

# COLLECTING ART IN THE 21ST CENTURY

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...or, why the current system is f#cked up.

Jeffrey Koh  
Venture Director  
Jef@chemistryteam.com  
+65 9651 9215

The background is a vibrant, abstract digital illustration. It features a central smartphone displaying a social media profile with a wavy line for a name and a red circular profile picture. Above the phone, a stylized face with a large nose and dark lips is visible. To the right, a large red diamond shape is set against a dark blue background. The bottom of the image has a yellow and orange zigzag pattern. A semi-transparent white box with vertical stripes on the left side contains the text.

WE LIVE IN A DIGITAL AGE...

**... offering endless new opportunities for artists and the ecosystems that support them.**





WE ARE SEEING AN EXPLOSION OF CREATIVE OUTPUT...

**...new forms of art expression,  
giving birth to compelling new  
artworks, using interactive and  
experimental media.**





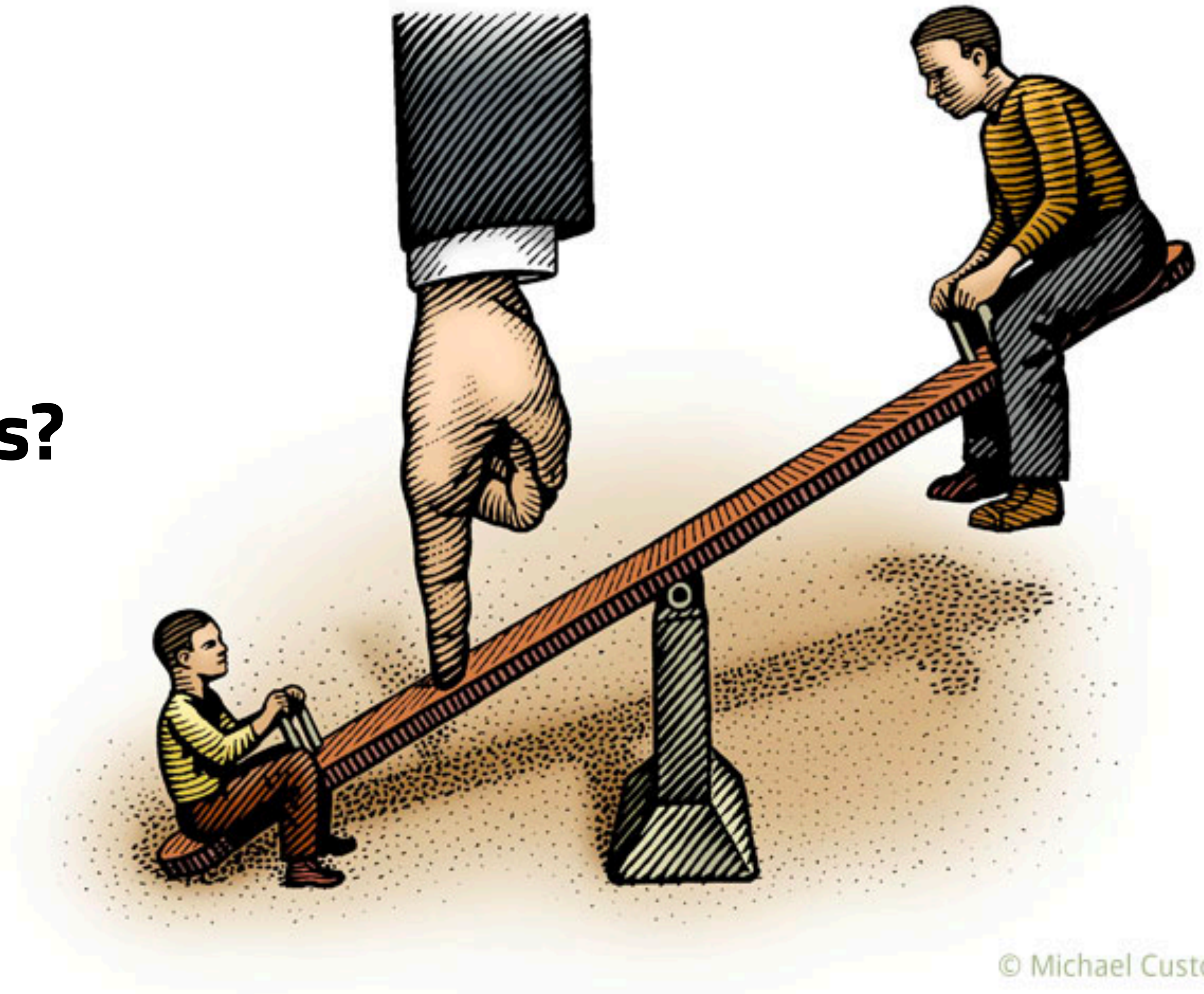
**BUT THE ECOSYSTEMS HAVEN'T ADJUSTED YET...**

**...artists and creators have  
little to nothing to protect  
their work in our digital age.**



SO, HOW ABOUT...

