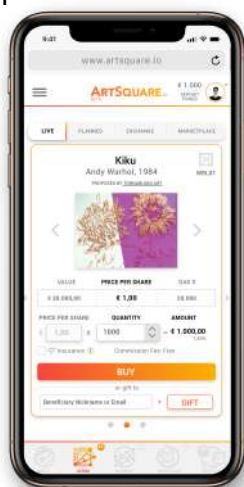




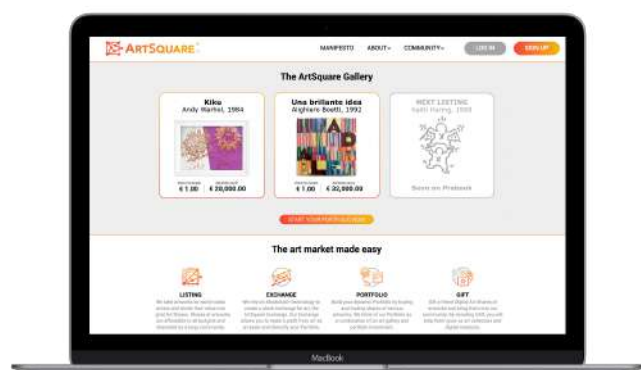
## ARTSQUARE.IO GOES MOBILE: THE FUTURE OF THE ART MARKET IS NOW IN YOUR POCKET

ArtSquare.io is working continuously to make art ownership a shared, accessible experience that is easy to navigate and fun to manage. Digital Art Shares of our first tokenized artwork, Andy Warhol's screenprint *Kiku* are now on sale and available to buy to the whole community by simply signing up with your name and email address. Now you can explore ArtSquare.io's listings on your smartphone too: we just launched a sleek and easy-to-browse mobile version of our platform which will bring you access to the world of art sales any time anywhere.



But making a world-class artwork by the master of Pop Art affordable to all pockets was not enough for us. We wanted to payments as easier to manage as possible, so we have now integrated the possibility of using Apple Pay and Google Pay to add funds to your Wallet and use them later to buy Digital Art Shares listed on the platform.

And we've just redone our look, too. ArtSquare.io has a fresher-looking, stunning website where you can find our brand-new manifesto and the latest news from the art world, present and upcoming listing. We are one step forward in making the art market a truly multi-channel place made where technology and digital solutions are applied to simplify and democratize processes and practices.



## PRESS

Forbes ITALIA la Repubblica the CRYPTONOMIST

"ArtSquare.io aims to create a new way of navigating and enjoying the art market based on the principle of accessibility (...) Its mission is to build a community of art lovers and retail investors who are aware of the potential for returns of art as an asset class in a well-diversified portfolio (...) The revolution which is turning the art market upside down has just begun."

Glenda Cinquegrana, "Tokenized Art is Becoming an Asset Class. And It Costs like a Cup of Coffee", Forbes, 29/11/2019.

With these words, Forbes Italia's art columnist Glenda Cinquegrana introduced ArtSquare.io in a recent article in **Forbes Italia**. Cinquegrana, a gallerist and art consultant sat down with ArtSquare.io's CEO and Founder Fabrizio D'Aloia and Executive Director and Co-Founder Francesco Boni Guinicelli **to talk about ArtSquare.io's inspiring principles and long-term goals.**

Recently we also made headlines in **La Repubblica.it**, where the all-Italian team behind ArtSquare.io's was praised as one of the most innovative in the London tech scene. "Settling for buying a portion of a work of art is the same as owning shares in a company, hoping that it will be a good investment with high returns", says Alessandro Allocca, London correspondent for La Repubblica.it. But ArtSquare.io is also about **expanding the demographic of the art market** —a traditionally elitist forum— and in so doing, making it affordable and easy to navigate for new groups of buyers. ArtSquare.io encourages the sharing of art while still allowing the individual enjoyment of the object thanks to the platform's clever Top Investor system.

Our project was also featured in **The Cryptonomist**, one of the most widely read media agencies on the world of cryptocurrencies and Blockchain.

As we keep pushing our way forward in the art world, we are proud to share our vision with that an increasingly varied audience.

# SPOTLIGHT

## ARTSQUARE.IO BRINGS THE INNOVATION TO ARTISSIMA

Turin, 1-3 November 2019

**"Choose Art. Own it, Share it, Trade it".**

With this powerful claim, ArtSquare.io opened the presentation event which took place at **OGR Talent Garden** in Turin on October 31.

The event was hosted in collaboration with **Italia4Blockchain**, the Italian association for the advancement of Blockchain technology, and featured a **panel of experts** in the legal and management aspects of **Blockchain** and **cryptocurrencies** alongside ArtSquare.io's CEO and Founder Fabrizio D'Aloia and Executive Director Francesco Boni Guinicelli.

Turin was the ideal environment to launch the project, as art lovers and professionals of the art world stormed the city to attend **Artissima, Italy's most important international fair for contemporary art taking place in Turin November 1-3.**

A series of stimulating questions and ideas were shared during the Q&A, especially on the difference in legal terms between fractional ownership and physical possession of tokenized artworks, which the panel of experts responded to enthusiastically. We are always committed to addressing the concerns of our community and clear out the doubts and suspicions that naturally arise from the revolutionary idea of owning and selling artworks in pieces of value that we are promoting.



From left to right: Pietro Azzara (President, Italia4Blockchain), Emanuela Negro-Ferrero (Piedmont Ambassador, Italia4Blockchain), Francesco Boni Guinicelli (Executive Director & Co-Founder, ArtSquare.io), Fabrizio D'Aloia (CEO & Founder, ArtSquare.io), Remo Morone, (Notary and cryptocurrencies expert)



## ARTSQUARE.IO'S HIGHLIGHTS FROM ARTISSIMA 2019

After the fun and inspirational weekend ArtSquare.io's team had at Frieze Art Fair in London at the beginning of October, we could not miss the chance of visiting Artissima and exploring the plethora of exhibitions, workshops, art events, and exhibitions that took place in Turin in parallel to the fair. The main theme of the 26th edition of the fair was **Desire and Censorship**. Over 55,000 visitors responded to the call of this provocative and challenging theme, feasting their eyes on the strikingly-curated booths of **208 international art galleries from 43 countries**, 19 of which were non-European.



Walking through the 20,000 m<sup>2</sup> space of Oval Lingotto, some displays caught their attention more than others, whether for the cutting-edge curated selection of artworks or their endless opportunities for discovery. Melissa McGill's series of photographs **Red Regatta**, presented by Mazzoleni Art, struck us as one of the most spectacular and visually fascinating images of the exhibition; while **Loredana Longo's Carpets** engraved with famous quotes invited us to step on them in an act of rebellion against the idea that art should be removed from everyday life. But ArtSquare.io's prize for best curated booth certainly goes to **Lia Rumma** and its stand curated by artist Alfredo Jaar. By far the most intellectually challenging exhibition of the whole fair, the booth featured a conceptually put together ensemble of chronologically distant works by different artists—Joseph Kosuth, Marzia Migliora, William Kentridge, Ugo Mulas, Vanessa Beecroft, and others—that through interactions and juxtapositions paid homage to Italian intellectual Paolo Pasolini.

Artissima was an inspiring opportunity to witness some of the most powerful trends of the contemporary art world at large today. The art Department is still processing the wild variety of styles, themes, and issues that we had the chance to be exposed to in the uniquely intense environment of the fair. We are planning the next step.

**What artwork will we be offering on sale next?**