FRESCO

Whitepaper

version 2.0

FRESCO

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0.2 About FRESCO

FRESCO is the world's first blockchain art trust value distribution network.
Through blockchain technology, FRESCO enables artists, investors, dealers, galleries, and administrators around the world to demonstrate their artworks and evaluate collection strength, eventually creating an efficient and intuitive art value measurement system. FRES tokens represent the level of trust distributed to each artwork.

To establish a quantifiable ecosystem for the evaluation and sharing of artworks, FRESCO pioneered in introducing the trust token distribution mechanism, FRESCO Protocol. FRESCO Protocol will create an efficient contractual mechanism between users and their artworks.

Once the FRESCO platform is live, FRESCO token holders will have the priority to allocate their FRES tokens to their artworks. Each user's spendable FRESCO tokens is FRES Cash, and the amount of FRES Cash one possesses represents their art trust distribution limit.

The number of FRESCO tokens allocated to artwork will be the FRES Trust. In the future, it will be the only decentralized and reliable indicator of an artwork's potential value.

The FRES Trust reflects the total value of trust given to artwork by its current and previous owners. The FRES Trust distributed to each artwork is publicly visible and anonymous in identity. The distribution of the FRES Trust is irrevocable and adds a unique index of trust value to the artwork. The FRES Trust reflects the comprehensive academic and market value of that artwork in the intricate art environment.

There are two types of transaction records between users generated on the FRESCO platform:

- **FRES Cash Transaction:** Transaction history of FRES Cash.
- **FRES Art Transaction:** Transaction history of artworks and attached FRES Trust.

The trust value of the artworks in the FRESCO network will accumulate after multiple transactions, resulting in the appreciation of its market value. In the FRESCO network, users can distribute a certain amount of FRES Cash to the artworks they own. FRESCO Protocol generates the digital provenance of the artworks on the blockchain.

Transactions and circulation of art have been under myriad regulation for more than five centuries. On the operational level, however, the opaqueness of the transaction, the ambiguity of authenticity, the highly concentrated power of pricing and the exclusive collector's circle along with a lack of access to prestigious artwork have together formed a formidable barrier that kept most art investors from the market.

FRESCO, a revolutionary art trust evaluation and information sharing network, creates a decentralized art ecosystem. Unlike the traditional primary and secondary art market, all artworks in the FRESCO network are systematically archived on the blockchain.

This offers an assurance of anonymity, transparency, and liquidity, while potentially solving issues such as appraisal, authentication, and information asymmetry.

The rapid development of blockchain technology has created an unprecedented opportunity for the art industry. FRESCO's blockchain-based trust token mechanism and decentralized database network will attract more potential investors to today's art market.

Furthermore, this decentralized and self-learning artificially intelligent database combining with FRESCO's world-class algorithm will be able to further predict user's future artwork inclination.

FRESCO, the world's first blockchain-based ecosystem serving art collectors, practitioners, and related organizations, connects the realms of technology, finance, and art market and create a decentralized platform for the trade, investment, research, archival, and management of artworks.

The FRESCO Operations and Advisory Teams include leading figures in the global art scene, the blockchain industry, and financial realm. Our engineering team has extensive experience in developing blockchain projects.

The FRESCO team will release our testing network, FRESCO Alpha Net Version One (FANVO), among the world's mega-galleries, museums, and private collectors within nine months. Collaborations at this scope will enrich the FRESCO database and facilitate the art trust tokenization.

FRESCO

The future for art.

"It will be revolutionized for the benefit of artists."

- Brock Pierce, Director of the Bitcoin Foundation

FRESCO

1.
What is FRESCO?

1. What is FRESCO?

Art investment has ranked the third in all kinds of financial investment, after real estate and stocks. Art is a stable savings, wealth and unique tangible asset, which has low relevance to traditional markets, such as the stock market. Art also has aesthetic and social value, able to influence personal image, create family legacy, signify an enterprise culture, and a raise a nation's cultural profile. On November 15, 2017 Leonardo da Vinci's "Salvator Mundi" sold for $450.3 million by Christie's in New York, shattering the previous record for most expensive painting in auction, when Paul Gauguin's "When Will You Marry?", sold for $300 million in 2015. Even before the auction started, the public already knew that the da Vinci's piece would break a new high record. More than 27,000 people had lined up at previews of this painting in Hong Kong, London, San Francisco and New York to catch a glimpse of the savior under dim light in the distance from behind several barrier doors. The astonishing prices of fine art at auction gives the public a glamorous and tantalizing impression of the art market on the profitability of art investment.

However, looking at the entirety of the international art market today, we are probably at a low point of a down cycle in art investment. Since 2003, the average growth of the art market was 28 percent annually until 2007, when it peaked at $ 65 billion. Mainly due to the global financial crisis, the art market shrunk to $ 60 billion in 2008 and it still has not recovered from the massive loss. Despite the efforts of auction houses and galleries to change and revitalize the art market, in 2016, the estimated market size was $56.6 billion.

While the current art market appears to be in a passive stage, when factoring in developments in the non-traditional market and the influence of social media, the potential for growth is huge. The growing number of Asian buyers and demands for Asian art fueled the growth of the international art market and will continue to stimulate it as well. Moreover, social media has changed the way traditional buyers identify artworks to potentially buy. According to Forbes, "social media has become the primary way consumers discover art that nearly a quarter (22.7%) of art buyers find new works of art via social media, which edged out museums (20%) and galleries (15.9%) as buyers' primary source of discovery".

Despite the potential expanding size of art market, it still is relatively complex to buy, sell and evaluate artworks. Barriers to entering into the art world include some knowledge of the work, a cultivated aesthetic to appreciate and identify works of value, ability to store and maintain artworks in the long term, a track record as a reputable collector, and, even then, there is no guarantee of profitability. When you walk in a gallery and see a $10,000 painting, you cannot objectively justify the price tag from another $100 artwork.

In addition to the collector's evaluation of the artwork, there is the gallery's evaluation of the collector: the collector with a solid reputation can increase the value of an artist's work. Collectors have a hard time proving to the galleries that they have the purchasing power, as well as proving to each other that they are serious collectors. Further, on the gallery side, they have a hard time objectively telling clients which artwork is valued accurately, and they face the redundant and arduous process of verifying whether a new potential collector is truly well-financed to take home a prestige piece such as a Warhol or Pollock.

Museums, now competing on a global stage for donors and collection strength, also lack a universally accepted methodology for valuing their collections—both in terms of dollars and prestige.

Finally, as perhaps an important part of art industry, artists are restricted by the fact that in order to exhibit and sell their works, have to shake hands with some galleries and get represented by them. This means emerging or freelance artists who may have established their studios under non-profits' sponsorship or when they can finance themselves have fewer chance of exposure in the market.

Though technology has crushed barriers to entry across industries, in the elusive world of art, gatekeepers still abound. A solution is needed: a decentralized way for art market participants to evaluate the strengths of each other's art collections and transparently communicate real marketplace value of art works.

FRESCO addresses these problems by providing emerging and established artists, investors, galleries, and institutions a place to see and add their believed value of artworks they own or have created on one central platform, creating a transparent monetary value for artworks available to the public.

Our intuitive platform reduces complications around financial verification on both the selling and buying sides, and provides education on art provenance and display of artworks. While the platform as a whole will create market transparency, our aim is to provide every individual user anonymity and security.

