

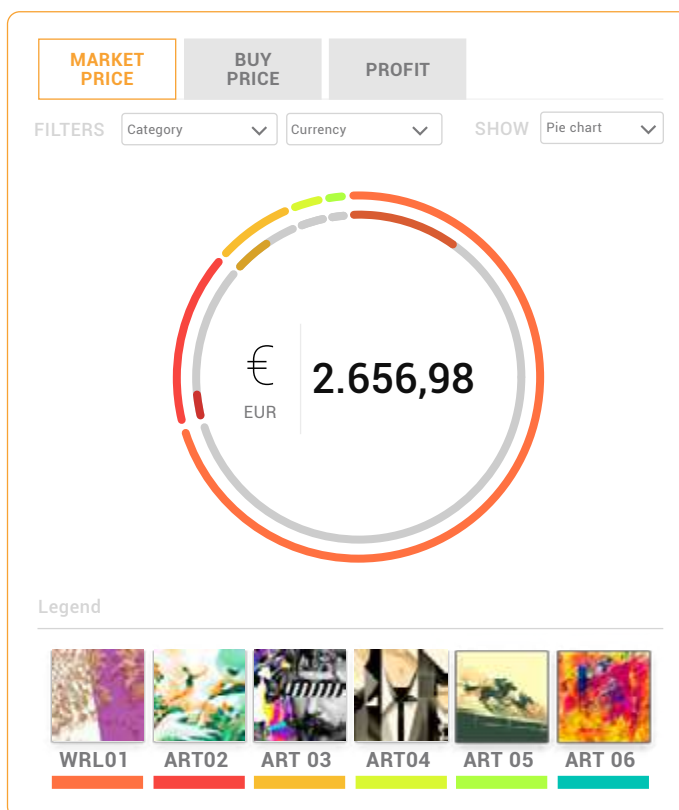
ARTSQUARE JOURNEY

PORTFOLIO



ArtSquare.io's first digital art listing is happening now. We are selling Digital Art Shares for Kiku, the first artwork to be fractionalised and sold starting from € 1. Our Art FinTech platform is also the first to sell a fractionalised artwork in full. We are making history, and are proud to embark on this journey towards a more democratic art market with our exclusive community of Art Investors.

Buying DAS of *Kiku* is as easy as paying for a Uber. Once you have created your account on ArtSquare.io, add funds to your Wallet by using your credit card. In the Listing section of the platform you can type in the amount of shares you want to buy and your order will be processed instantly. **You are now an Art Owner.**



Your Portfolio

Summary

€ EUR	TOTAL	€ 2.656,98
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Artwork	Digital Art Share	Value
Kiku Andy Warhol (1984) WRL01	2.000 100	€ 2.000,00 € 100,00
Artwork 02 Artist Name (Date) ART02	1000 50	\$ 500,00 \$ 25,00
Artwork 03 Artist Name (Date) ART 03	100 50	€ 200,00 € 100,00
Artwork 04 Artist Name (Date) ART 04	50 BOOKED	€ 100,00
Artwork 05 Artist Name (Date) ART 05	30 BID	€ 30,00

ArtSquare.io empowers you with total control over your shares. Once you place a purchase order, money are withdrawn from your account and DAS are added to your Portfolio.

The Portfolio is the section of your account where you can keep an eye on your transactions: you can check the value of digital art shares for each artwork –DAS are identified by a unique and intuitive ID code–, assess their growth, and check the status of your orders.

In the Portfolio, you also have access to a Transaction Report where all your operations are gathered together. We will soon release an additional report feature that will allow you to plot your data and statistics into an easily legible graph.

SAVE THE DATE

NEXT DIGITAL ART LISTING
JULY 5, 2019, 12 PM (GMT+1)



ALIGHIERO BOETTI **UNA BRILLANTE IDEA (1992)**

Market estimate: **€ 32.000**

Total number of shares: **32.000**

Value per share: **€ 1,00**

Minimum investment amount: **€ 1,00**

Display Location: Tornabuoni Art

46 Albemarle St, Mayfair, London W1S 4JN, UK

ArtSquare.io is working constantly to bring you top-notch contemporary art that you can buy for the price of an espresso. We are getting ready to launch our second digital listing: we will list Alighiero Boetti's exquisite embroidery *Una brillante Idea* (A Brilliant Idea) from 1992. Boetti (Turin, 1940- Rome, 1994) was a key revolutionary figure of Italian contemporary art. His legacy is acclaimed by artists, art historians, and collectors worldwide. Boetti moved across media and genres, reworking endlessly his fascination with mathematical rules, grids, letters, maps, biology in a variety of visual languages. His works are exhibited in the most important museums across the world, including the Centre Pompidou, Paris, the MoMA, New York, the LACMA, Los Angeles and the Tate Modern, London.

Una Brillante Idea is part of a series of embroideries that Boetti started making as early as 1971 and that he continued to create for the rest of his life. These precious and fragile pieces have a complex and fascinating manufacture: Boetti commissioned their execution to a group of female embroiderers in Pakistan and later in Afghanistan, while he was in charge of conceiving the sentence and the design. Like other embroideries and tapestries by Boetti, *Una Brillante Idea* is played upon the optical effects of representing the whole color spectrum, the opposition between fullness and void, between order and disorder. Boetti has disassembled the sentence ("a brilliant idea") into a sequence of single letters arranged from top to bottom in four vertical stripes. The letters are ordered, harmonious, locked in their armature; in their chromatic variety they convey visually the joy and playfulness of language.

SPOTLIGHT



"LONDON TECH CLUB **ART INNOVATION BREAKFAST"**



@ Royal Academy of Arts, London, June 20, 2019

On June 20, ArtSquare.io was invited to present its innovative vision at the 'The Future Technology in Art' event organised by the London Technology Club at the Royal Academy of Arts, London. The breakfast attracted investors in the fine art and creative industries alongside tech innovators who are using digital tools to change the art world. Our CEO and Founder Fabrizio D'Aloia took part in a panel discussion chaired by Tom Best (auctioneer and the founder of The Auction Collective) on the role of technology in shaping the way art is made, displayed, and invested in, alongside Harry Blain (Founder of Seditio), Bernadine Brocker Wieder (CEO and Co-Founder of Vastari Group) and Robert Norton (CEO and Co-Founder of Verisart).

On ArtSquare.io's contribution to the tech revolution of the art world, Fabrizio D'Aloia said "We are opening up a new economic scenario, turning a previously illiquid asset class into a liquid one and encouraging transactions." The audience was excited to hear ArtSquare.io's use of fractionalisation and how its mode of digital co-ownership goes hand in hand with innovations in the way we interact with art, such as VR technology and AI-powered personal assistants.



From left to right, Konstantin Sidorov (Founder and CEO of the LTC), Tom Best (auctioneer and founder of The Auction Collective), Harry Blain (Founder of Seditio), Bernadine Brocker Wieder (CEO and Co-Founder of Vastari Group) and Robert Norton (CEO and Co-Founder of Verisart), Fabrizio D'Aloia (CEO and Founder of ArtSquare.io), Simon Pavitt (COO of LTC)