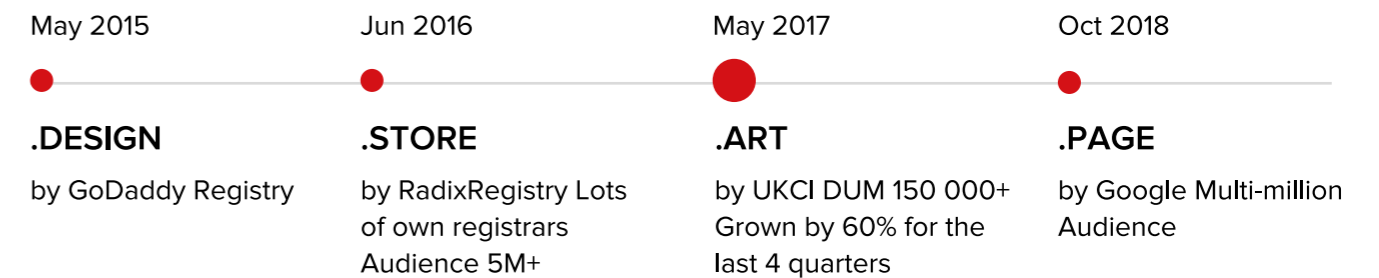
The renewal rate at 62% is one of the highest in the industry. .ART is in the top 10 fastest growing new gTLD out of 1,238 others.

## Registrations



## Top 4 new gTLDs with organic registration growth

### General availability (GA)



Sources: ZookNIC, Q2 2021; Verising, Q2 2021; Centralized Zone Data Service, Q2 2021

# ART MARKET GLOBALLY

Share of Art Market, 2020



## \$12.4B

While the art market shrank by 22% in 2020, online art sales doubled, from \$6 billion in 2019 to \$12.4 billion in 2020.

## 60%

.ART has solid organic growth, with the number of domains increasing up to 60% year on year.

## \$774M

NFT sales as of September 2021 reached \$774 million, doubling the total volume of NFT sales in 2021.

Sources: <https://artbasel.com/stories/art-market-report-2021>,  
<https://www.statista.com/statistics/1235263/nft-art-monthly-sales-value/>



# GROWING ART AND DOMAINS MARKETS

**104 000**

museums in the world  
(en.unesco.org)

**4,5M**

high-profile art-professionals (Deloitte)

**600 000**

art-organizations (Deloitte)

**2B**

art objects in the physical and digital space (.ART Analytics)

**\$50.1B**

Estimated in art and collectible wealth (Art Basel)

**50+M**

creative enthusiasts or art enthusiasts (DeviantArt media kit)

**230M**

art-lovers or top 100 museums annual visitors (The Art Newspaper)

**176M**

art objects are managed by the top 35 museum in the world in their collections (List of most visited art museums, Wikipedia)

# THE LARGEST M&A IN THE DOMAIN INDUSTRY

1. In November 2020, Clearlake Capital Group is has acquired Endurance International Group in a \$3B deal (including debt). Endurance International Group is a rollup of web hosting and domain name companies. Its brands include BuyDomains, BlueHost, Hostgator, Domain.com, and Constant Contact, among others
2. After acquiring Endurance, Clearlake will acquire Web.com from Siris at an enterprise value of \$2.2B
3. In February 2020, GoDaddy is has acquired the Uniregistry registrar and marketplace, Frank Schilling's Name Administration domain name portfolio. The deal was valued at less than \$200M
4. In April 2021, GoDaddy has acquired 28 new top level domains from MMX (.VIP, .WORK, .XXX, etc.), as well as the .CLUB and .DESIGN top level domains. The company is paying \$120M for the MMX strings. Financial details of the .CLUB and .DESIGN transactions were not revealed.
5. In November 2020, Donuts has acquired domain name registry Afilias. The combined entity will manages about 25M domains; Donuts currently has 4.5M domains under management across 242 top level domains and Afilias has 20M. About half of Afilias' domains under management are .ORG. Afilias operates the backend registry for over 200 top level domain names. It also operates the large .INFO and .MOBI namespaces
6. In October 2020, new top level domain name registry XYZ has acquired Dominion Domains' portfolio of five top level domain names. The acquisition includes .AUTOS, .HOMES, .BOATS, .YACHTS and .MOTORCYCLES
7. In October 2021, Tucows buys UNR's registry business as Schilling bows out. Tucows has acquired UNR's registry business, the latest in the piecemeal sale of the old Uniregistry by founder Frank Schilling. The Canadian registrar said it is taking on the technology platform as well as 10 UNR staffers. Not many details of the deal, not even the purchase price, have been revealed.