FRESCO is not just another art connoisseurship or evaluation platform. In fact, it aims to accomplish something far more interesting by tackling the key pain points of distribution of trust: establishing a quantifiable ecosystem for the evaluation and sharing of artworks.

The company's legal entities and the core team of Fresco are based in Switzerland. FRESCO's team consists of ten core team members and advisors. The team is diverse and all of them have proven experience in the field of software, art, financial technology and emerging technologies such as artificial intelligence and blockchain. Additionally, the team will be supported by experienced advisors in the fields of art market, finance, and blockchain.

In the next chapter, we will provide an overview of the current art industry structure that binds the entire art market, and how they influence each other, as well as a projection of how FRESCO aims to disrupt this system and broaden the current art marketplace.

1.2 Revolutions with the Fresco Network

FRESCO is a blockchain-based art trust value distribution network. It brings together art administrators, gallerists, researchers and every single investor in art, directly with a decentralized artwork database. FRESCO builds up an intelligent evaluation system that enables art collectors to showcase their artworks and measure their collection strength.

FRESCO uses tokenization to democratize, standardize and open up globally the currently existing art market. Through the smart, open-to-all artwork database architecture, it makes the art market more transparent and simple for everyone to understand, and establishes a remarkably easy-to-access art ecosystem.

With the possibility to be integrated with existing records of art sale, exhibition and collection history, FRESCO will revolutionize the art world by adding a unique layer of Art Trust Value to artwork. It collects, synthesizes and interprets art data accumulated from historical and everyday art activities and sales happening all over the world. FRESCO's Art Trust Value is tokenized based on the FRESCO Protocol.

As an independent and powerful valuation system, it creates a multi-functional platform that shares information from the primary and secondary art market that will benefit all market players (museums, galleries, educational institutions) as well as the individual user.

When an institution or an individual investor joins the FRESCO platform, with a certain amount of FRES tokens they own, they are able to transfer the tokens into FRES Cash, and distribute tokenized FRES Cash to their artworks. For each artwork, the total FRES Cash it receives is FRES Trust. The future art collection strength will be demonstrated by FRES Trust score accumulated especially through FRES tokens allocated to the works.

When a FRESCO Token holder needs to measure and build up the initial trust value of his/her artwork, he/she may transfer the tokens in the form of an internal symbolic currency called FRES Cash on the platform. As an art investor, a FRESCO user can allocate a certain amount of FRES Cash to the work, and the number of FRES tokens allocated to the artwork will be the FRES Trust.

As such, FRESCO tokens serve as a smart contract indicating:

1) a unit of Art Trust Value
2) a straightforward, powerful trust distribution tool
3) a tag of art value index.

This smart contract represents a mutual evaluation dynamic between different investors and practitioners in the art world.

With time, the FRES Trust reflects the total amount of trust given to artwork by its current and previous owners. The distribution of the FRES Trust is irrevocable and adds a unique index of trust value to the artwork. In the future, it will be the only decentralized and reliable indicator of an artwork's potential value.

FRESCO network is consisted of three major elements:

- **Art Trust Value** - it brings a brand-new concept of evaluating artwork by creating a blockchain technological layer for the transformation to happen.

- **FRES Trust** – the amount of trust allocated to each artwork on the platform, and it will accumulate irrevocably with each transaction record.

- **FRES Database** – it will form a powerful tool and a solid reference to today's art world for everyone.

1.2.1 Introducing Art Trust Value: A Milestone for the Artworld in a New Era

Trust Value is a powerful value measurement system created by FRESCO. It is a brand-new concept introduced to the field of international art scene and blockchain-based economy. FRESCO Trust Value is supported by a decentralized network that reflects the unique perspectives of collectors, gallerists, art academics, critics, and industry alike. It also reflects, more dynamically, art collectors' expectations on the artistic value and future market value of their collection. Through FRESCO, the concept of art trust value will be broadly recognized by art professionals and the general public.

Affected by Artwork's Exhibition & Collection Record, Academic Criticism, Socio-political Environment, etc.

FRESCO Trust Value= Appreciation Value + Market Value

(Distributed by Investors in Art Sales)

A comprehensive Indicator of artwork's future performance

The act of art collecting is a process of accumulating cultural and historical heritage of humankind. In many cases, a treasured art piece has been passing by from different generations of collectors for centuries. Not only does it embody the individual artist's ingenious creativity, it also represents the comprehensive values of aesthetics and craftsmanship, collective cultural memories, the social and religious background in which the work is situated, etc. Stories of masterpieces and their renowned collectors often add a layer of unique charm to the works

Due to the various difficulties to directly measure the value of art collections, as well as the problem of price opacity and the overly-concentrated power of top-level players, the art market tends to intimidate new investors and collectors, creating a social barrier to entry.

On the contrary, the indexing power of the FRES Trust Value, along with a future ecosystem to be created with this concept, will benefit every single user of the system including experienced gallerists, collectors and art professionals.

For those marginalized new-comers or small players in the traditional market model, FRES Trust Value provides a generic and neutral reference to their collecting activities. Moreover, it adds another layer of financial security to the future performance of the collection because of the tokens' ICO (Initial Coin Offering) market value.

In short, while the FRESCO Trust Value incorporates and reflects the various factors considered by today's art world in considering the artistic and market value inherent in works of art, it is primarily manifested as collectors' judgement of artwork's current value, and it also indicates every expectation they continue to anchor for the work's future performance in the art market.

1.2.2 Overseeing Intermediaries, Democratizing the Artworld

According to Art Basel and UBS's Art Market 2017 Report, the global art market achieved total sales of $56.6 billion in 2016. A total of $22.1 billion came from sales at public auction. In the dealer market, which occupies 57% of the total sales, the gallery remained the most important channel of dealer sales (51%), followed by art fairs for 41% and online sales of 8%. For centuries, these intermediaries have run a conservative art marketplace that lacks transparency and liquidity.

In today's informational society, people are witnessing a growing conflict between an old-fashioned intermediated art market and the potential of a newly-formed market, attributed to the rise of technology, a new middle class and the awareness of the general public.

The opaqueness and inefficiency of the old world discourages potential investors and collectors, and they are in immediate need of an open and fair art market. In the meantime, investors are in favor of using IT methods and reliable financial vehicles over over-specialized traditional art ownership, in order to protect and multiply their art collections and other related assets.

Traditionally, auction houses like Sotheby's and Christie's take up more than 70% of the secondary market volume. Not only do such institutions hold the keys to information about art-pricing, fair market value, resources of artwork supply, etc., they can easily manipulate the market by controlling information-exchange channels, revising auction and other market rules, as well as excluding new-comers to the market.

Now, with the blockchain-based FRESCO network, it can provide a solid foundation for an extra layer of security and openness. The FRESCO Protocol enables all to access art sales and artwork circulation activities, including exhibition and public collection records, transaction price, proof of authenticity, etc.

By linking investors, collectors, artists and other art professionals directly with FRESCO's open platform, we greatly democratize the current market scenarios and facilitate people's information exchange and market transactions. FRESCO creates a forum for trust and completely transforms the dynamics of exchange in today's art world.

1.2.3 Reinventing Archive and Collection Management

The largest sector of the fine art market in the past decades was Post War and Contemporary art, accounting for 52% of total sales by value and 37% of transactions, followed by Modern art's 23% the value of sales and 29% by volume. Living artists took up to 41% of the value of sales in the Post War and Contemporary sector in 2016.

