

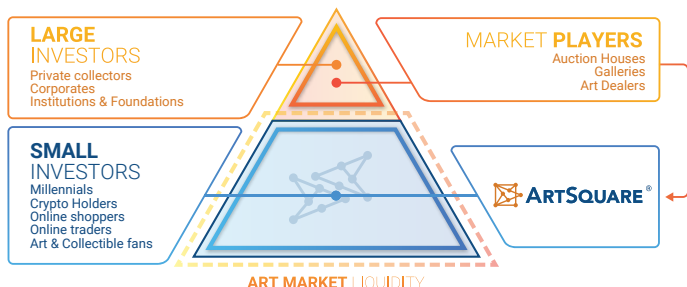
ARTSQUARE JOURNEY



FINE ART FOR ANY BUDGET

ArtSquare is a blockchain based platform aiming to become the channel to **small investors** for galleries, dealers and auction houses.

Artworks, validated by experts, will be tokenized, and then listed and traded on ArtSquare exchange. Fine Art and Collectibles assets will be accessible to small investors of any budget, **like shares of listed companies**.



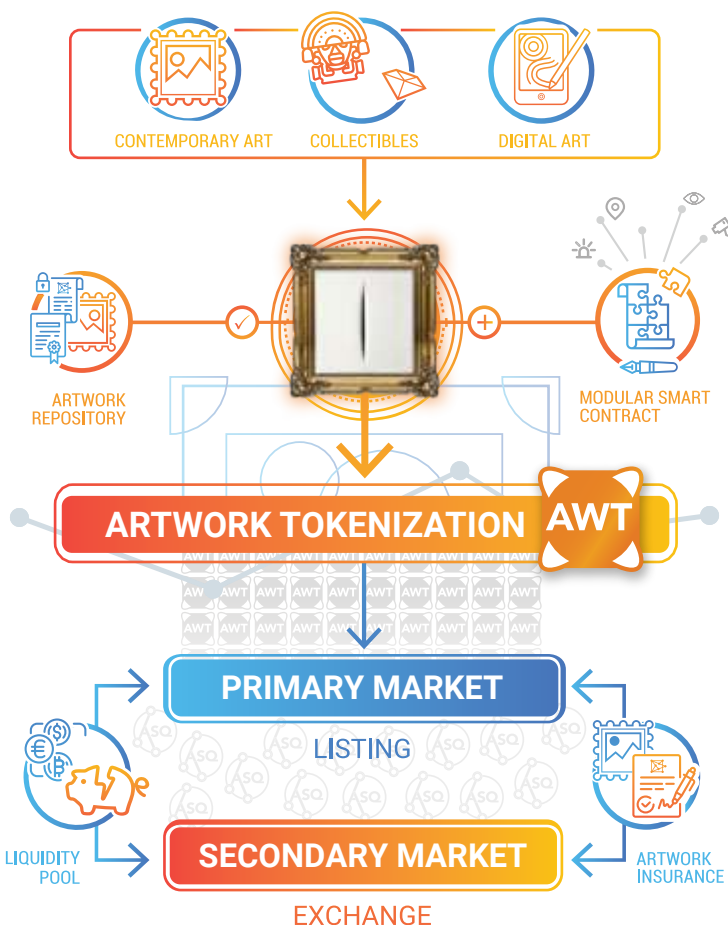
OPENING THE ART INDUSTRY TO SMALL INVESTORS

Fine art and collectibles are barely accessible markets. New investors will likely face several barriers including high prices entry barriers and lack of knowledge to assess the quality, provenance and value of the artworks themselves. For these reasons, only experienced and specialized Art Investors with access to considerable capital can invest in fine art and collectibles with the support of trusted advisors.

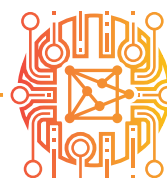
These are some of the reasons that are preventing the art market from connecting with a new generation of passionate investors, art lovers and small collectors.

Young generations are actively deciding on their own investments, using tech tools, making the world of investing friendlier, instead of relying on consultants. **Millennials** do their own research and make assessments before doing a one-click investment.

ArtSquare wants to open up the world of fine art and collectibles to a whole new category of buyers which includes **millennials, crypto-holders and online shoppers** with a soft spot for art, longstanding and less experienced art passionate as well as investors looking to diversify their portfolios and experiment **new ways of acquiring art**.



TOKENIZATION



ArtSquare's groundbreaking feature is to allow the transformation of artworks into digital shares or **Artwork Token (AWT)** available to be purchased and invested by using **major currencies**.