# EXECUTIVE SUMMARY

Prominent institutions, individuals and brands from the art, luxury, entertainment, hi-tech and corporate worlds have joined the ranks of those using .ART domain names as an official website, including



Ars Electronica



Artport Tel Aviv



Bank of America art fund



Bank of Italy (IT department)



HDI Global Specialty



The Berlin International Film Festival



Galerie Canesso



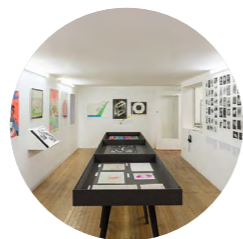
The Cleveland Museum of Art



Elephant



Harvard Art Museum



ICA, London



Los Angeles County Museum of Art



The Louvre



CIRCA.ART



Marina Abramovic Institute



Shen Wei



General Public



Kickstarter



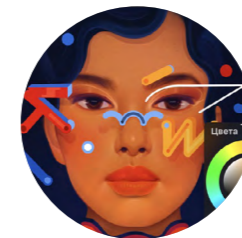
MOCO Montpellier Contemporain



Alphonse Mucha Foundation



Stern Pissarro Gallery



Procreate



Teamlab



Whitewall Magazine



Artissima. International fair of contemporary art



The Brafa Art Fair



UOVO



Veritas. Art Auctioneers



AES+F



Daniel Katz Gallery



Kenny Schachter



David Levy Gallery



Steve Miller



Tbilisi Art Fair



Biennale of Sydney

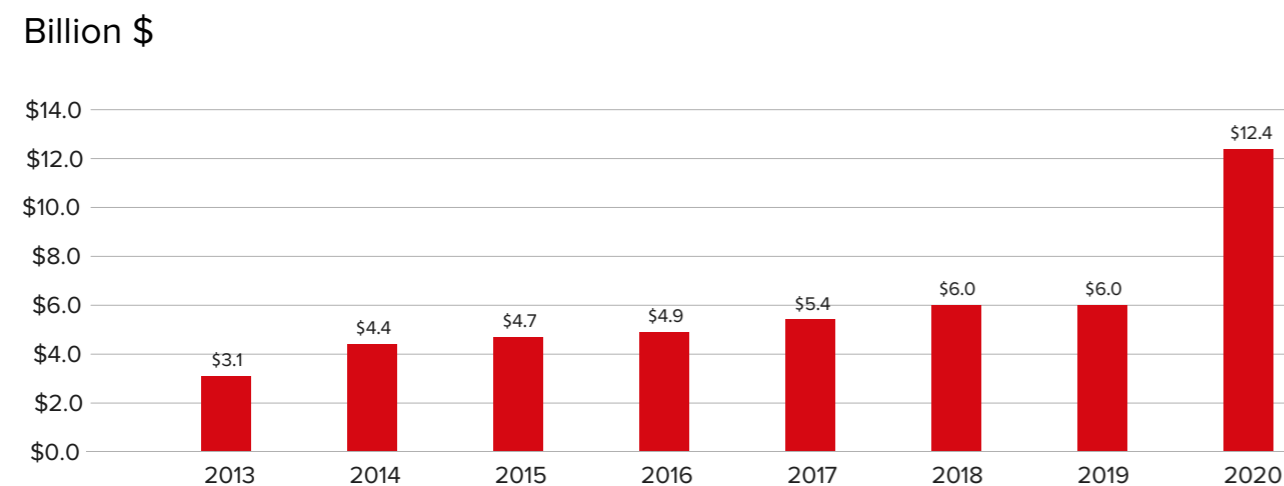


Snark.art

# ONLINE ART MARKET

The growth of online sales was the most significant development in the art market in 2020. Despite the contraction of sales overall, the component of online sales of art and antiques reached a record high of \$12.4 billion, doubling in value from 2019. The share accounted for by online sales also expanded from 9% of sales by value in 2019 to 25% in 2020. Online sales are defined here as including sales by galleries, dealers, and auction houses made online, either through their own websites, viewing rooms, other platforms or via email, as well as those made through third-party platforms and art fairs. It includes sales made by traditional offline dealers and auction houses online as well as those made by online-only companies in these markets selling on their own account.