Starting with the data on modern and contemporary art, FRESCO aims to integrate the entire art ecosystem—artists, collectors, critics and scholars, art museums, galleries, and educational institutions—to contribute and share their information at hand.

FRESCO, with a professional team of database specialists, will develop a comprehensive system to manage and analyze the shared data. By seeking partnership with mega institutions, FRESCO envisions a dynamic map of the art world.

Based on the advancement of blockchain technology and data science in general, FRESCO offers a possibility of the next-generation art database—enabling a wise management of collections, an efficient upload of ownership information, and a convenient comprehension of the value of art. The AI-aid self-learning database will further generate a tailored digest of updates and latest trends.

In the near future, FRESCO will create a powerful and lively algorithm to predict users' interest and help to locate artworks of their interest. The database draws upon every useful source and encourages users to exchange information. FRESCO, the future of shared data in art.

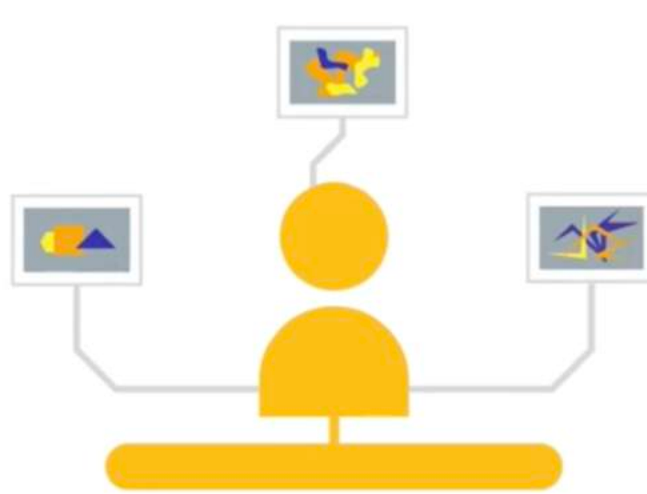
1.2.4 A New Relationship Model between Investors and the Art Market

FRESCO network will form a powerful support to artworks' market performance, and gradually develop an art ecosystem with the core concept of FRES Trust Value in the future.

The FRES token monetary value and the artwork's FRES Trust Value are combined into the FRESCO ecosystem as an indispensable whole. These two parameters will enhance artwork's value, strengthen the work and the marketplace, and greatly encourage evolution in the process of art transection. FRESCO blockchain-based trust token mechanism and intelligent database network will attract more potential buyers than those of today's art market. FRESCO will have an autonomous learning network of artificial intelligence databases to predict the user's collection trends and to help users further establish their collection path.

FRESCO reinterprets the traditional art pricing system in the FRES Trust model. First, investors will have immediate insight into the complex situations of the art market today. Second, for art professionals including researchers, administrators and curators, the powerful FRESCO's artwork database will bring a series of chain reactions within the art industry and beyond.

The establishment of FRESCO model is a process that begins with simplifying the traditional art pricing system, and eventually revitalizes the contemporary art scene and its market with a decentralized ecosystem.



FRESCO

2.

FRESCO User Cases in Art Transaction

2. FRESCO User Cases in Art Transaction

2.1 Individual Users

2.1.1 Artists

- **Promote Works Through FRES Trust**

It is not rare to hear about how a galleries, a dealer, or critic discovered a master in their dim basement studios. Local galleries have a limited clientele while mega galleries mostly focus on established and mid-career artists. Artists are usually stuck at a passive position in the market, allowed few platforms to promote themselves except for waiting to be spotted. FRESCO makes possible a self-initiated promotion campaign by artists.

Simply get FRES Cash, distribute an amount to a work, and its value is marked as FRES trust. With the distribution of FRES Cash, artists decide which works to be featured in the FRESCO headline and collectors' search results.

Importantly, FRES trust is not about an artist's grading of the artwork, but their trust on its prospect. FRESCO understands how upsetting it can be to put artists and their works in some competition or ranking. With FRES trust, artists enjoy complete freedom in promoting their works without having to equal the trust value with a bold price tag.

Example 1:

Martin is an Austrian painter in his early thirties. He finds it hard to pay for the studio and living expenses, as he has sold few works since graduating from art school due to a lack of access to the market.

With FRESCO, Martin is embracing a new career. He bought 5,000 tokens (FRES Cash), spent 1,000 on one of his favorite paintings and split the rest among his other available works. All the works Martin presented are marked with a clear trust value allocated by himself. Martin no longer needs intermediaries to retell and rearrange his story. He can finally address his ideas to an ever-larger audience amongst the general public.

Exhibit Works Digitally

FRESCO indulges your wildest dreams in the art world. Users can click on an image, grasp all its history, talk to the artist and make a purchase all at once.

Artists can upload any of their works onto the homepage, providing all the detailed information and images, and forming an immersive solo show experience, instead of fighting for attention and an exhibition opportunity in the gallery space.

Example 2:

Martin has been seeking public exposure from all sorts of social media, only to be frustrated with all the overwhelming information without a clear reference to tell the good from the mediocre.

On Martin's homepage on FRESCO, all the works are catalogued clearly. Compared to traditional exhibition spaces, being exhibited on FRESCO means a place in the massive narrative of global art history.

Facilitate Search and Transaction

In the traditional art market, only a relatively small part of the total amount a buyer pays goes to the artist. Gallery shares, taxes, and commissions for consultants sometimes add up to a striking number. FRESCO largely reduces the unnecessary cost and welcomes more art lovers to enter the market.

Anyone, from anywhere at any time, can access the uploaded artworks. Art is easy to search and to acquire through FRESCO, as long as an artist is in the network.

Example 3:

After Martin uploads his available works and distributes his FRES cash onto them, all the users on FRESCO get to see the featured artworks and, if desired, browse through all his works.

Camila, a Spanish collector, contacted Martin five hours later to inquire about the price and his oeuvre. Camila explained that she found this fresh and intricate work by Martin when browsing through the top valued works on FRESCO.

2.1.2 Investors

- **Obtain Digital Provenance**

Provenance, in the realm of art, refers to the chronology documenting the ownership of an artwork. Though an essential issue for art transactions, appraisal, and art banking, it is often incomplete and inaccurate.

With FRESCO, contemporary art can be easily traced back to the artist who produced it. For artworks with a longer history, a digitally documented, verified chain of records offers an indisputable documentation for ownership, with no room for fraudulency.

When users distribute FRES Cash to the artworks they own and transfer FRES Trust accompanying each art transaction, FRESCO Protocol generates the digital provenance of all the artworks on the blockchain. The record is kept safe, anonymous, and flawless.

Example 4:

Eleanor has been devotedly collecting modern and contemporary art for decades. Her major suppliers are dealers and galleries from the secondary market. One of her acquisitions emerged as a huge problem. Though the gallery insisted on the work's authenticity, the artist denied it. Another work from her collection reached her with a poor condition, as the previous owner stored it in his mansion close to a tropical forest, exposing the work to excessive humidity and temperature.

The concerns Eleanor used to have—to whom the work belonged, where it was stored, its current condition—cease to be a problem. An effortless search can bring all the wanted information ready at hand.

