

MOME Open

# NFT

16–17 September, 2022

## Curriculum

IRL + online intensive course (6 sessions of 1.5 hours)

### Session I.

A critical introduction of

- web3 revolution
- blockchain technology
- NFT technologies: an NFT is just a way to represent any unique asset that's non-fungible. It's a technology to digitalize assets. Some are native digital assets, and some are not. Some are digital representations of real-world assets.
- The myth of decentralization

### Session II.

Brief history:

- conceptual art and artists' autonomy
- digital art
- Internet culture
- Metaverse

### Session III.

Innovations in NFTs are transforming the art world as a creative, curatorial, and market structure. Case studies: blue-chip artworks and a diverse range of (dynamic) NFT user cases within the creative industry.

- New artist communities claim their space in the art world.  
Beeple, Pak, Justin Blau, Mad Dog Jones, All Seeing Seneca, Larva Labs, Gary Vaynerchuk, clon, Blake Kathryn, José Delbo, Hackatao, XCOPY, FEWOCiOUS, Trevor Jones, VideoDrome, WhIsBe, Slimesunday, Refik Anadol, Micah Johnson, Fvckrender, Snowden, Alotta Money, Cherniak
- New collectors appear in the art world. E.g., Pranksy - star collectors.
- Traditional art world players in the digital space.
- Traditional institutions in the digital age: How can a museum stay relevant today, gain new social functions, and engage more people through NFTs?

- The importance and new perspectives in curating; digital culture vs. content.

### **User cases beyond art:**

- Instagram - professional photos (social media)
- Digital objects - property design, fashion wearables, Metaverse wearables, collectibles, sports events, festival ticketing experience-based NFT conferences, Sneakers story - brand collaborations (PizzaHut, McDonald's, BMW)

Assignment+discussion: Analyze the responses of different art world stakeholders to the technological developments of Web3, which provides new possibilities for digital display, gamified collection, and distributed curation.

Choose your example or one from the following list and explain their NFT story in an elevator pitch: Sotheby's, Pace Gallery, Feral Files, SuperRare, Misa Market, Coinbase, Uffizi Gallery, Postmasters Gallery.

## **Session IV.**

Local stand with international perspectives: Peter Weiler, the pioneer artist of NFTs in Hungary.

## **Session V. – Practice**

### **The easy and secure way to trade NFTs:**

1. Setup coinbase or other crypto trading app.
2. Buy ETH or other cryptocurrencies in coinbase.
3. Setup a MeatMask wallet.
4. Now you can use Coinbase to transfer funds (ETH) into your MetaMask or hard wallet.
5. Link your wallet to OpenSea or other NFT marketplaces.
6. You'll be ready to buy and sell NFTs like a digital art collector.
7. Ensure that you avoid fraud and forgery- here is how we do it!

### **The easy and secure way to mint NFTs:**

1. same as the first three steps in trading NFTs.
2. Create an online campaign and a community presale.
3. Create or import your first item.
4. List your NFT for sale.
5. Choose the best offer to sell your NFT.

### **Risk factors:**

1. Beyond the NFT hype, NFT markets in numbers
2. Market manipulations
3. Big time frauds

How to keep it secure:

Check your stuff! Blockchain explorers are blockchain search engines that allow you to search for a particular piece of information on the blockchain. For example, Etherscan (<https://etherscan.io/>) is a blockchain explorer for Ethereum, providing users easy access to information about blocks, addresses, transactions, and other activities on the Ethereum blockchain.

## **Session VI.**

### **Daïm Aggott-Hönsch, algorist, apeirographer, crypto and AI artist.**

A researcher and reifier of timeless mathematical wonders, an algorithmic conductor of intricate generative systems, and a collaborative curator of endless AI/GAN vistas; Daïm's works appear in a variety of notable international collections, including that of Metakovan, the Museum of Crypto Art, and the Government of Hungary.

The Artist's "Ancestral Memory" audiovisual slow art portrait was an NFT Awards 2020 finalist, and Cryptoblot #1044 from his early Art Blocks series is part of lot 4 of Sotheby's "Natively Digital" 2021 auction.

You can check his artworks here: <http://www.apeirography.art/>