



Connecting artists, blockchain technology,  
and creative coding into one extraordinary  
experience.

1 Whitepaper draft V.01

# Welcome

Welcome to Arts Token.

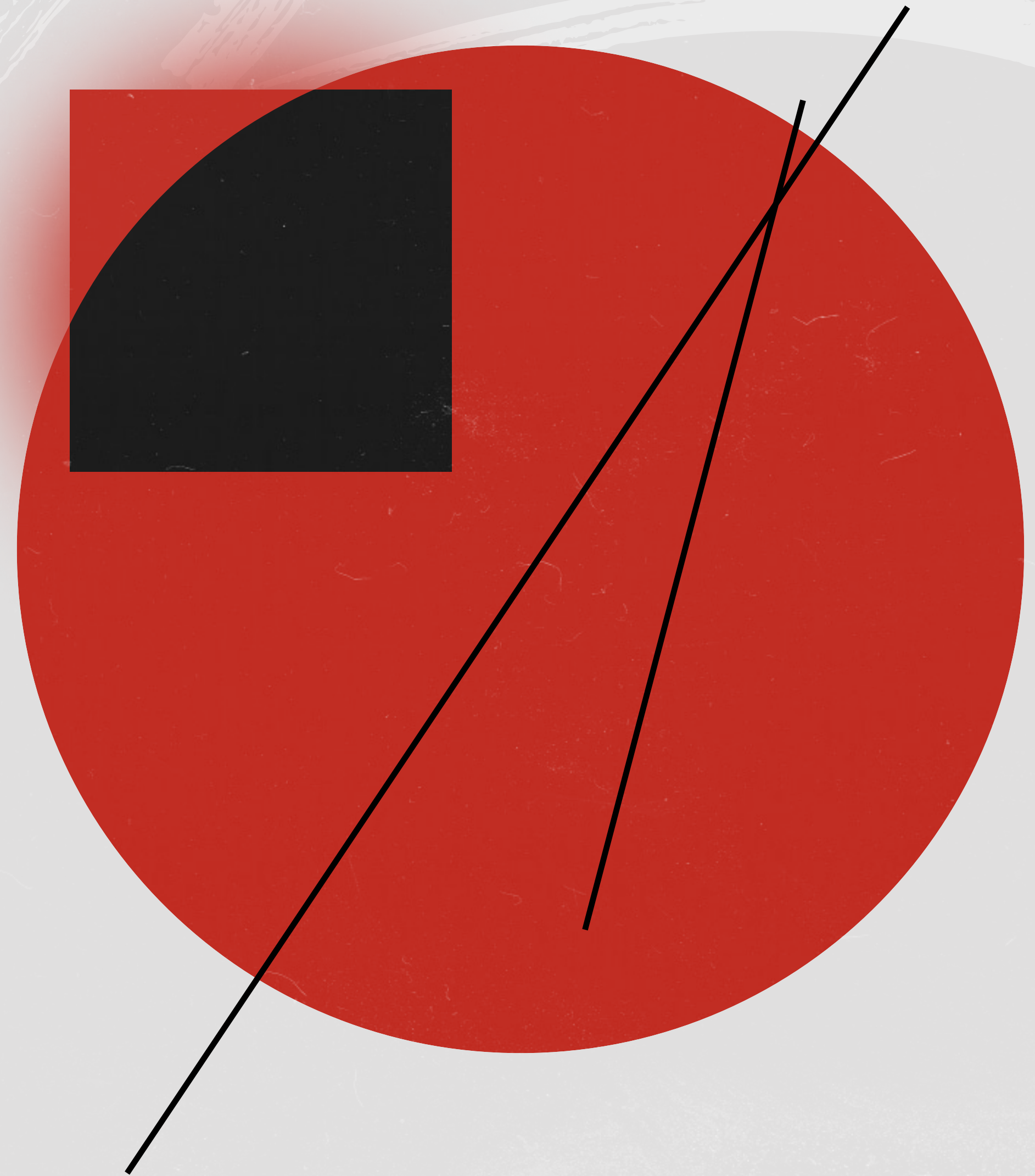
DAO platform, directed and governed by the  
community with its own token. Made by and for  
artists and art lovers.

# What is this Whitepaper

This document is the whitepaper for the ecosystem named Arts Token and governed by DAO. It will outline the major goals of the project and how users will be a part of the experience.

It is the starting document from which the Arts Token society will emerge. This foundational paper will evolve along with the project and will eventually become the governing document for Arts marketplace and society.

We are humbled by your support so far and look forward to journeying through space together and creating a cooperative and vibrant community.



# A WORD ABOUT ARTS TOKEN

ART & BLOCKCHAIN: combine tradition and innovation, by blurring technology and classic art concepts.

Selling or buying a work of art with cryptocurrency will soon become commonplace. Times change and you have to keep up. Hence the idea of offering an innovative service to the entire sector of the art world

The concept of blockchain and cryptocurrencies is a source of inspiration for many artists. In fact, art is good in itself. Its high value was prestigious many centuries ago. Therefore, the idea of buying art with cryptocurrency has something of a natural exchange. If art is a currency, then it is the cryptocurrency of a piece of art.