Quantify the Value of Art

The value of art is essentially undeterminable. It is affected by numerous factors, such as the exhibitions, publications, and awards related to the artist, price records from the primary market and auction houses, and the condition, dimensions, mediums, year, subject, style and rarity of the artwork. Added to these intrinsic qualities of the artwork, the overall state of the economy and the tastes of the marketplace add to possible fluctuations in the value of a work.

Attempts to generate an index for a quantified value of art are many. Most of the models, however, are opaque, arbitrary, and thus subject to manipulation. FRESCO's democratized and transparent mechanism eliminates consumer doubts.

Any current outsider, without much knowledge of art history or the market, can refer to the FRES Trust of an artwork and have access to all its records online. Whether used for investing or simply information gathering, FRESCO is your reliable reference.

Example 5:

Amy, an engineer from Australia, is enthusiastic about contemporary photography but always hesitant about the financial value of such work. From now on, she can have great confidence in discerning an artwork with the help of FRES trust and artists' talks related to the artwork.

At the same time, FRESCO relieves all her strain of anxiety from inquiring about the proper price range of the work she likes and gathering previous trust records as a reference for its market potential.

Establish Personal Reputation and Collection Strength

Generous patrons, visionary entrepreneurs, and anyone striving to build their reputation in the exclusive art world, with the help of FRESCO, has a unique channel to demonstrate their taste and power. Collectors are able to publicly exhibit the artworks they own and make a statement of their value through the distribution of FRES cash, without exposing the monetary value of a collection. Transactions of artworks and their attached trust value further bring forward a social network based on art.

Millennial collectors can finally gain a say in the art scene with the least effort possible. FRESCO saves your trouble of broadcasting the message through traditional art media or social events, delivering your profile to a larger audience in a more efficient way.

Example 6:

Thomas, founder and director of a biotech company, is a young collector with not much experience in the art world. He attends gallery and museum openings, events at collector's clubs, and public talks with major media, but still feels a need for more exposure. A good reputation in the art world—an image of patronage and connoisseurship—should earn him an access to the most sought-after artworks and help boost the image of his company.

By uploading his collection to FRESCO and building up an impressive profile, Thomas only needs to supply a wallet address when purchasing high-end art from galleries, his credibility immediately verified. He is no longer frustrated by the harrowing process of building up trust with a dealer or a gallery. At another private dinner, Thomas is surprised to hear a respectable critic talking about the collection he has and easily enters the social circle of the critic.

Promote a Particular Collection

FRESCO infuses higher liquidity to the current art market. A collector seeking buyers for a particular piece from their collection is now able to promote the work by adding tangible weight to its value. The current holder needs not bother to dig out any favorable historical traces of an artwork. Instead, mounting its FRES trust will do all the talk.

As the transfer from FRES cash to FRES trust is irreversible, potential buyers are promised with a higher future value of the artwork and substantially more tokens into their account.

Example 7:

Gretchen has a large collection and at the moment urgently needs to liquidate some of her assets. Reselling an artwork was not easy for Gretchen, despite how rare and valuable her collection is. Dealers and galleries she works with are usually helpful, yet still, the negotiations back and forth can hugely stretch the process. For a devoted collector like Gretchen, to cut the prices of a cherished work is especially heart wrenching.

To put an artwork on the market and convince would-be buyers of its value, however, is amazingly simple on FRESCO. Gretchen bought some FRES tokens and added them to the work she'd like to sell. The work gets broadcasted to a small circle of collectors who share similar interests with Gretchen. A higher trust value means a sincere seller, a greater market potential for the work, and thus easily attracts potential buyers.

Simplify Transactions

FRESCO creates a vigorous network for rising power of an artwork. Spotting the talent is never easier when multiple roles are motivated to speak on the same all-inclusive platform.

Any available artwork can be uploaded to the pool on FRESCO. Once the wallet address behind it is linked to the owner's contact information, FRESCO functions as a large-scale decentralized network for immediate trades. Fees traditionally paid to any unnecessary intermediary—largely composed of the commissions paid for searching, evaluating, and acquiring an artwork—are deducted from an investor's cost.

No additional role is needed to facilitate and supervise a transaction. All that matters is the decentralized, open, and efficient ecosystem.

Example 8:

Joel mostly buys blue-chip art from galleries. He hopes to support more emerging artists but has no time to pay studio visits or to wander around group shows at art schools. On FRESCO, Joel has found a number of talented young artists and can buy works directly from them. Anytime some sought-after artworks by renowned artists show up on FRESCO, Joel also finds it quite convenient to contact the seller through the network. Such private deals save a large amount of extra cost and troubles of going through a centralized intermediary network.

Get Personalized Feeds, Digests, and Notifications

The massive volume of artworks and their related information being indexed on FRESCO will lead to a huge art database with an unprecedented scale. Users can personalize their interests and enjoy a tailored regular digest based on advanced algorithms. With a comprehensive analysis of user's habits, recommendations for artists and artworks will be of least irrelevance or redundancy.

First-hand industry insights will also be easily accessible, despite whatever role you have in the art scene. Forget about the lengthy reports and annoying push messages. All you actually need is compressed into one page.

Example 9:

Lily is a millennial collector. She has subscribed to most of the major art media to keep up with all the latest happenings in the art world—newly awarded art prizes, scheduled art biennials, or striking auction records—but found it hard to grasp the information she needs out of the ocean of reports and headlines.

Based on Lily's browsing history and transaction records, plus her selected fields of interest, FRESCO offers a made-to-measure weekly digest to Lily, as well as an AI-generated recommendation of artworks and notifications on the important updates she might be interested.

2.1.3 Researchers and Critics

- **Refer to Trust Value**

Unlike the current practice of researching an artwork—piling up facts of exhibition records, critical acclaims, auction records, notable provenance, and extracting any other clues from the vast history of art—an evaluation based on FRES Trust cannot be simpler.

Researchers and critics are encouraged to share their thoughts on the justifiability of a particular trust value, but FRES Trust does speak for any individual's assessment of approximate fair market value.

- **Explore Possibilities for Art Financial Products**

FRESCO is not only for those with a passion for art, but also for an unrestrained imagination of financial products. Existing or piloted options, such as art as collateral, fractionated ownership, or art funds, will also gradually be rolled out as available products on FRESCO.

FRESCO ecology will be rendered an essential indicator of the general market in fine art and high finance.

Example 10:

Fred has extensive experience and resources in finance and has been thinking about building an art fund. FRES trust, as a tangible value of art that allows flexible operations, becomes amazingly helpful for him to select artworks and fully realize their market potential.

As Fred builds his reputation in the FRESCO network, users are increasingly impressed by his judiciousness and reach out to him to speak about investment.

Make Valuable Voices Heard

With the development of FRESCO protocol, renowned art critics and scholars will be invited to the platform and receive free tokens to add on to valued works within their areas of expertise, serving to balance against possible market speculations.

Individual users will be able to follow the FRES accounts that they believe have an eye for the true gems, which might be allocated with a relatively low trust value at a particular stage, and make investments with the help of professional knowledge and connoisseurship.

Every token added to the artwork is marked with its origin, rendering the mechanism more resistant to malicious manipulation of trust value.

Example 11:

Nathalie is an art critic, curator, and columnist for an art newspaper. She also writes frequently on social media accounts. Despite the high quality of the content, she only has a limited audience, those from art history backgrounds and other related industries.