**Worldwide, the estimated value of the online art market is forecast to reach a total of 9.32 billion U.S. dollars by 2024**



**Online sales of art and antiques reached a record high of \$12.4 billion, doubling in value from 2019**

Sources: Art Market Report 2021, <https://namestat.org/>

# LEADERS OF THE ONLINE ART BUSINESS

## Online / Offline Art Galleries

Name	Global Rank, 2020
saatchiart.com	8 848
art.com	24 204
singulart.com	29 658
teamlab.art	74 423
zatista.com	99 497
lumas.com	124 828
async.art	136 253
bluethumb.com.au	187 371
gagosian.com	236 696
darz.art	258 848
riseart.com	283 355
theartling.com	291 888
davidzwirner.com	375 825
ideelart.com	385 068
hauserwirth.com	398 878
kazoart.com	415 402
pacegallery.com	453 058
artstar.com	538 227
whitecube.com	1 099 912
onlinegallery.art	1 431 471
kunzt.gallery	1 718 743
igofa.art	1 767 957

## Online Art Market / Platforms

Name	Global Rank, 2020
amazon.com	11
ebay.com	40
etsy.com	68
1stdibs.com	7 571
artfinder.com	41 243
rubylane.com	42 647
procreate.art	51 134
artsper.com	100 827
tavrida.art	110 985
artspace.com	143 299
nma.art	214 881
ocula.com	300 521
blazar.art	317 612
artquid.com	492 655
artweb.com	519 539
murall.art	616 441
artphenomena.art	740 217
ekalavya.art	779 581
kooness.com	787 464
sketchwithjess.art	1 189 291
goantiques.com	1 669 861

Sources: <https://www.alexa.com/>



# .ART PRODUCTS & SERVICES

- 1 STANDARD DOMAINS**
  - regular domain names with an undiscounted price of \$9 per annum. Current adoption modes: 'name and surname' domains for artistic individuals; a reflection of success in any field (e.g., health, fashion, activity, beauty bloggers and influencers, etc.) and for general, public-facing businesses.
- 2 PREMIUM DOMAINS**
  - short, memorable, easy-to-spell and art community specific names. These domains are priced higher than standard domains, because they are more likely to drive traffic to a website. Premium names are high-value, generic domains identifying art forms, art terms and art professionals for both individuals and institutions — example are [www.guggenheim.art](http://www.guggenheim.art); [www.tate.art](http://www.tate.art); [www.mucha.art](http://www.mucha.art); [www.canesso.art](http://www.canesso.art); [www.magritte.art](http://www.magritte.art), etc.
- 3 .ART DIGITAL TWIN / CERTIFICATE**
  - an innovative classification for domains that stores critical information for an object in a Digital Letter of Authenticity. Pricing strategy has yet to be developed. We are seeking recommendations and assessment to realize maximum value.
- 4 BLOCKCHAIN WALLET DOMAINS**
  - pair a .ART domain with ENS or any other crypto currency. This includes NFTs, which are a rapidly growing instrument only created in 2017 but already causing a craze on the market, being the thing to have for financial, tech and art gurus.
- 5 THIRD-LEVEL DOMAINS**
  - the part of a domain name or website address that comes before the second-level domain name. For example: art.art.art, is a third-level domain, art.art is a second-level domain. Pricing strategy has yet to be developed. We are seeking recommendations.

# .ART CRYPTO ADOPTERS

## BOUGHT 2019-21

.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.