Blockchain technologies are gradually changing the fundamental principles of collecting and communicating through works of art.

Cryptocurrency can make the art market transparent and more democratic.

- The ARTs Token startup uses blockchain technology to create digital certificates associated with works of art.
- Each work is divided into thousands of certificates.
- Investors can buy these certificates and trade with them.

This procedure is similar to buying shares of different companies. The main feature of the direction is the desire to use the blockchain to create a decentralized autonomous artistic environment that does not directly depend on a person and does not obey established economic and social models.

# ARTS TOKEN VISION

We are launching an art platform without precedent. Everything is about community and technology and they are the center. We are building a community that is truly interested in the subject of art and everything related to it supported by Blockchain.

The goal is to create an effective platform where people will have access to art with the help of technology, thus discovering unlimited opportunities.

Blockchain technology helps to carry out financial transactions without physical intermediaries, thus creating an independent economic ecosystem accessible to all. In other words, if earlier both parties to the transaction paid interest to the bank only due to the fact that it acted as their guarantor, now there is no need to pay for this trust, since the technology takes care of them.

Classical art has always lacked adequate autonomy from the capitalist laws of the market, so many artists will find the idea of using the Blockchain very attractive.

The ARTs platform records the provenance of artworks on the Blockchain, allowing investors and collectors to access information about exhibitions, sales, view expert ratings, value indices and more, all in one dApp.

The process of buying and promoting works of art becomes transparent and secure, and artists receive a mechanism that grants them a monetary reward for each transaction. It will be possible to buy works of art within the system with the usual cryptocurrencies, or by converting traditional money to ARTs Token. In any case, each participant in the ecosystem will have its own wallet and unique address, because this is what ensures the transparency of transactions.

Above all, the ARTs Token is focused on young investors. There is a common feeling that art investments are some kind of elite sphere. This is due, among other things, to the fact that there is a problem of evaluation of the work. To find out the value of an art object, you need to find experts; to find experts, you need to be sure of their reputation.

# ARTS TOKEN VISION

In 2020, COVID-19 has forced creators, brands and artists to rethink their monetization strategies and communication with their followers. Many have turned to virtual meetings and live broadcasts. Others have experimented with platforms like Patreon or tried to double down on monetizing their YouTube and Twitch accounts. But ARTs Token goes further and creates its own cryptocurrency: social art tokens.

Social Art Tokens are cryptographic tokens that can be created by individuals or communities. They fall roughly into two categories: personal tokens and community tokens.

Personal listings are created by individuals and are often used to exchange types of work. For example, an artist-designer will do one hour of work if he receives, for example, a "X" in social tokens. In this example, you can see that a person manages the value of a token when performing a certain service.

Community tokens are generally used for memberships or communities. For example, creators release a community token that users must purchase in order to access private creative groups, etc. They are also provided as a reward and therefore encourage community involvement.

Another goal is to earn digital and real money with art globally. People are willing to pay for art. We saw it with the interest towards NFTs in 2021, but only if they are given the opportunity and systematic and transparent sales mechanisms.

Our platform solves both problems, we give artists and art new elective and transparent algorithms to collect, create and trade phygital ART using ARTS TOKEN.



# General Vision

A new model designed for artists

2023 is gaining momentum and already promises to be a year of experimentation. Many influencers will use cryptocurrency to engage their followers and reward them with tokens through chat, voice, and video. Artists already monetize their time with tokens and we may see social tokens that are connected to the decentralized finance (DeFi) community as a guarantor of authenticity.

As developers jump on the bandwagon, DeFi enthusiasts build financial infrastructure, and celebrities draw their followers into the undiscovered world of cryptocurrencies, social tokens will go down in history as a bright and colorful place against the backdrop of a 2022 grim. Above all, also, due to the rapid innovation and growth of the social art token ecosystem that has already experienced its boom with the billionaire sales of NFTs. A token is a unit of accounting for assets. It is an analogue of shares on the stock market.

They are issued to attract financing to IT startups as part of the ICO procedure. The tokens are accounted for using blockchain technology and access to them is done through the digital signature.

This ensures maximum protection of ownership of the electronic asset. Each transaction contains data on all transactions made with IT project tokens, moreover, the information is stored by all members of the network, and not on a central server, so the database cannot be hacked.

Tokens are managed through smart contracts and their development is often implemented on Blockchain protocols.

Therefore, the use of the token is limited to the specific startup that launched them. But, as soon as an IT project enters the exchange and starts selling its tokens, they can be easily exchanged for a cryptocurrency, for example, Bitcoin, BNB or Ethereum.

# General Vision

The price of 1 ARTs token in USD or another currency is determined by

- the interaction of supply and demand in the market
- the success of the startup
- the utility of their services.

There have been cases in practice when the token rate after the ICO grew hundreds and even thousands of times.