**...creating a fair  
and sustainable  
ecosystem for  
digital fine artists?**



© Michael Custode





**How could technology be a saviour?**

**What's the potential for concepts like tokenization and the blockchain to change the art world?**





**POSSIBLE... BUT THIS IS GONNA BE HARD**

**... let's look at the this  
in more detail**





**WHAT MAKES AN ARTWORK COLLECTABLE?**

- 1. Authenticity (Provenance)**
- 2. Scarcity (Rarity)**





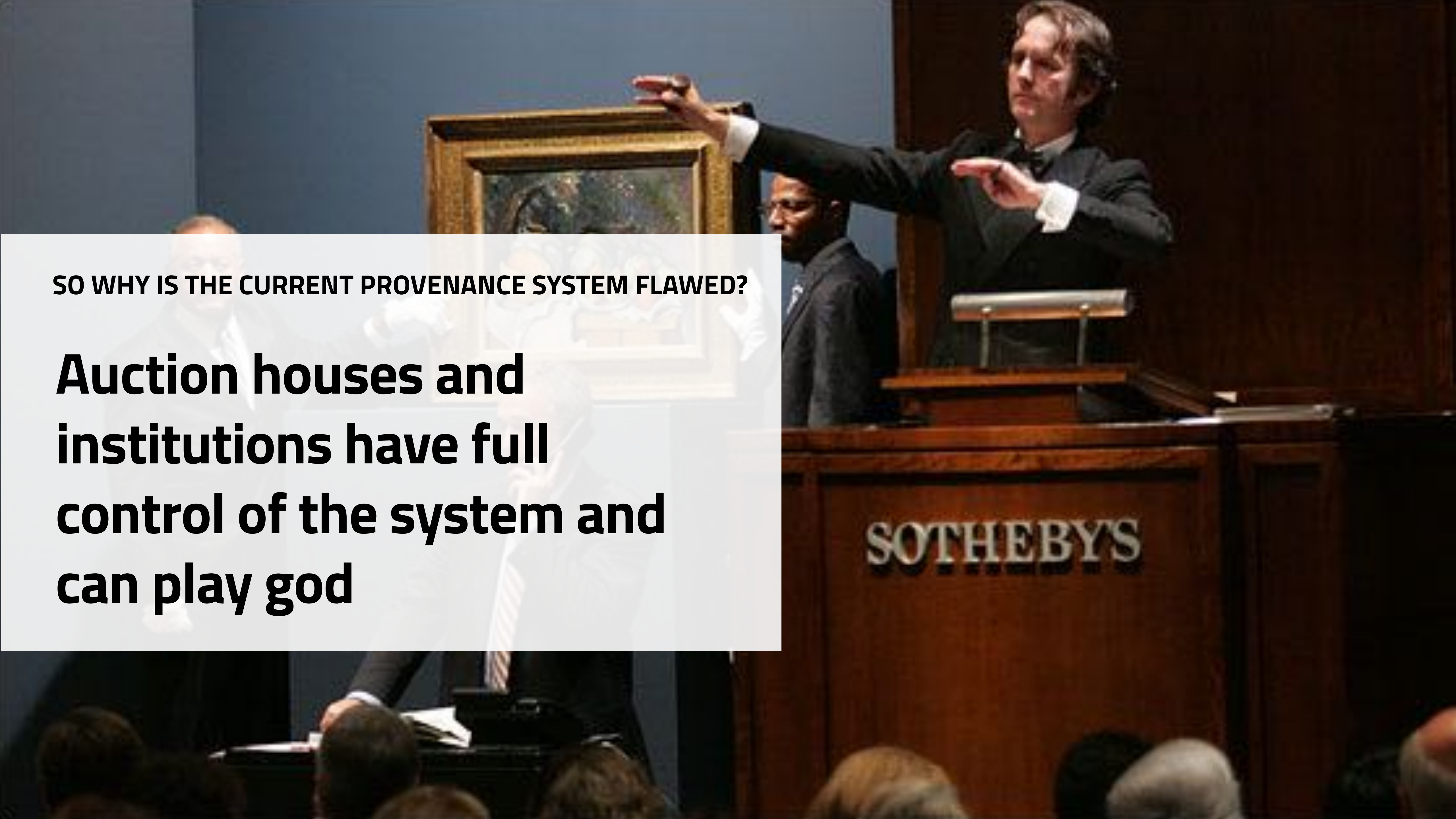
SO WHY IS THE CURRENT PROVENANCE SYSTEM FLAWED?

