



## CV VC GLOBAL REPORT H1/2020

-SNEAK PEEK-

“BLOCKCHAIN IN ART”

ZUG, Summer 2020



distributed by



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# INTRODUCTION - SNEAK PEEK

The CV VC Global Report, created by CV VC together with PwC and distributed by Cointelegraph, is a new periodical report which highlights technology trends and showcases top global blockchain companies across the following sectors:

- Blockchain in Art
- Brokers & Crypto Banks
- Crypto Exchanges
- Custody Providers
- Platforms & Protocols
- Token Issuance Companies
- Venture Capitalists in Blockchain

The main selection criteria - companies need to have blockchain technology and be relevant to the global community. Other criteria which this report covers are total employees, funding received and the companies' valuation. Additionally, exchanges are being scrutinized by the 30-day volume, whilst the venture capital companies are judged on the total investment done in the blockchain space, as well as capital raised in their respective fund.

The goal of the report is to map the global blockchain ecosystem, outlining the main activities of the top companies per sector.

The CV VC Global Report drew data from the following sources: company information, crypto exchanges and information portals, media reports and social media channels. Where no data was available, estimates were made, and noted as such in this report.

**This is a “Sneak Peek” of the CV VC Global Report and covers the Sector “Blockchain in Art”.**

# BLOCKCHAIN IN ART

The art market counts to one of the most dynamic, lucrative and compelling markets since many years. Nevertheless, this market has a very high entry barrier for several reasons. On one side, the unique and best art works are going for extremely high prices and getting access to such pieces can be challenging.

On the other side, the rest of the art market is highly flooded of choices, making it hard to gain an overview of what is on the market, ensuring the provenance of an artwork or protecting the pieces against fraud and counterfeit.

Companies are using blockchain technology to tackle these issues by steering the art market into its new digital direction and changing the way we buy, sell, support, view or even create art. This following list will introduce you to the top blockchain companies who are revolutionizing the art market by using blockchain technology.

## Insights from Niko Kipourous

*Niko Kipourous has been a professional art broker and passionate collector for over 20 years. He founded 4ARTechnologies in order to provide more transparency, safety and process efficiency across the entire art market.*

“Technology is changing the way art is both created and enjoyed. What remains unknown is how far will we take it? Undoubtedly, we need to adapt and drive this change effort.

During the digital revolution, some of the artworks can be viewed in virtual reality, enabling access to global showrooms for artists and gallerists, anywhere in the world. Galleries and art fairs are accelerating their online presence. With art appreciators enjoying their favorite creations from the comfort of their home, will we digitize the art experience all together? Only time will tell.

