

ARTSQUARE JOURNEY

A WALLET FOR EACH PLAYER

Our journey towards a new way of enjoying the art market goes on. ArtSquare relies on a series of digital tools that will empower old and new players in the fine art industry with unprecedented **freedom** and **control** over their activities. Among these tools, the **Multi-Currency Wallet** stands out as a unique, tailor-made feature that will allow Art Owners and Art Investors to manage their budgets and portfolios in a safe and flexible way.



HOW THE CENTRAL CURRENCY REPORT WORKS

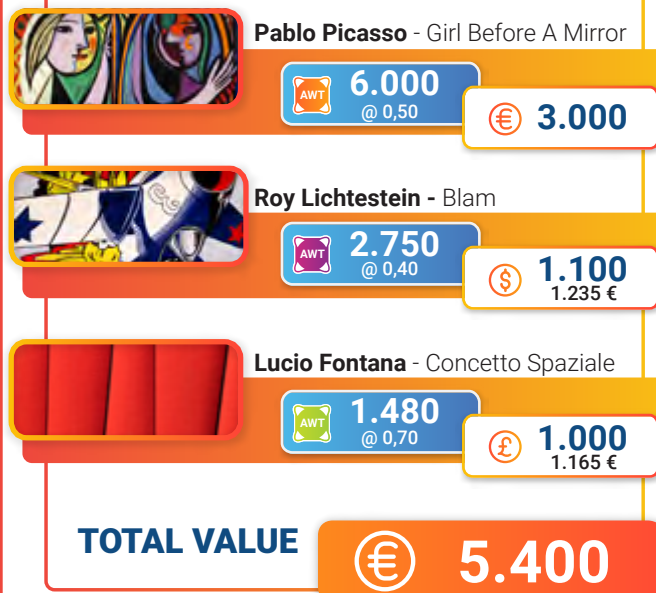
The **Multi-Currency Wallet** is an invaluable aid to keep track of your assets. This is also possible thanks to the **real-time conversion feature** we added to it. Both Owners and Investors will have the possibility to monitor the value of their assets by having the platform express their balance—part fiat money, part AWTs—in **any currency of their choice**.

If you are an Art Investor who has a number of AWTs corresponding to shares of one or more Artworks, not only you have the chance to compare and monitor the value of your AWTs, you can also understand how much they are worth in the real world. Whether you want to assess the value of your assets in Dollars, Pounds or Euros, the Wallet allows you to do that by generating an easily legible report based on your chosen **Central Currency**. By grouping your funds in one place, the Wallet empowers you with the knowledge necessary to make smart decisions about your AWTs.

THE MULTI-CURRENCY WALLET

ArtSquare's Multi-Currency Wallet is a digital wallet where Art Owners and Investors can store all their assets, **both their fiat money and AWTs**. But let's take a step back. If you are already familiar with **ArtSquare's tokenization process** you know that involves the transformation of artworks into different shares that become tradable as Artwork Tokens. An Art Owner's Wallet is structured as a **storage** for the different AWTs generated from the tokenization process AND for the money made from the sale of AWTs through the listing on the **Primary Market**. Art Investors will also have their own customised wallet which brings together their purchased AWTs and their cash budget—available in any currency of their choice - as a result of the deposit and sale of AWTs on the **ArtSquare Exchange**. The ownership of artworks is regulated by **Blockchain**, which provides all players security and total control over their budget.

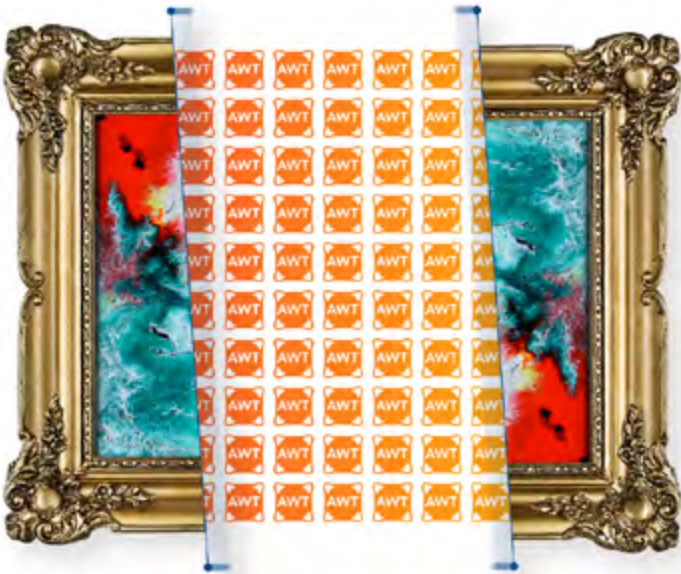
Your ArtWallet



WHAT THEY SAY ABOUT US

la Repubblica *A&F*

Blockchain and the Fragmentation of Art: “Buying a Piece of a Picasso”



The blockchain-led revolution shaking up the art world has made headlines in Italy this month thanks to an article by Paola Pilati published in *La Repubblica*, one of the most read newspapers in Italy. **ArtSquare was singled out as one of the most powerful forces in this movement.** ‘Our blockchain-based system will enable gallery owners and private art dealers to stop wasting time and money on art fairs and make profits from their office off of the sale of portions of their artworks’ **says ArtSquare’s founder Fabrizio D’Aloia.**

The recent sale of a fake Modigliani painting for 9 million euros is only the last in a series of cases that expose the cracks of the art market as a system lacking transparency, regulations, and accessibility. Blockchain provides solutions to all these issues by offering the possibility of creating an immutable, ironclad inventory for the artwork’s lifecycle- tracking down its material status (information regarding its conditions and authenticity) and movements (its sales and exhibition history) across the art world.

The article acknowledges the potential for transparency and profit of this novel way of selling artworks, divided into free tradable tokens (AWTs), as well as its appeal to a new generation of art buyers, especially millennials and crypto-holders. Art-tech specialist lawyer Silvia Signalini jumped in the conversation remarking on the validity of blockchain for solving issues of traceability and legal ownership in the art market. We are proud to share the increasing recognition of the game-changing impact that our platform is making.

*ArtSquare abstract and translation of the original article 'BLOCKCHAIN, L'ARTE A PEZZI 'COMPRO UN PÓ DI PICASSO', Paola Pilati, *La Repubblica Affari Finanza* 11 Febbraio 2019, Roma.

SPOTLIGHT



“Blockchain, AI e Vendite Online nel Mercato dell'Arte”

Milan, February 20th 2019

We had the opportunity to give our contribution to the ongoing Blockchain conversation during the event “Blockchain, AI and Online Sales in the Art Market”. ArtSquare’s founder and CEO Fabrizio D’Aloia talked about ArtSquare’s visionary project to an enthusiastic audience, sharing a panel with Lorenzo Uggeri (CEO & Founder at Kooness.com), Simone Morabito (Lawyer, Studio Legale Tributario Morabito), and Roberta Regazzoni (Executive Head at RisolviOnline.com). The discussion was chaired by Giovanni Nicola Giudice (ADR Arte Project – Milan Arbitration Chamber). Several points were raised on the ground-breaking results brought about by the intersection of art and technology: ArtSquare’s system of dividing artworks into multiple shares (AWTs) to be traded digitally is yet another intervention in an increasingly blockchain-powered art market.

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