**Most artist are dead,  
leading to a reliance on  
secondary data**



**SO WHY IS THE CURRENT PROVENANCE SYSTEM FLAWED?**

**Auction houses and institutions have full control of the system and can play god**







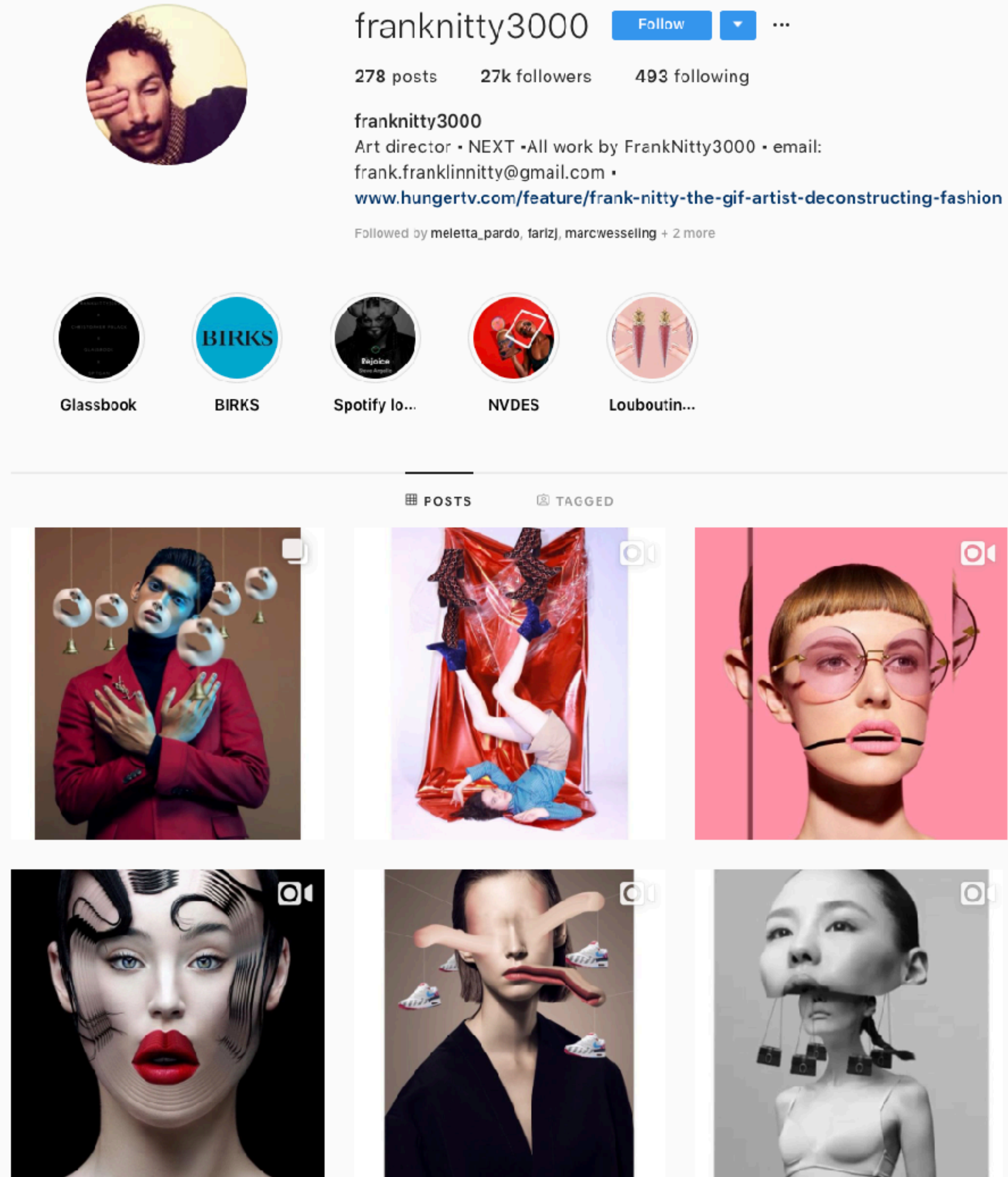
SO WHY IS THE CURRENT PROVENANCE SYSTEM FLAWED?