FRESCO invited Natalie to join, write her opinions, and importantly, adds FRES trust to artworks she thinks worth more attention. To encourage voices from learned critics like Nathalie, FRESCO supplies them with regular tokens at no cost. Nathalie distributes her quota this month entirely to an emerging artist from an underrepresented region, bringing attention to the artist’s fresh and skillful paintings.

2.1.4 other individuals

- **Token investment**

Like all other cryptocurrencies, FRES tokens can be used for investment and have a bright future as investment.

Because of the relative stability of the art market and the fixed number of FRES tokens, the demand for purchases of FRES tokens will continue to increase, resulting in a significant increase in the value of each token.

Example 12:

Ms Z is not a professional in art circles. Although she is optimistic about the future of FRESCO, she is still hesitant to buy art at high prices.

Instead of choosing to create her own work page and give her the FRES trust value like a collector, Miss Z bought a bunch of tokens at an early stage of the FRES tokens sale. Six months later, Miss Z saw a surge in demand for FRES tokens. Miss Z is still holding these tokens, waiting for the time to sell at a more mature price.

Comprehensive art index

In the near future, FRESCO will establish an openly participated mechanism based on FRES trust values. Users can share their views on the arts, support an artwork from museum collections, and create more exhibitions and events for the artists they appreciate in the fast-growing ecosystem of FRESCO.

Through collaboration with college online art courses, FRESCO will provide the public with a professional and enriching arts education that values every unique voice from the crowd.

Example 13:

Mr. J is keen to promote aesthetic education, but he knows little about the art value measurements. Mr. J's artistic knowledge is rapidly improving by browsing through FRESCO's top artwork, daily digests, major courses and receiving insights from critics who have settled in the platform.

When encountering an unfamiliar artwork, Mr. J. gets used to searching on FRESCO for the information of artwork or related sources. The source of each piece, the process of its accumulation of trust, has become a valuable reference on which J depends.

2.2 Institutional Users

2.2.1 Galleries

- **Quantify the Value of Art and Promote Artist**

After purchasing FRES Cash, galleries can distribute different amount of FRES Cash to different artworks, and its value is marked as FRES Trust. Galleries find it hard to explain the reasons behind pricing to customers and the price differences on same artists' different works. The allocations of FRES Trust represent galleries' public declaration on their value of assessment on different artworks and add a layer of trust to the works. Adding of FRES Trust also helps to prioritize their featured artists and artworks and make sure their exposure to targeted customers.

Example 14:

Fort Gallery represents five emerging and five mid-career artists in total. At the beginning of the year, Fort Gallery sees that two of their emerging artists will likely to receive more academic recognitions and attend more prominent public exhibitions, which will significantly raise their profiles. So Fort Gallery allocates 500 FRES Cash each on these two emerging artists and 100 FRES Cash each on the remaining artists. Therefore, Fort's customers understand the Gallery is confident with the artists' careers and possible appreciation of artworks in the future. They are motivated to purchase an artwork from an artist with higher FRES Trust.

Evaluate Buyers' Purchasing Strength

When a new buyer comes into a gallery, the gallery always carries with some concerns along with the hospitality. To guarantee full and timely payments, galleries need to evaluate the buyer's capacity and previous reputation before a transaction. If the buyer's capacity is not enough or s/he does not have a solid record on payment, galleries may want to hold the piece for another buyer, probably resulting in losing the best timing for sale.

FRESCO clearly shows a list of individual's collection and transaction records online. Galleries can check the data by searching a buyer's address on FRESCO if s/he chooses to disclose the information. FRESCO enables galleries to simplify the investigation and avoid unwanted troubles before transaction. FRESCO also simplifies investigation of international buyers, because a globally decentralized blockchain network ensures every user' footprint is marked in the same way, regardless of their nationality.

Example 15:

Andrew is the director of a gallery in Greece, and he is just in contact with a new buyer from India. He has never heard of this buyer and has no access to evaluate his background. But it is a good opportunity for Andrew's gallery to expand the market and attract new groups of buyers. Andrew goes onto the FRESCO platform and searches the address of this new buyer. He finds out this buyer has a remarkable history of doing business with other major galleries. The highly transparent and visible record in the FRESCO network allows Andrew to understand the affordability of his customers and establish trust for new buyers.

Trace Artwork's Resale Process

FRESCO allows galleries to trace their own artists' resale and public donation history, and have better management on the career paths of the artists. Through FRESCO's platform, galleries can find every detail of an artwork's transaction history, and help the artists they represent to anticipate and protect their careers in the art market.

Example 16:

Sana Gallery represents Andy Li, an American born Chinese artist from Los Angeles. Through FRESCO, Sana Gallery tracks and manages the transactional records and the FRESCO Trust of the works by their artists including Andy Li. The Gallery finds out that, due to Andy Li's ties to China, Chinese collectors have been noticing this artist and asked about his works. Sana Gallery is able to immediately respond to this market signal, and plans a special exhibition of Andy Li in Beijing, China. Sana Gallery senses the dynamic and development of the marketplace for this particular artist, and successfully promotes his exhibition on FRESCO.

2.2.2 Art Museums, Public Foundations and Institutions

- **Exhibit and Promote Collections through FRES Trust**

With the development of FRESCO protocol, renowned museums will participate with free tokens to add on to their valued works, resulting in the balance against possible market speculations.

Museum directors and board members will be able to allocate trust value to the museum's collection, or any other relevant artwork that may be privately held while still carrying significant artistic value. Through this process, museums are able to promote their own collections, special exhibitions and programs, and support different kinds of artists. They function as the axis of academic value in art.

Example 17:

Echo Museum's mission is to explore sound art. It collects, displays, and interprets contemporary and historic innovations in sound art. However, the specific form of art is often marginalized in the art world. Echo Museum places 10,000 FRESH Cash into works from its current exhibition. With this making the headline in FRESCO network, more art scholars and audience start to notice this new form of art. Through FRESCO's broadcast, the public knowledge to the Museum's exhibition grows, and it attracts 1,000 more visitors in that month.

Sell and Exchange Collections

Art museums, public foundations and institutions for art each have their individual missions in supporting art. For example, surveying 20th century American contemporary art, or exploring cross-cultural, new media experimentations. Sometimes the donations that come to the institutions do not align with the museum's mission. Sometimes, the work is redundant or of lesser quality to other work in their collection or about to be acquired, or the demands of caring and storing a particular artwork is unduly difficult. Museums sometimes seek to de-acquisition items of their collection through sale, exchange, or other means. Proceeds from the sale of such works are used to purchase other works of art.

FRESCO enables museums, public foundations and institutions to search for potential pieces that better fit their demands by using filters to determine which pieces meet the needs of their collection, whether they already own the same piece, and if they can afford this sale or if there is the possibility for exchange.

Example 18:

Nova Foundation aims at collecting young and emerging artworks usually found in niche mediums. One of their long-time patrons donated their personal collection in its entirety to Nova Foundation, but 10 pieces of works are realistic photo shot in 1970s. However, by searching on FRESCO, Nova Foundation finds a museum that collect camera works and owns a considerable amount of FRES Cash which suggests its purchasing power. Therefore, Nova will be able to approach this museum and sell the recent donated photos to this museum, which will satisfy both parties.

2.2.3 Corporate collectors

- **Develop Public Image**

FRESCO helps corporations that wish to build a collection, or those with an already established collection, to launch a branding campaign. The target audience is the general public with a particular focus on high net worth clients, who value the corporate effort in supporting art.