The team of programmers create the smart contract, as an intermediary between the buyer and the seller of tokens. These contracts are audited by third parties to verify any vulnerabilities.

The acquisition of tokens is an opportunity to increase the liquidity of the community, because if an ICO is successful, the value of a share can be multiplied by many. From a price point of view, it is more profitable to buy tokens in a private sale at a reduced price to "test" the interest of potential investors in financing a project. Due to asset tokenization, actual goods and services are tied to tokens.

The exchange is guaranteed by the company that issued the ARTs tokens. This technology helps make the company's product more attractive and increase sales. Or develop a loyalty program when a customer accumulates or buys a certain number of tokens, which can then be redeemed for company goods and services, for example, art purchases.

Our company plans to issue 888 million ARTs tokens, which will be burned on the blockchain immediately after they are used to pay for author badges. That is, over time, the number of tokens will naturally decrease. At the same time, the cost of tokens will not decrease. For example, if a core membership in a community costs \$1,000, in a few years it will cost \$50.

In addition, ARTs tokens will be traded on marketplaces and exchanges.

Initially, ARTs Token plans to transfer 222 million tokens to private investors, team and advisors. The remaining amount of 666 million will be distributed in the public sale, liquidity pool and DAO treasury as part of the road map.





# Long term vision

ARTS Token is a long-term project targeting to reach 1 million users in the next 10 years.  
We aim to disrupt the existing market in the following fields:

## SOCIETY

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An innovative approach to art, online and offline, which offers the possibility of acquiring the opportunity to re-evaluate artworks over time in a few simple steps. Providing a quality platform for modern alternative creative systems.

## ENVIRONMENT

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Online art sales in constant growth and the possibility of intercepting users outside the traditional market.  
Governed by DAO.

## TECHNOLOGY

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Web platform available in multiple languages, Virtual Gallery, Artificial Intelligence. Lead by example with our own web3 development.

## HUMANS

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A TEAM of seniors with decades of experience in the cryptocurrency world supported by: expert programmers in the blockchain world and leading gallerists. Our platform will allow both millionaires and enthusiasts to access irrespective of their wallets' size.

# Tokenomics

Arts Token offers unlimited possibilities and advantages than others with lowest trading fees.

We want to reward talent and professionalism, not financial capacity. Once the token is mined, it can be put up for auction with a different pair, including BNB, ETH and others.

**Buy tax:** 0

**Sell tax:** 10%

**3%** liquidity pool,

**3%**(wallet 1 artist foundation directly converted to BNB)

**3%** to the Arts Token treasury

**1%** Charity

**Total supply** — 888 M ARTS TOKENS

**IDO** — 10% from total

**PRIVATE SALE** — 500 AND 1000 BNB

| Distribution           | Supply (%) | Vesing (months)      |
|------------------------|------------|----------------------|
| Team                   | 15         | 24                   |
| Advisory               | 5          | 12                   |
| Liquidity pool         | 30         | 36                   |
| Dao treasury           | 10         | 36                   |
| Marketing              | 30         | 36 (monthly vesting) |
| Strategic contribution | 10         | 12                   |

# Story driven and gamified

As Arts Token is a story driven DAO platform, the citizens will be participating in a scripted adventure, with the opportunity for input into story trajectory along the way. The initial story begins with the ARTIST as a main character, who finds on Arts Token platform a tool and the opportunity to continue creating, between Blockchain technology permits him earn digital money selling the product.

The artist foundation is going to create an art school and Art Smart Towns. Along the way, story elements will be released that guide the citizens to complete tasks, quests or participate in events and games. Successful tasks and wins will result in rewards and story progression, for both individuals and the collective society. Visitors will be able to also earn or win rewards, with the ultimate prize being full citizenship. There will be peril along the way, but a strong community will ensure success.

# NFTs in arts tokens

We will use NFTs as a tool to propel the Art Smart Town and the community forward. Unlike full NFT projects where the focus is on floor price and market cap, we are about creating community value.

It is about creating a better future, a place where we can live our futuristic dreams in a positive, shared and cooperative environment. When that community value is created the economic value and incentive will follow.



# Partners



**Elena**  
**and**  
**Vitaliy Vasiliev**

# Ambassadors

**TBA**

# Who we are

The team that has been working in the context of cryptocurrencies for over 10 years. We have established an innovative and profitable company that helps hundreds of investors to enter the crypto universe in a simple and secure way. We are building Arts Token as a spinoff of this successful business, because blockchain technology allows us to introduce a new approach to the market.

The project contemplates the registration of works of art using blockchain technology ("block chain", an open ledger that records internet transactions between two parties in an efficient, verifiable and permanent way), which allows the functioning of cryptocurrencies. Our company intends to launch a protocol this year through the creation of a blockchain- powered, decentralized securities register (SMART CONTRACT) for the art market. Considering that the origin is a determining factor in setting up the price and authenticity of an artwork, such a digital register will allow the history of the property to be preserved and thus its value.