**Artists are more concerned with their practice than provenance and are often poorly equipped and represented.**



BUT LET'S TAKE A STEP BACK...

# What actually is Digital Art?







AND ANOTHER QUESTION...

**What is collecting in  
the 21st century...**



WHAT IS 'COLLECTING' IN THE 21ST CENTURY?

**Collectable digital items  
are not new, as we have  
seen in the video game  
industry, Cryptokitties, etc.**







WHAT IS 'COLLECTING' IN THE 21ST CENTURY?

**Companies such as the Loom Network have solved scarcity of digital gaming items through the use of blockchain**

**LOOM PLASMA**





WHAT IS 'COLLECTING' IN THE 21ST CENTURY?

**Digital artworks can be  
treated in the same way as  
video game collectables**





SO WHAT'S THE PROBLEM WITH DIGITAL ART?

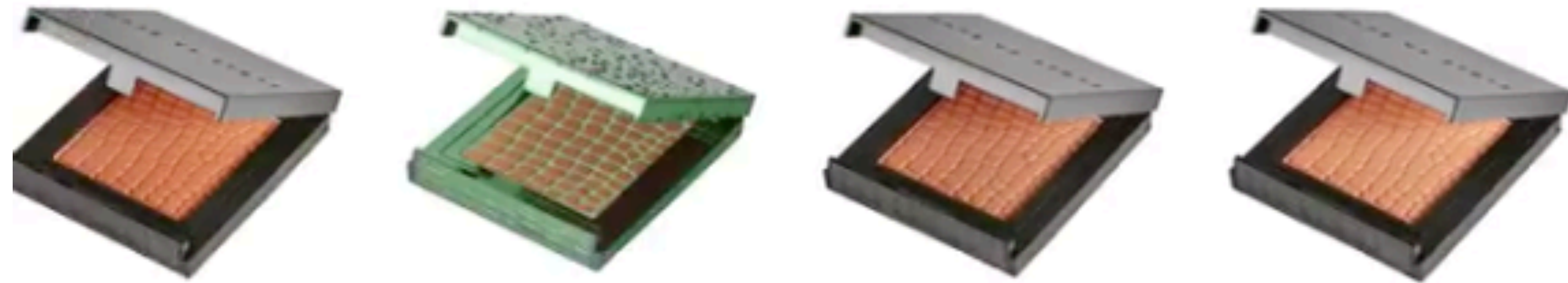
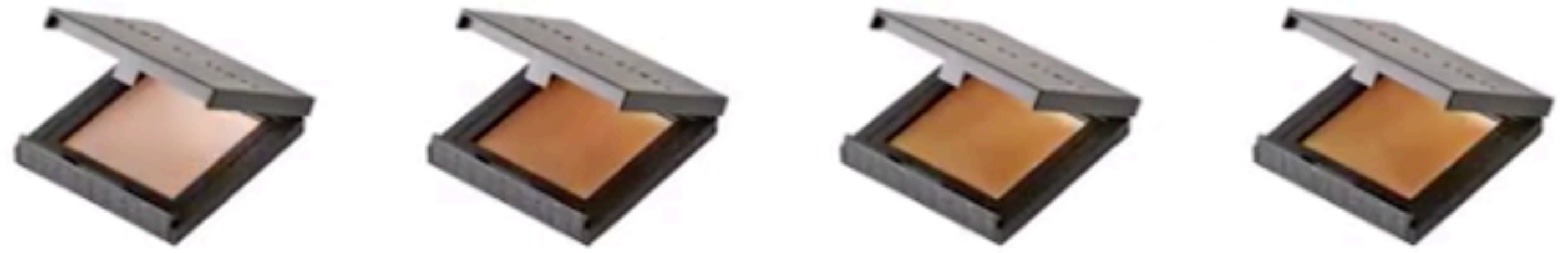
**Digital artworks are infinitely duplicatable, hence the mechanics for collectability/scarcity don't work - so far.**