Active involvement in the FRESCO network and a wise expenditure of FRES Cash also indicates a respectable fulfillment of corporate social responsibility by facilitating culture and aesthetic education.

Example 19:

Ulia is a highly-respected company in the telecommunications industry, with decades of history of professional service. One of the largest disadvantages Ulia is facing is its relatively low brand recognition amongst millennials. To combat this, Ulia decides to establish itself in the cultural sphere by acquiring a collection of artworks by popular emerging artists.

Ulia utilizes FRESCO as an art world equivalent of major social media, posting its recent moves in the art scene and importantly, broadcasting their newly acquired artworks and their attached value as in FRES Trust.

Many from the young generation now get to know Ulia through FRESCO, interacting with the brand through the network, and increasingly recognizing the strength and commitment of Ulia in both the industrial and social responsibility realms.

Gain Profit from Art Investment

Investing in art and distributing trust value to artworks can bring corporations substantial profit. The inherent rarity of art leads to a steady increase in its market value, normally resistant to the economic fluctuation and political impact. By engaging in the art world through FRESCO, corporations get first-hand data on the industry and saves much trouble of sponsoring an art institution or event for insider information.

The mature market for art banking, especially with an additional proof of trust value, largely boosts the liquidity of art as an asset. Art loan based on a trustworthy profile on FRESCO can be realized at a low rate and flexible payment.

Example 18:

Metis has a chain of hotels across the world. It has been sponsoring art fairs and donating to institutions but has held off from a deeper investment.

Recently, Metis acquired a number of world-class artworks and uploaded them to its FRESCO homepage. The high transparency and visibility in the FRESCO network allows Metis to actively buy and, if needed, resell art. Galleries can easily check out the collection strength of Metis' collection and have trust in its power. Banks and auction houses are also willing to lend money to Metis—which has a publicly visible collection catalog and a high trust value promised by FRES tokens—when it needs cash to expand its business.

With the development of FRESCO protocol, renowned art critics and scholars will get free tokens to add on to the valued works, serving to balance against possible market speculations.

FRESCO

3.

FRESCO Technical Framework

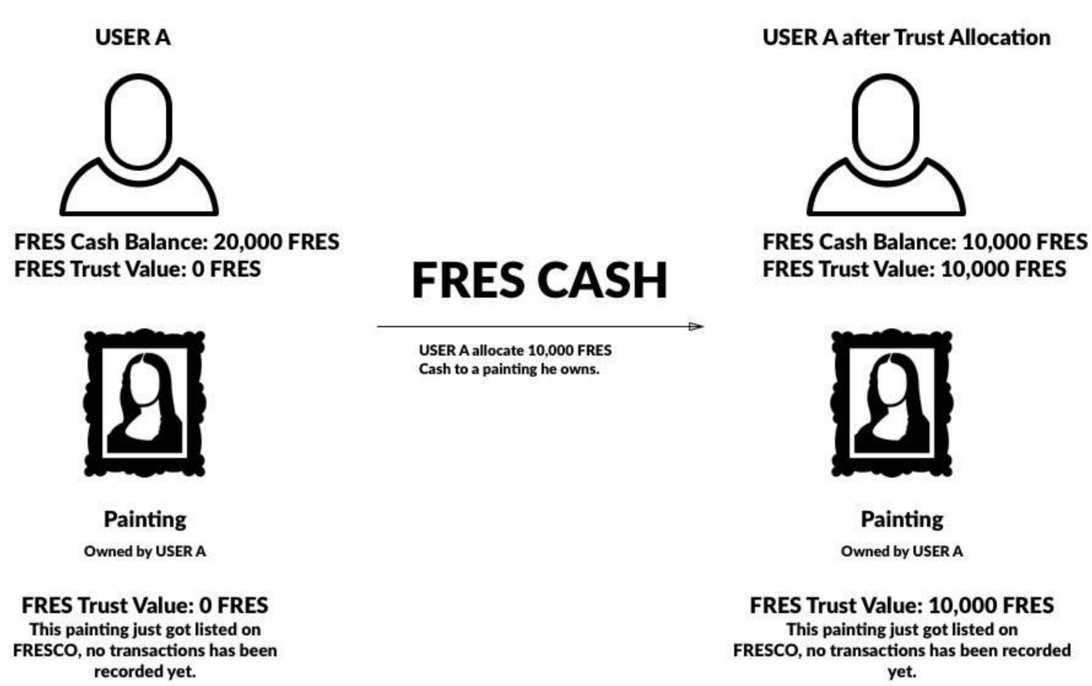
3. FRESCO Technical Framework

3.1 FRESCO Protocol

FRESCO's technical main component will be the FRESCO Protocol, the FRES Trust distribution mechanism.

Through FRESCO Protocol, users will be able to distribute certain amount of FRES Cash to an artwork, this allocated FRES Cash will then convert into FRES Trust in this artwork. The addition of FRES Trust to an artwork is irrevocable, and users will only become to distribute FRES Cash to his/her own artwork.

The FRES Trust reflects the total value of trust given to artwork by its current and previous owners, as well as art critics, academics and historians. The FRES Trust distributed to each artwork is publicly visible and anonymous in identity. The distribution of the FRES Trust is irrevocable and adds a unique index of trust value to the artwork. The FRES Trust reflects the comprehensive academic and market value of that artwork in the intricate art environment.



3.2 FRESCO Wallet

As a decentralized blockchain platform, FRESCO has created FRES Wallet, a unique wallet address based upon Ethereum ERC20 technology.

Each user's FRES Wallet is totally anonymous, but publicly visible on FRESCO platform. With FRES Wallet, distribution of FRESCO tokens and transactions of artworks will be fast, smooth and well archived.

A user's FRES wallet will contain mainly three key types of data: FRES Cash-related activity, FRES Trust-related activity, and artwork transactions.

FRESCO Wallet will show users their Balance of FRESCO tokens and their FRES Trust Value which will be the FRES value of their artworks.

FRES WALLET

Wallet Address: **0xb5cc297c6cb6afc8aea8800545c19ea29e399f12**

FRES Cash Balance: **10,000 FRES**

FRES Trust Value: **200,000 FRES**

FRES Cash Transactions

FRES Art Transactions

3.3 FRES Cash Transaction

A FRES Cash transaction is one of the two types of transactions being conducted on the FRESCO platform. FRES Cash can be purchased during the FRESCO ICO Token Distribution or in crypto exchanges after the ICO. User can transfer FRES Cash between wallet addresses or allocate certain amount of FRES Cash to an artwork.

When a user sends FRES Cash or allocates FRES Cash to an artwork, the wallet system will temporarily lock that amount of FRES cash and it will show as "pending" until that FRES Cash transaction is confirmed in the network.

Each FRES Cash Transaction will generate a unique hash ID, serving as the blockchain record of this transaction. The two types of FRES Cash Transaction are shown below.

FRES Cash Transaction (Allocation into Artwork)

In this scenario, User wallet 0x8a.. allocated 10,000 FRES Cash to Artwork 0x96..