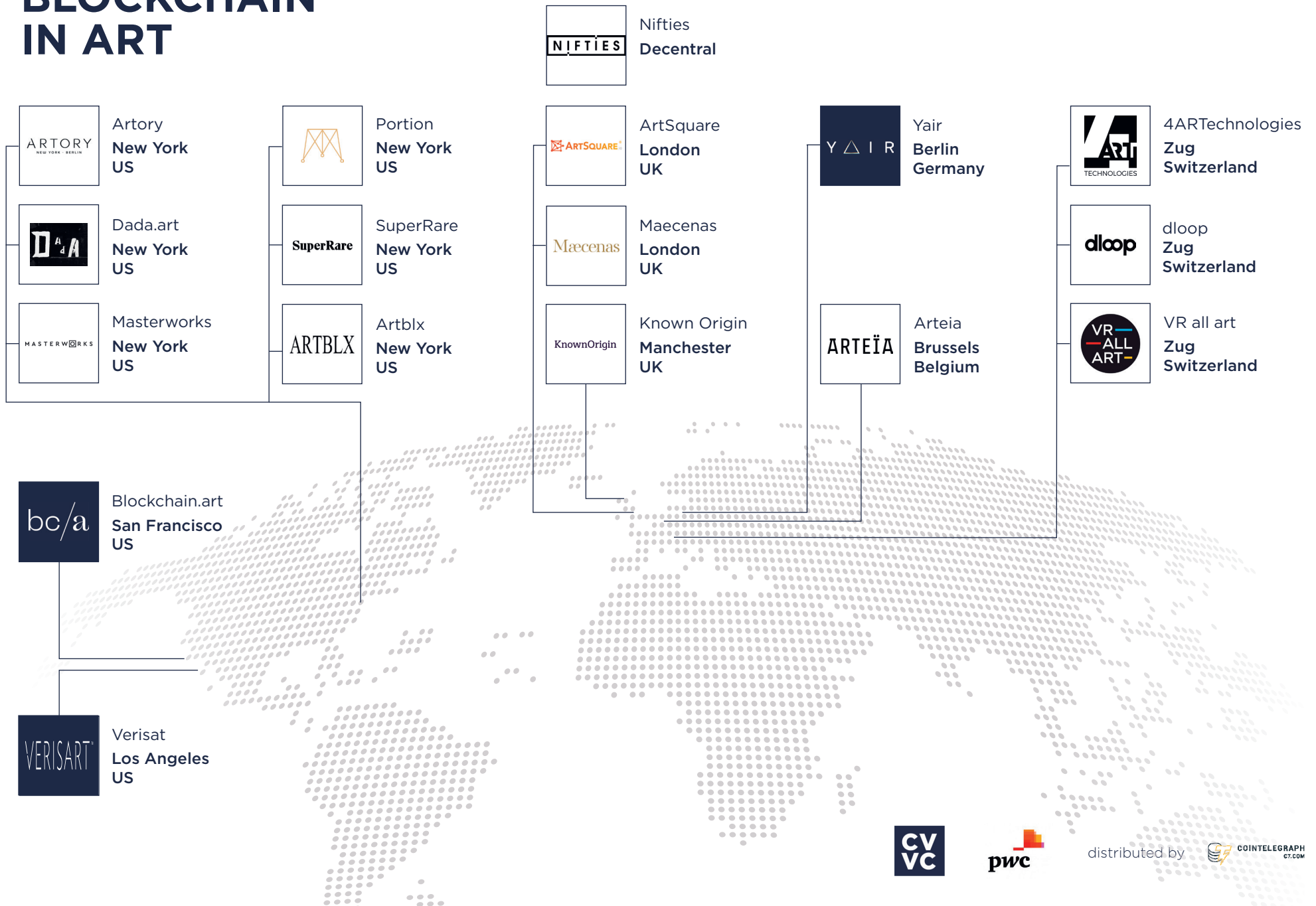
With ‘digital’ and ‘remote’ effectively being the new norm, one of the most important components is security. Today, the blockchain technology allows users to manage collections or manage employees, by giving them different levels of authorization and access, and even manage the company account and keep complete control of everything that happens remotely. All of this is done with full privacy and security - only the artwork owner has access to the collection, artwork passports and documentation.

Art and tech companies are creating the necessary tools, enabling the artworld to validate and track artworks, whilst the virtual reality features are an evolution of the way art is accessed and enjoyed.”



Niko Kipourous  
CEO 4ARTechnologies

# BLOCKCHAIN IN ART



# BLOCKCHAIN IN ART



Zug,  
Switzerland

4ART Technologies solution combines with its unique and patented Augmented-Authentication-Technology, thus offering more transparency, security and process efficiency to all players in the art world for the first time. Using a smartphone camera, the microstructure of an artwork is captured and converted into a digital "fingerprint". Together with the provenance data of an artwork, the information on its origin and history, it is secured as a tamper-proof "biometric passport".

ARTORY  
NEW YORK - BERLIN

New York,  
US

Artory exists to protect and grow the prosperity and enjoyment of those who buy, own, and sell art and collectibles. Artory's core product, the Registry, is a database of millions of records, in which verified information about artworks, collectibles, and their history are secured by blockchain technology, giving confidence and peace of mind to buyers and collectors that the information they are transacting upon is the latest and most accurate information available.



New York,  
US

DADA is a collaborative art platform where people all over the world speak to each other through drawings. DADA has the biggest collection of rare digital art with over 120,000 drawings made in our platform ready to be tokenized as NFTs. We are building a token economy for the arts.

ARTBLX

New York,  
US

ARTBLX is fine art investment brought to life. Through their intuitive platform, individuals can buy and sell shares in investment-grade artwork.

The art world is hard to break into. Artblx want to bridge the gap between the number of art lovers and the number of art collectors by making ownership of investment-grade artwork accessible to everyone.



London,  
UK

Artworks, validated by experts, will be tokenized, and then listed and traded on the ArtSquare Exchange.

All Artwork Tokens will be easily traded on the Secondary Market around the clock. Investors will be protected by a guaranteed Liquidity pool and by an optional Artwork Insurance.

dloop

Zug,  
Switzerland

Dloop provides a marketplace for digital art. The web app is all you need to buy, sell, and display digital artworks anywhere, anytime. With a click, users can securely invest in a digital art piece. What was once impossible to authenticate is now an owned original. Blockchain technology makes limited editions possible, protects copyrights, and enables collectors to increase and protect the value of their investment.