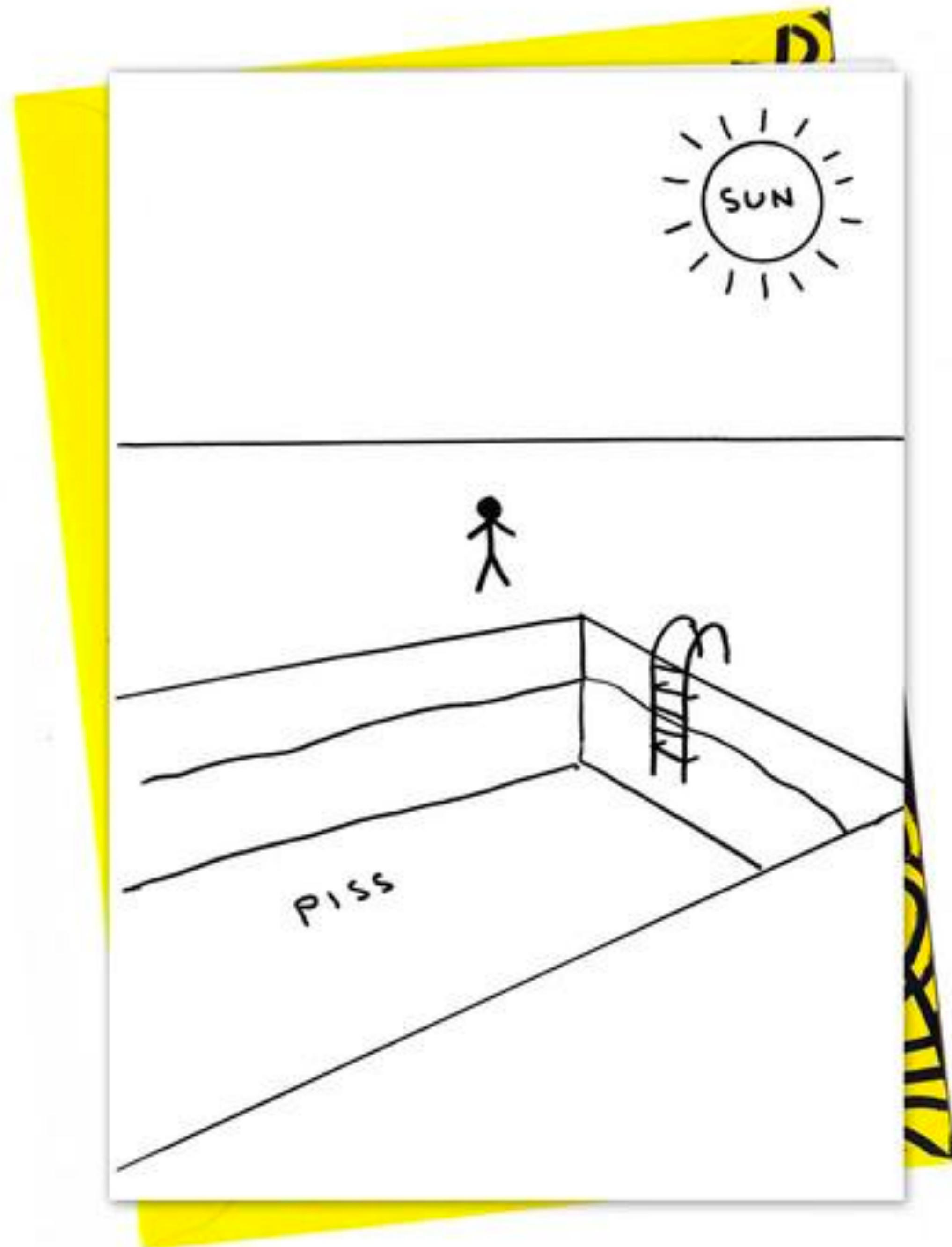


SO WHAT'S THE PROBLEM WITH DIGITAL ART?

**Monetisation is based  
on commissioned  
work and not the  
sales of the artworks  
themselves**







SO WHAT'S THE PROBLEM WITH DIGITAL ART?

**Digital artists have to sell themselves as service providers and not as artists**





**SO THE CURRENT SYSTEM SUCKS FOR DIGITAL ART....**

**... but we can change  
the system**





DIGITAL ART CAN BE SAVED...

**..by collecting data directly  
from the artist as a primary  
source, if they are still alive**



**DIGITAL ART CAN BE SAVED...**

**by capturing data analytics  
as an artwork is distributed,  
shared and viewed on  
digital platforms...  
“automagically”**





DIGITAL ART CAN BE SAVED...