TxHash: 0x8be980fb45b0135057e7fbfef9dd5c7d3a15f18a08fbd4727950c25dcc2a9886

TxReceipt Status: Success

Time Stamp: 29 secs ago (Feb-03-2018 08:30:49 PM +UTC)

From: 0xd7ecc35d699cd5026d592addbe498aec5321b2f8

To: 0x963f2D5335A16cE19965A0467621a7b0eeaAf8Ae

Value: 10000 FRES

FRES Cash Transaction (Between Users)

In this scenario, User wallet 0x8a.. sent 10,000 FRES Cash to User wallet 0xb5..

TxHash: 0xbd01d4507d1eb5f7c5145d8baa57aef75c0bd3aebbef206c8f5bbcf18627124d

TxReceipt Status: Success

Time Stamp: 2 days 19 hrs ago (01-01-2018 01:12:16 AM +UTC)

From: 0x8a23660677e0efcd4835ee54b7846d7e3a9hh519

To: 0xb5cq297c6cb6afc8aea8800545c19ea29e399102

Value: 10000 FRES

3.4 FRES Art Transaction

Transactions of artworks will be documented in each user's FRES Wallet. Each artwork on FRESCO will have a unique wallet address. However, unlike a user wallet where FRES Cash can be transferred in & out, an artwork wallet will only be able to accept incoming FRES Cash and convert it into FRES Trust.

Through blockchain, FRESCO will create the world's first anonymous, digital, and highly transparent provenance system, while keeping every party's unique interests in mind.

No exact price of the artwork nor will the exact name of the art owner ever be displayed or revealed in any way during the FRES Art Transaction.

FRES Art Transaction

In this scenario, User wallet 0x8a.. sold Artwork 0x12 to User wallet 0x18..
Artwork 0x12 has 20000 FRES Trust Value.

TxHash: 0x2d28ee157d5435122b2f8d3ff649c4241a24fa22ee9d995299316a3ee47fd76c

TxReceipt Status: Success

Time Stamp:20 days 13 hrs ago (Jan-14-2018 06:55:54 AM +UTC)

From: 0x8afbb356c094371947164f0ee655b3d60176c4a1

To: 0x183f2D5335A16cE19965A0467621a7b0eeaAf8Ae

Artwork: 0x12487eeD31Cf5C559BF3f4eDD166b949553D0d11

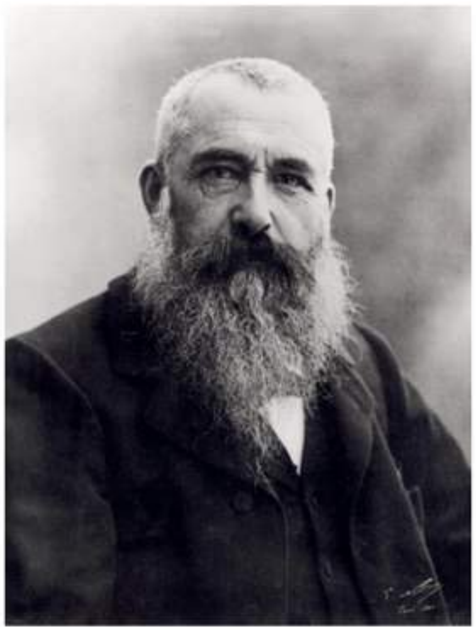
Value: 20000 FRES

3.5 FRES Artist Database

FRESCO, as a decentralized art blockchain platform, will allow any user to upload anyone as an artist. This process will be done when the user is adding new artwork to FRESCO platform.

Artist names on FRESCO must be exact and not case-sensitive. If a user wants to add Pablo Picasso as an artist on FRESCO, he will need to add artist info when uploading his collected Picasso artwork. Keep in mind that "pablo-picasso" and "pablopicasso" will have different artworks under these two names. We recommend setting up artist names in a format such as "andy_warhol," "james_turrell," "leonardo_da_vinci" for better archive results. With FRESCO's artist database, the user will be able to filter artists by active years, art medium, art theme, art schools, etc.

FRES ARTIST



Artist: 0x12487eeD31Cf5C559BF3f4eDD166b949553D0d11

FRES Trust Value: 20,000,000 FRES

Artist Name: Claude Monet (claude_monet)

Year: 1840-1926

Medium:

Painting

Detail:

Oscar-Claude Monet (14 November 1840 – 5 December 1926) was a founder of French Impressionist painting, and the most consistent and prolific practitioner of the movement's philosophy of expressing one's perceptions before nature, especially as applied to plein-air landscape painting. The term "Impressionism" is derived from the title of his painting *Impression, soleil levant (Impression, Sunrise)*, which was exhibited in 1874 in the first of the independent exhibitions mounted by Monet and his associates as an alternative to the Salon de Paris.[3]

FRES ARTWORKS

TX# NO1H127812123SA1279K18291
ARTWORK ID #0x12487ee...
From 0x4niasq1ni2156... To 0x381812nc1a...
FRES Trust Value: 20,000 FRES

>45 secs ago

TX# MYBH127812123SA1279K18291...
From 0x278912c71a... To 0x4niasq1ni2156...
FRES Trust Value: 100,000 FRES

>30 days ago

3.6 FRES Artwork Database

FRESCO's artwork database is completely user generated, users will be able to upload anything they deem as artwork to the platform. With FRESCO's artwork database, users will be able to see both intrinsic value and trust value of artworks. The trust value of the artworks in the FRESCO network will be recorded after each transaction, resulting in the appreciation of artworks. FRESCO's decentralized artwork database offers anonymity, transparency, and liquidity while solving issues such as appraisal, authentication, and information asymmetry.

FRES Artwork

Artwork: 0x12487eeD31Cf5C559BF3f4eDD166b949553D0d11

FRES Trust Value: 20000 FRES

Artwork Name: Le bassin aux nymphéas

Artist:

Claude Monet (claude_monet; 0x18122D5335A16cE19965A0467621a7b0eeaAf8Ae)

Year: 1919

Medium: Oil on canvas

Detail:

Le bassin aux nymphéas, signed and dated 'Claude Monet 1919' (lower right), 39½ x 79 1/8 in. (100.4 x 201 cm). Painted in 1919.Le Bassin aux Nympheas, 1919, is among four highly finished monumental renderings of Claude Monet's beloved water lilies in Giverny. Monet executed all four works in the same period, painting the same view before the pond itself.

FRES PROVENANCE

TX# MYBH127812123SA1279K18291...
From 0x4niasq1ni2156... To 0x381812nc1a...
FRES Trust Value: 20,000 FRES

>45 secs ago

TX# MYBH127812123SA1279K18291...
From 0x278912c71a... To 0x4niasq1ni2156...
FRES Trust Value: 5,000 FRES

IN

>30 days ago

4.

FRESCO

Token Economy

4. FRESCO Token Economy

To achieve all the goals stated in the roadmap with regard to the development of the FRESCO platform, the team is launching a crowdfunding campaign based on the Token Sale model. FRESCO tokens (FRES) is based on Ethereum technology (ERC20). The creation of FRESCO tokens will be a one-time event. The Token Creation event is the only time that these tokens can be created, and therefore the total supply of FRESCO tokens is fixed.

The total amount raised in the Token Sale will be communicated on the FRESCO website. The total includes both the pre-sale and crowd sale rounds. Participants in the pre-sale round are obliged to buy a minimum amount of ETH that will be communicated prior to the pre-sale round. Additionally, participants in the pre-sale round receive a 30% bonus.