**as<sub>y</sub>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.

**dADA**

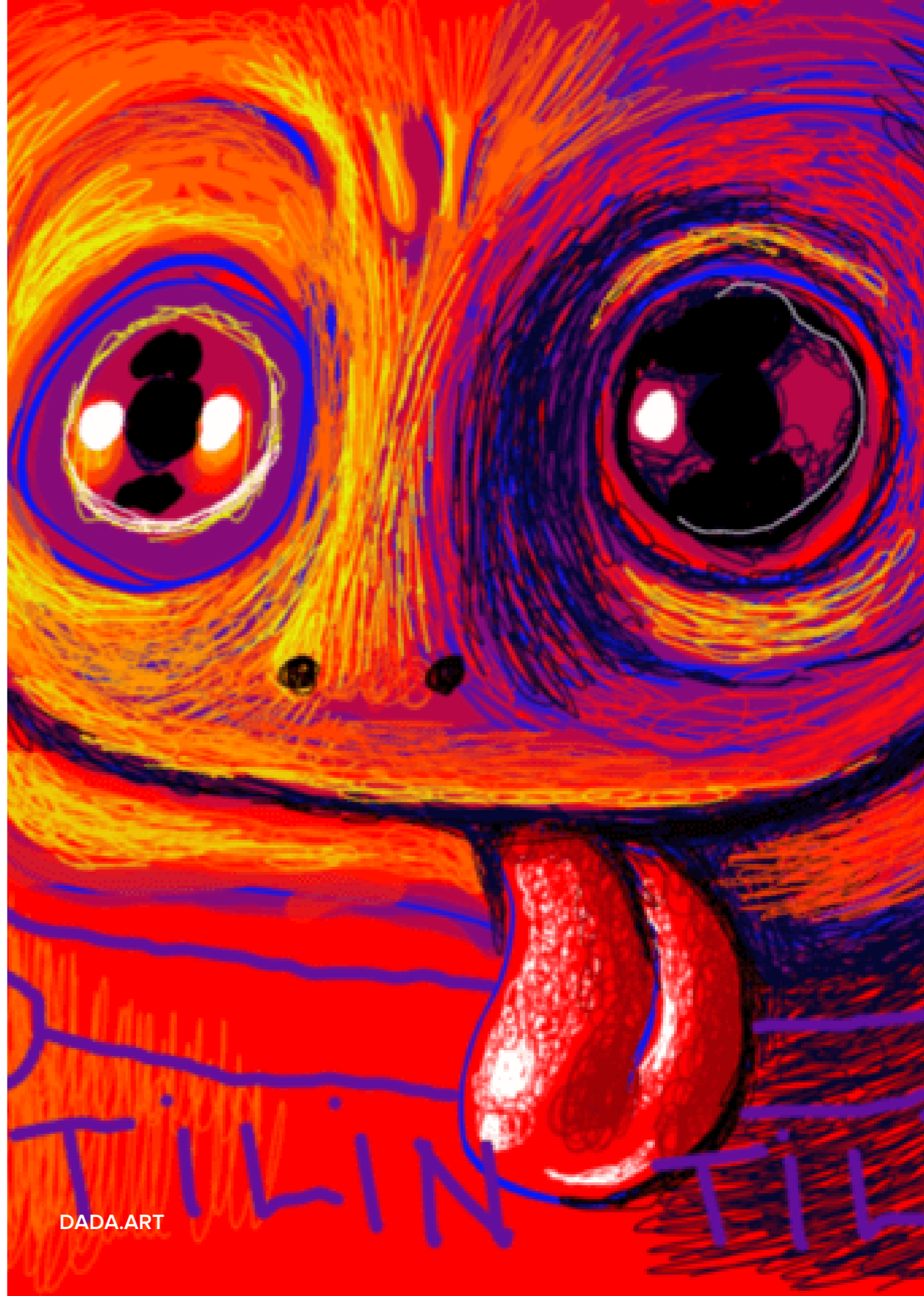
### DADA.ART

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."





**BLOCKCHAIN.ART**

bc/a

LIMITED**EDITION**



Artnome

#### **BLOCKCHAIN.ART**

Network to discover, buy and sell digital artworks online. The BC/A platform features a built-in digital artwork management system that's tailored to the art world. BC/A provides a secure way for managing, selling and buying digital art for artists, gallerists, institutions or collectors.

#### **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.

#### **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.

#### **METAVVERSE.ART**

Artnome is the blog of Jason Bailey, an art nerd trying to trigger an art analytics revolution. Jason is mission driven to use technology and data to improve the world's art historical record and to bring attention to artists working at the intersection of art and technology.

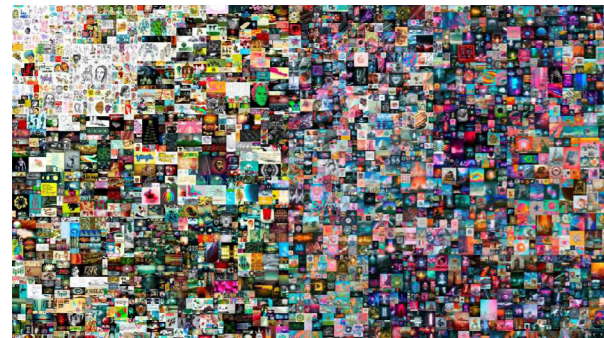
**.ART**

# ART IN THE DIGITAL ERA

The Digital Collectibles market 2021 sales has reached \$400M as of March 2021, almost doubling the total sales 2020.