ARTEIA

Brussels,  
Belgium

Arteia's solution is an integrated platform serving all the needs of actors in the art market. By combining a cloud-based collection management with blockchain services of provenance, peer-to-peer trading and exchanging based on smart contracts, Arteia brings a cutting-edge solution to the market.



San Francisco,  
US

bc/a enables the monetization of digital art for the art industry, by providing a white label solution to art galleries and the whole ecosystem. Artists, galleries, museums and non-profits can integrate a digital shop into their existing sales channels. They profit from a custom solution and the safety of a private blockchain exclusively made for the art industry. Additionally, Bc/a features a royalty system for artist and galleries.

KnownOrigin

Manchester,  
UK

KnownOrigin is a successful marketplace selling digital artwork as non-fungible tokens (NFTs), enabling hundreds of artists to monetize their work in a borderless, unstoppable world market, without intermediaries and free of cost.



# BLOCKCHAIN IN ART

## Maecenas

London,  
UK

Maecenas is an art investment platform allowing fractional ownership of artworks. Maecenas leverages blockchain technology to create tamper-proof verifiable provenance and to enable real-time digital settlement of transactions.

Maecenas lets investors create and manage their own liquid fine art portfolios. Through the platform, art galleries and art collectors can raise cash against their existing artworks.



New York,  
US

Portion is a blockchain exchange that bridges art, luxury and cryptocurrency to democratize the safety, transparency, and overall experience of making, selling, and buying art and collectibles. Artists, creators and collectors can buy and sell their most beloved art and goods in one safe space immediately and through a live Bid/Ask model.



Zug,  
Switzerland

VR ALL ART is a platform and a marketplace for artists, galleries, museums and the general public to exhibit, explore and acquire art in virtual reality, augmented reality and mixed reality.

## MASTERWORKS

New York,  
US

Masterworks allows you to invest in great masterpieces.

Similar to investing in the stock market, They allow you to invest and trade in great artworks by 20th century masters like Picasso, Monet, Warhol, and more.

## SuperRare

New York,  
US

SuperRare is a marketplace to collect and trade unique, single-edition digital artworks. Each artwork is authentically created by an artist in the network, and tokenized as a crypto-collectible digital item that you can own and trade.

You can think of SuperRare like Instagram meets Robinhood. A new way to interact with art, culture, and collecting on the internet!



Berlin,  
Germany

YAIR is a platform which dedicates itself to digital art forms. They commission, research and develop solutions for digital arts of all kinds. They focus on presentation, preservation and protection. YAIR has been active since 2016 and has researched blockchain & decentralisation, co-ownership, securitisation, authenticity and monetisation strategies for new arts in the digital age.

## NIFTIES

Decentral

NIFTIES was born out of a digital enthusiast's curiosity and the will to spread knowledge about non-fungible tokens.

This media platform aims to be one of the main online destinations for digital collectors interested in premium NFTs.

NIFTIES team's goal is to give collectors the tools to build their own collections while they contribute to the rise of many creative minds.



Los Angeles,  
US

Verisart is building evidentiary infrastructure for artworks and collectibles that is verifiable by anyone. Create a museum quality record for any object in 2 easy steps using your mobile device or computer. Records are encrypted and timestamped by the world's most-trusted decentralized ledger. Certificates are easy to manage and can be shared or transferred at any time.

## About



### CV VC

CV VC is a next generation investment company where cutting-edge blockchain and crypto technology meet traditional venture capital. Based in the heart of Switzerland's Crypto Valley, the company invests in all stages of crypto and blockchain development, from incubation to growth capital and has its own thriving ecosystem.



### PwC

At PwC, our purpose is to build trust in society and solve important problems. We're a network of firms in 157 countries with over 276,000 people who are committed to delivering quality in assurance, advisory and tax services. PwC Switzerland has over 3,300 employees and partners in 14 locations in Switzerland and one in the Principality of Liechtenstein. Find out more and tell us what matters to you by visiting us at [www.pwc.ch](http://www.pwc.ch). PwC refers to the PwC network and/or one or more of its member firms, each of which is a separate legal entity. Please see [www.pwc.com/structure](http://www.pwc.com/structure) for further details.




### Cointelegraph

Founded in 2013, Cointelegraph is the leading independent digital media resource covering a wide range of news on blockchain technology, crypto assets, and emerging fintech trends. Each day our team delivers the most accurate and up-to-date news from both the decentralized and centralized worlds.



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