The total supply of FRESCO tokens will be 500,000,000, out of this supply:

- 60% will be sold during pre-sale and crowd sale;
- 20% will be reserved for the FRESCO Foundation;
- 20% will be allocated to the FRESCO team, advisors and early seed investors.

FRESCO

5.
FRESCO Roadmap

5. FRESCO路径图

Start of FRESCO Pre-Sale

End of FRESCO Pre-Sale

Start of FRESCO Crowd-Sale

End of FRESCO Crowd-Sale

Q2. 2018

Secure partnership

with major galleries and museums

09.01.2018:

Alpha Version Live

01.01.2019:

FRESCO Main Net Live

6.

FRESCO Team

6. FRESCO Team

Roy Huang，Co-Founder

Coming from a collector family, Roy has formed an appreciation for art since childhood. He's a key early supporter in various blockchain projects such as HQOU, Blockport, WePower, Bankex. NYU Stern BA.

Ting Liu, Co-Founder

Ting is an award-winning and internationally famed artist and curator. She is the Founder and Director of T+H Gallery, a leading contemporary gallery in Boston, and has curated numerous critically-acclaimed shows for major museums and galleries. As an artist, her work is exhibited at and collected by Beijing Forbidden City Art Museum, Royal College of Art in London, International Print Center New York, and many other museums across the world. BFA, Alfred University. China Central Academy of Fine Arts.

Sylvain Levy，Chief Visionary Officer

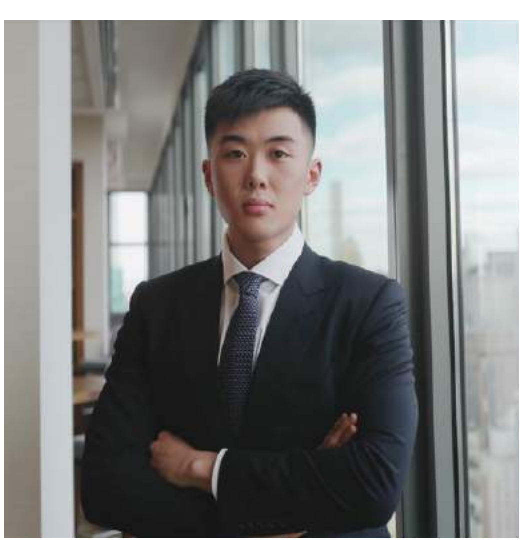
Sylvain is a world-renowned collector and creator of the DSL Collection. Founded in 2005, DSL collection is one of the major Chinese Contemporary Art collection in the world. A generous art patron with more than 30 years of collecting experience, Sylvain is dedicated to promoting cultural communications based on his pioneering collection. Sylvain also values the integration of art and technology and creates the world's first VR art gallery.

Yizhou Li，Curatorial Director

Irina is a curator and art historian based in New York, with years of research experience at top academic institutes and art institutions in China, Germany, and the U.S. Her professional knowledge spans a wide range of issues in aesthetic and cultural psychology. B.A. and B.S.,Tsinghua University; M.A., the Institute of Fine Arts, NYU.

Rachel Qin，Research Director

Rachel is a leading curator and art consultant. She is the co-curator/researcher to many contemporary art exhibitions, and worked at galleries and museums in Boston and Beijing. She conducts research projects on art market that involves a comprehensive understanding of art law, finance, marketing strategy, and valuation. She also works as an art consultant that gives strategic and operational advice to individuals, corporates, and governmental agencies. B.A. in Art History and in Business, Brandeis University, Boston.



Jay Ma, Partnership Director

Jay has extensive experience with business & partnership strategic development. Having previously worked at E&Y, CIBC, he brings years of business development experience to FRESCO. B.A., NYU Stern.

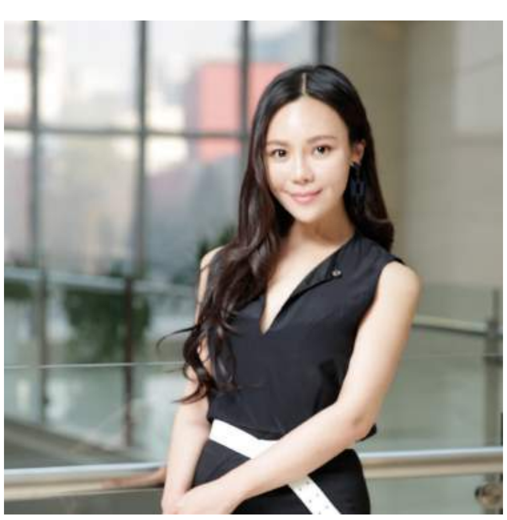
Niklas Stoehr，Engineering Director

Researcher at Oxford University, Master in Computer Science at UCL. Niklas specializes in data science and web intelligence. He is an early supporter of blockchain projects and is an active voice on various blockchain media outlets.

FRESCO Advisory Team

Vladan Podjanin， Technology Advisor

Vladan is a cryptocurrency expert and blockchain enthusiast. He is an advocate of bitcoin since its very early days. He also has a strong background in architecting, designing and implementing IT systems and infrastructure in enterprise environments.



Wendy Li, CFA, Financial Advisor

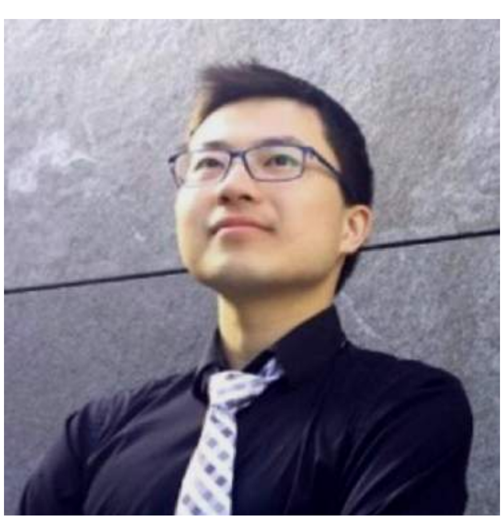
Managing Director of China Renaissance, M.Phil from University of Cambridge, and CFA charter holder. Dedicated in new economy capital markets with 10 year of investment experience from both prestigious Wall Street firms and China-market financial institutions. Western post-war art and China contemporary art collector; the 1st writer of best-seller book 《The fall-out of Lehman》(CITIC Press 2009).

Kevin Johnson, Technology Advisor

As founder of Plaza Systems, Kevin is a serial entrepreneur for over 25 years and a former member of USMC Force Recon, He is an avid blockchain and cryptocurrency early adopter, perennially at the forefront of the latest trends, as he is driven by his excitement for integrating new technologies into useful business applications.

Joseph Scheer，Art Advisor

Joseph Scheer is a Professor of Print Media, and Co-Director/Founder of the Institute for Electronic Arts at the School of Art and Design, Alfred University. His current works, which span print media, video and web based projects, use technology to re-examine nature through interpretive collecting and visual recording. His most recent work has been exhibited at The Brooklyn Museum of Art, Brooklyn, New York and the National Museum of China, Beijing. The National Museum of Sweden, Stockholm and The Field Museum, Chicago, IL.



Di Jin，Technology Advisor

Di Jin is a MIT PhD who has been actively involved in several data-based projects. He strongly belives that a decentralized database is needed and achievable in the art industry.

FRESCO

The future
for art.

FRESCO

Blockchain Art Trust
Distribution Network

http://fresco.work
team@fresco.work