## NFT projects implementation:

1. A digital artwork by Mike Winkelmann, known as Beeple, sold for nearly \$70M. Christie's, a 225-year-old auction house that used to only sell physical art, auctioned this entirely digital piece for \$69,346,250.



2. The singer Grimes has sold \$6M in digital art.
3. Musician 3LAU, who sold his music as NFTs for \$11M last month, commissioned .ART adopter Alexander Demidov of [Avxd.art](https://www.avxd.art) to design Tesla's first cybertruck as an NFT.



4. In Hong Kong, a digital artwork by humanoid robot Sophia was sold in the form of an NFT at auction for \$688,888.
5. Chris Torres, the artist who created the Nyan Cat, sold his meme for \$590,000.
6. Clips of NBA star LeBron James dunking are selling for as much as \$225,000.
7. Aphex Twin sold a new unique piece of artwork in the form of an NFT for \$128,000.
8. At the end of 2020 crypto artist

Matt Kane released his record-breaking Bitcoin-based artwork priced \$100,000 on [volatility.art](https://www.volatility.art). The work and the domain [volatility.art](https://www.volatility.art) were sold to a private collector TokenAngels.

9. Paris Hilton auctioned a painting of her cat in the form of a NFT. The artwork was sold on Ethereum-based auction platform Cryptograph for \$17,000.



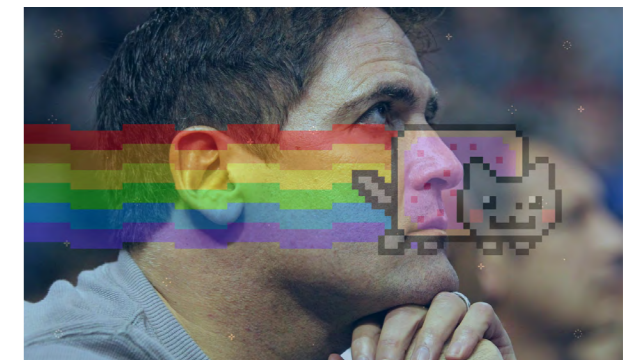
10. The Hermitage will conduct the first exhibition research in Russia in the field of art of NFT tokens and their use in the artistic field. The exhibition will be a continuation of the State Hermitage's work on new forms of art, which was begun within the framework of the exhibitions "Innovation as an Artistic Technique" (2018) and "Artificial Intelligence and Dialogue of Cultures" (2019). This is being done together

with RDI.Creative and seminars of the State Hermitage and ITMO University.

11. Elon Musk [tweeted](https://twitter.com/elonmusk/status/1378617118237326337) his first NFT of a new electronic music track claiming that he's selling a song about NFTs as an NFT.

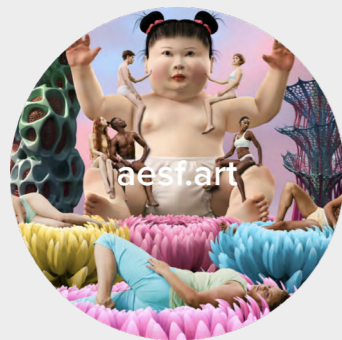


12. Artnet Auctions will host non-fungible tokens auctions in 2021.
13. Mark Cuban, owner of the Dallas Mavericks and an art collector, launched a [digital art gallery](https://www.digitalartgallery.com) for users to display NFTs.