**by removing the  
dependancies on centralised  
authorities and providing the  
infrastructure and tools for  
artists to manage themselves**







SO WHAT ARE WE PROPOSING...

- **Useage licensing via distributed ledger**
- **Incentivise Patronage via Tokenisation**
- **Artworks as a data stream through API Access**
- **Standards for smart contracts such as ERC721 enable the above**



## ArtBlockChain is a Collaboration



Marketing and communications agency with offices and galleries in Singapore and Tokyo.



Singapore based innovation design consultancy using human centricity to design engaging user experiences.





# Welcome to Chemistry

We are a full service, human  
centric design consultancy,  
run by a team of creatives  
from around the globe.







# We design experiences for people.

We apply design strategically to translate complex challenges and divers end-user needs into award winning design solutions.





**We help our clients  
transform their services,  
products and business.**

At a time of intensive and  
rapid change, our human centric  
approach enables our clients  
to stay relevant and innovative.





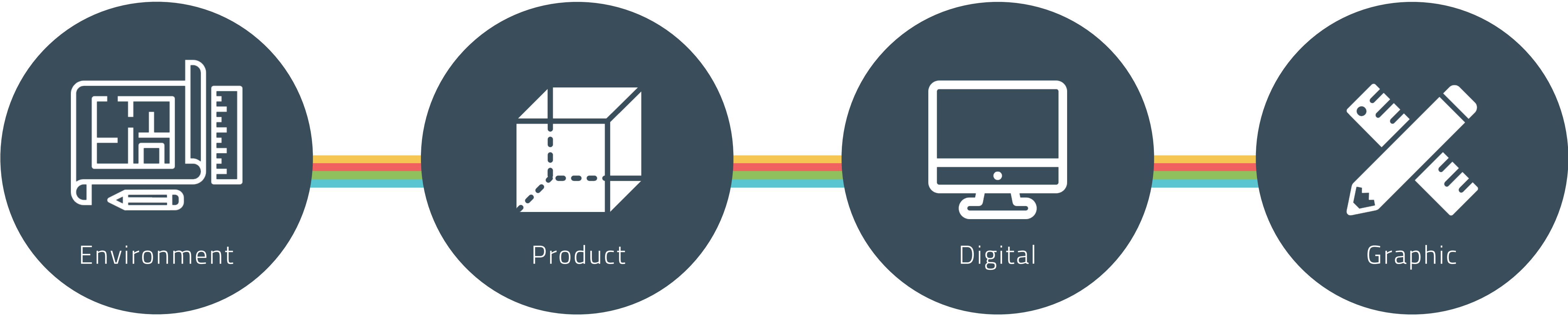
# OUR WORK BRIDGES DIVERS INDUSTRIES





# GREAT CUSTOMER EXPERIENCES ARE ORCHESTRATED JOURNEYS ACROSS DIFFERENT TOUCH-POINTS.

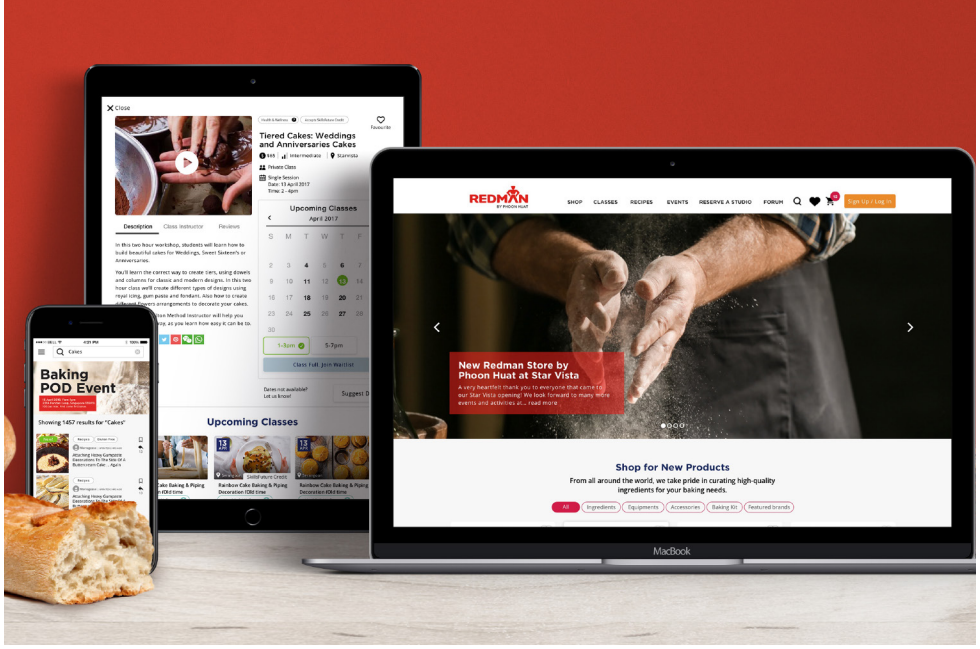
As a team of multidisciplinary designers, Chemistry brings digital, spatial and communication design together to build such holistic experiences.