Every **AWT** will represent a portion of the total value of the Artwork ownership and related rights, regulated by our **Modular Smart Contract**. The Art owner will offer Artwork Tokens to Art Investors registered in the ArtSquare Community's primary market.

AWTs will be then exchanged by the members of the community in a way that replicates the dynamics of the traditional financial market in the secondary market.

ARTSQUARE EXCHANGE THE SECONDARY MARKET

ArtSquare's users can virtually list any artwork on the platform. Each piece of Art will have to go through an accurate process of authentication and validation of its provenance and conditions, which will lead up to a fair attribution of its monetary value by an appointed expert.

While this process replicates traditional financial stock market dynamics, ArtSquare gives potential small Art Investors the unprecedented possibility to buy, own, and sell portions of artworks without having to invest all money on a whole, single art creation.

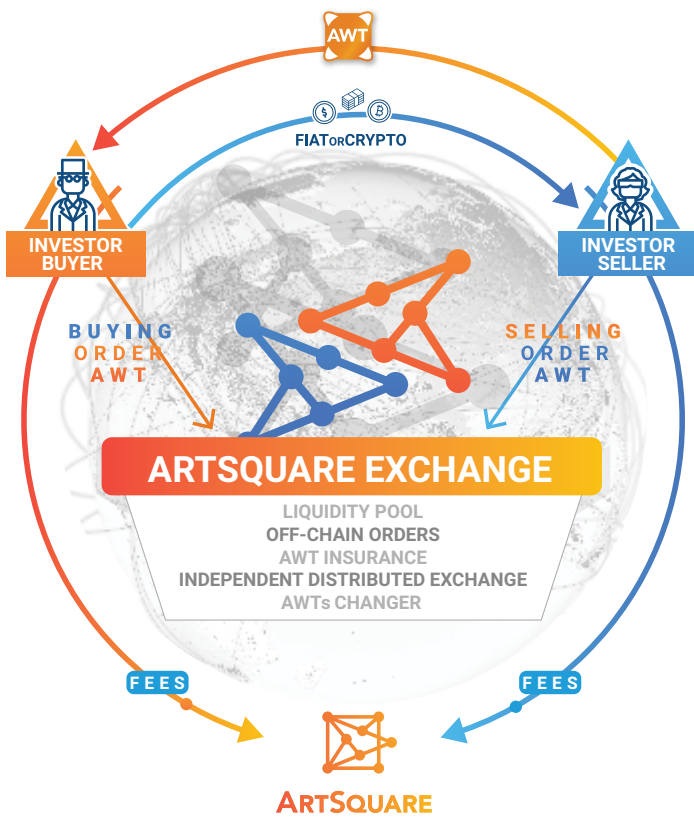
Each artwork will be virtually divided into many different portions represented by AWTs (Artwork Tokens).

The artwork ownership and related rights - such as revenues from loans, any expense for its maintenance and all its relevant documents - will be regulated and permanently stored in the Modular Smart Contract, definitely hard linked to the corresponding AWTs.

This is a legally binding "container" with an easy-to-fill-out structure that each Art Owner will self setup.

ArtSquare's contractual model is a liberating alternative to protocols and policies that stifle financial transactions and multi-ownership contracts in the traditional art market.

Finally, Art Owners can propose their Artworks for listing, selling related AWTs on the primary market to small Art Investors. They can start trading their Artwork Tokens on ArtSquare Exchange in the same way shares of listed companies are traded on traditional financial stock market exchange, without worrying about liquidity.



FEATURES



ARTWORK REPOSITORY

A secure, encrypted, and immutable transparent storage that contains all documents, including photos and videos related to the Artwork.



MODULAR SMART CONTRACT

An advanced tool that creates a personalized set of ownership and governance rules regulating multi-ownership between and Art Investors Art Owners.



ARTWORK TOKENIZATION

Art Owners generate Artwork Tokens (AWTs) each one representing a fraction of a specific Artwork. AWTs bind together Art Repository and Modular Smart Contract



ARTSQUARE EXCHANGE

Art Investors can buy AWTs on Primary Market from Art Owners and trade them on ArtSquare Exchange, without worrying about liquidity.

SPOTLIGHT

ArtSquare continues his journey. On the **2nd of February at 5pm in St Moritz**, Switzerland, the Founders will be joining Kashtn and Houser Wirth for the Inspiring Art Week end where they will be discussing the future of Art Ownership.

On the **20th of February** Fabrizio D'Aloia will be joining a panel about innovation in the art sector at **ADR Arte e Beni Culturali in Milan, Italy**.

For further informations, please contact us: info@artsquare.io

