



ArtSquare.io is delving into the summer with exciting upcoming plans and a brand-new Digital Art Listing. The Beta version of our platform is now live and available for Desktop. As we keep developing our vision, we are enabling our community of Art Investors to diversify their Portfolio by buying shares of two Artworks. We also want to make sure that ArtSquare.io's Investors learn to know and love the objects they are investing in. The Repository is the place where they can do so.

THE REPOSITORY

THE STORY OF YOUR ARTWORK AT YOUR FINGERTIPS

The Repository is a folder for the documents related to the Artwork: its details –museum-label style information like title, artist, date and medium–, provenance information, authenticity certificate and condition report. The information is also gathered and summarised into an easily-legible fact sheet. Our community can **view** and **download** the documents by heading to the dedicated section of the Artwork's Listing page.

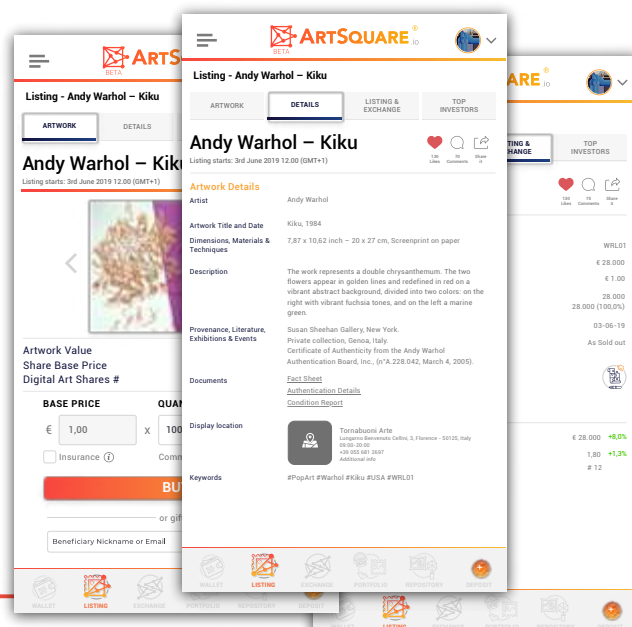
Documents like provenance records and the certificate of authenticity are vital to ensure that the artwork or collectible we are selling is original and has been fairly appraised. They are also the first step towards a **successful listing**. When the **Art Owner** –a private collector, a gallery, or corporate institution– puts forward for listing an artwork on the platform, they are required to submit the relevant documentation pertaining to the object through the dedicated Upload tool in their profile. The same process of accompanying the Artwork with its track record before it is sold through an auction house or private art dealer is standard practice in the art market.

To help the Art Owner with the process and ensure that the documentation we are receiving is accurate, we flank them with **Art Pros**, art industry professionals with experience in the legal aspects of art sales. Turn the page to find out ArtSquare.io's current partnership with a top-notch advisory firm in the field.

A Blockchain-Based Folder Encrypted in Each DAS

Transparency and simplification are our core values, and the Repository reflects them in every aspect. Art Owners can continue to update Artwork's information (if necessary) throughout the primary as well as secondary sale in the ArtSquare Exchange. This could be the case with changes in the artwork's provenance: when at the end of the primary sale for Kiku, our currently fully-listed artwork, the Top Art Investor –the majority DAS holder– will be the owner of the screen print for six months, his or her name will be added to the provenance record to reflect the new ownership.

We use Blockchain technology to encrypt the Repository in each Digital Art Share of an Artwork. This ensures that the documents are always accessible and bound to a portion of value of the object. The information in the Repository is always immutable. This is a big change compared to what usually happens in the art market, where authenticity certificates and provenance records are often tampered with to affect the artwork's value and scam art buyers.



SPOTLIGHT



ArtSquare.io at the Goldfingr Deal Club Summit in London

London, July 31st 2019

ArtSquare.io continues to explore the interactions between Blockchain and art and bring its vision in the key forums in the industry. On July 31, ArtSquare.io attended the Goldfingr Deal Club Summit in London, an exclusive event connecting entrepreneurs, investors, and founders affiliated with the club. Goldfingr needs no introduction: a revolutionary digitized deal club –the first of its kind—for investors and businesses, Goldfingr has integrated raising capital, investing, business, the arts, entertainment and the social into an incubator and business accelerator. We were thrilled to take part in the exclusive conferences dedicated to members and partners who share Goldfingr's inspiring vision: creating a global network by bringing together ideas, efforts, and intentions in a harmonious and authentic way; each member in the Goldfingr community is given the tools to succeed and evolve as a person and business professional. ArtSquare.io shares similar values, striving to create an exclusive community of Art Investors and helping them cultivate their passion for art and technology while offering them an innovative experience of art ownership that will impact their daily lives.

Our Executive Director and Co-Founder Francesco Boni Guinicelli was interviewed by Goldfingr TV about the future of ArtSquare.io:

'We are working hard to implement our vision of an open and democratic art market which appeals to a new category of Art Investors. ArtSquare.io's exclusive community is attentive to innovation and how to use technology to navigate modern economy. Our plan for the next few months is to focus on expanding our community and communicating our values to traditional players in the art and technology industries. Goldfingr Deal Club is the ideal platform to spread our vision and find like-minded partners.'



SAVE THE DATE

LISTING STARTS ON
AUGUST 19 AT 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

In our previous issue we gave you a sneak peak of ArtSquare.io's **next Digital Art Listing**: Alighiero Boetti's embroidery from 1992 **Una brillante idea** (A Brilliant Idea) will be divided in Digital Art Shares ready to be **sold at €1**.

We will issue **32,000 shares** corresponding to the **100% of the artwork's value**. From Monday 29 July you can **pre-book** any amount of DAS for the artwork in your ArtSquare account.

Booking gives you priority over any number of DAS ahead of the listing. By locking DAS during our pre-booking stage you can start buying your way up to the top of the Art Investor Ranking to become Una brillante idea's owner for six months. Don't forget to add funds to your Wallet to make sure that your order is processed successfully as soon as the listing goes live.

PRE-BOOK
YOUR SHARES NOW!