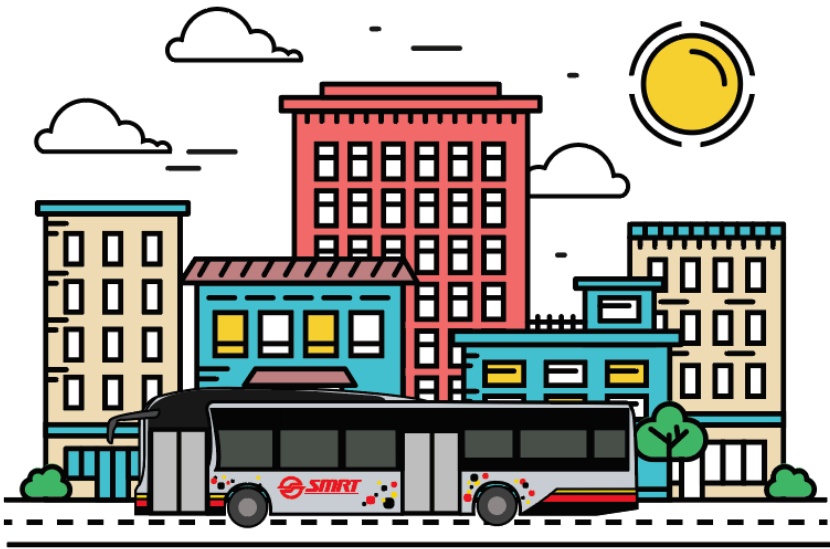
SINGAPORE VISITOR CENTRE



CARDIO LEAF ECG HOLTER



REDMAN OMNI-CHANNEL EXPERIENCE



SMRT SERVICE EXCELLENCE ROADSHOW





# We partner with great new ideas

—  
Using strategic venture partnerships to create lasting impact



## WE BECOME PARTNERS IN NEW VENTURE

Novel ideas, products and services are at the heart of an innovative organization. Chemistry believes that through venture partnerships, it can facilitate realisation of an organization's mission by actively participating in the development of said organization from both a company-building perspective, as well as a product/service building one.



### Co-create the future

Chemistry has worked with many organisations across a multiplicity of fields, geographic areas and markets. Understanding the impact of company culture, we can help develop both organisational best practices, as well as better define the vision and mission using the lens of human-centred design.



### We make things

Synthesising both a deep understanding of design craft with business intelligence and human-centred research methodologies, Chemistry can prototype, test and iterate any solution to best fit your target audience and organization.



### We are in this together

Organisations succeed partly due to strategic partnerships. Chemistry can help identify and vet potential partners in order to position your organization for maximum impact. Additionally, Chemistry's wide network of existing partners can be leveraged by your organization towards success.



### Skin in the game

We stand by our partners and are able to support in many ways, from developing strategy, outreach and education of partners and audiences, and even contribute via both sweat and capital contributions.