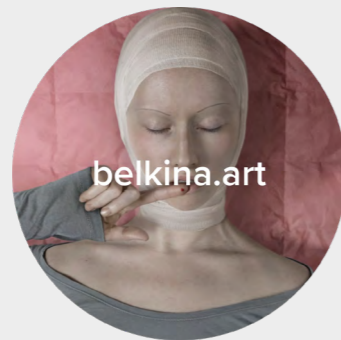


# JOIN .ART COMMUNITY

**“ .ART is not just a domain zone  
.ART is a technology and the  
way of life**



Artists



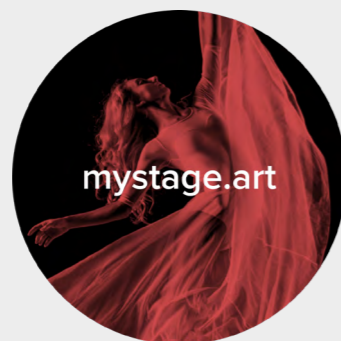
Photographers



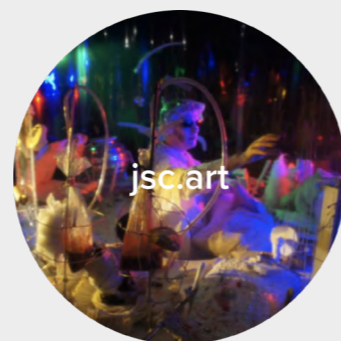
Designers



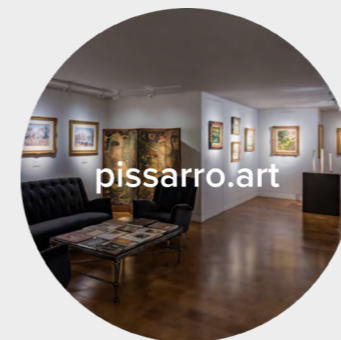
Actors



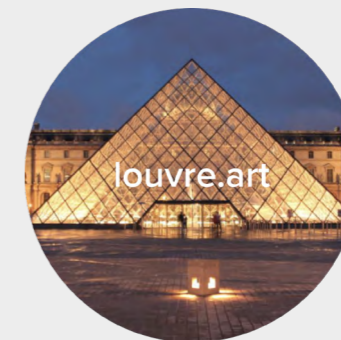
Musicians



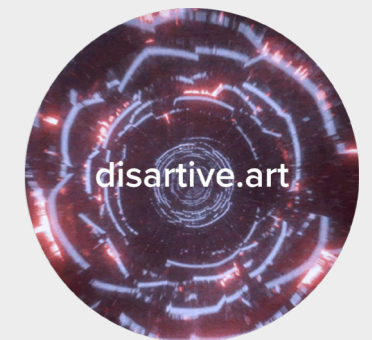
Collectors



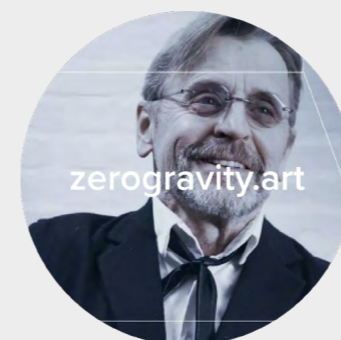
Galleries



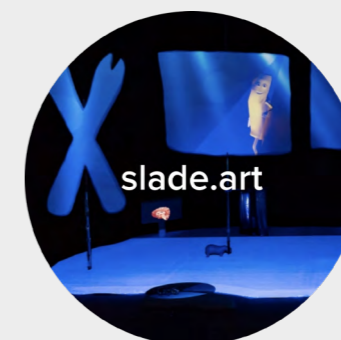
Museums



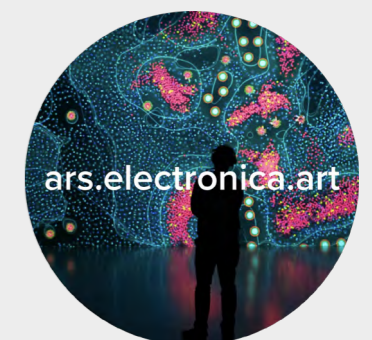
Exhibitions



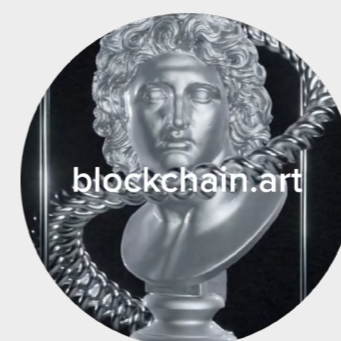
Theatres



Schools,  
Universities



Festivals



NFT Projects



Marketplaces



Banks





**Start with a 50% welcome discount!**

Use promo code ARTAWARD to register your best  
match website address at [get.art](https://get.art)

Valid till 31.05.2022

**.ART**

[art.art](https://art.art) | [get.art](https://get.art)