# CHEMISTRY VENTURES: CIRCULAR ECONOMY

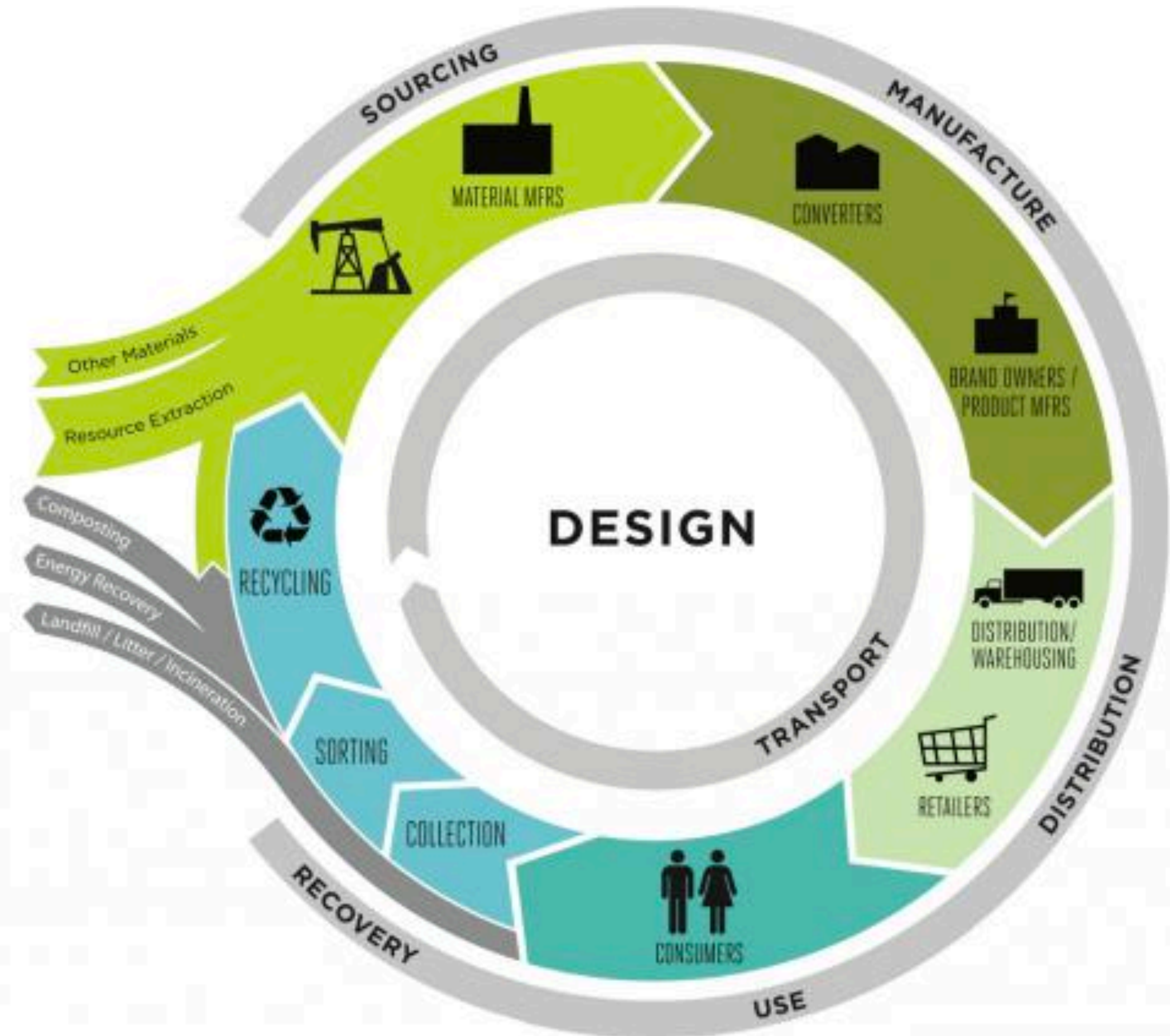
**Industry:** Manufacturing

**Service:** Strategic Blueprint, User Experience Design

*Designing an innovative and sustainable model for IP creation it empower a new economic system.*

Circular economy offers an alternative model to the traditional linear economy (make, use, dispose). The core concept is to keep resources in use for as long as possible, in order to extract the maximum value as well as recover and regenerate products at the end of the life cycle.

Chemistry is working with a multidisciplinary team to craft a clear vision and direction for a circular economy licensing platform on the blockchain, mapping a service blueprint, for key stakeholders across all touchpoints.



Source: sand & birch



# CHEMISTRY VENTURES: ART ON THE BLOCKCHAIN

**Industry:** Art and Culture

**Service:** Strategic Blueprint, User Experience Design

*Creating a fair and sustainable ecosystem that protects and empowers digital fine artist.*

We live in a digital age offering endless new opportunities for artists and the ecosystems that support them. We are seeing an explosion of creative output with new forms of art expression, giving birth to compelling new artworks, using interactive and experimental media. But the ecosystems haven't adjusted yet and artists and creators have little to nothing to protect their work in our digital age.

In collaboration with a set of partners Chemistry is looking at how technology could act as saviour for creators in the digital art scene. We are curious about the potential for concepts like tokenization and the blockchain to change the art world, asking questions like – “What is collecting in the 21st century?”, or “Can digital art be saved at all?”

