

Uniting Digital Art (NFT) and Physical Art through Blockchain Technology

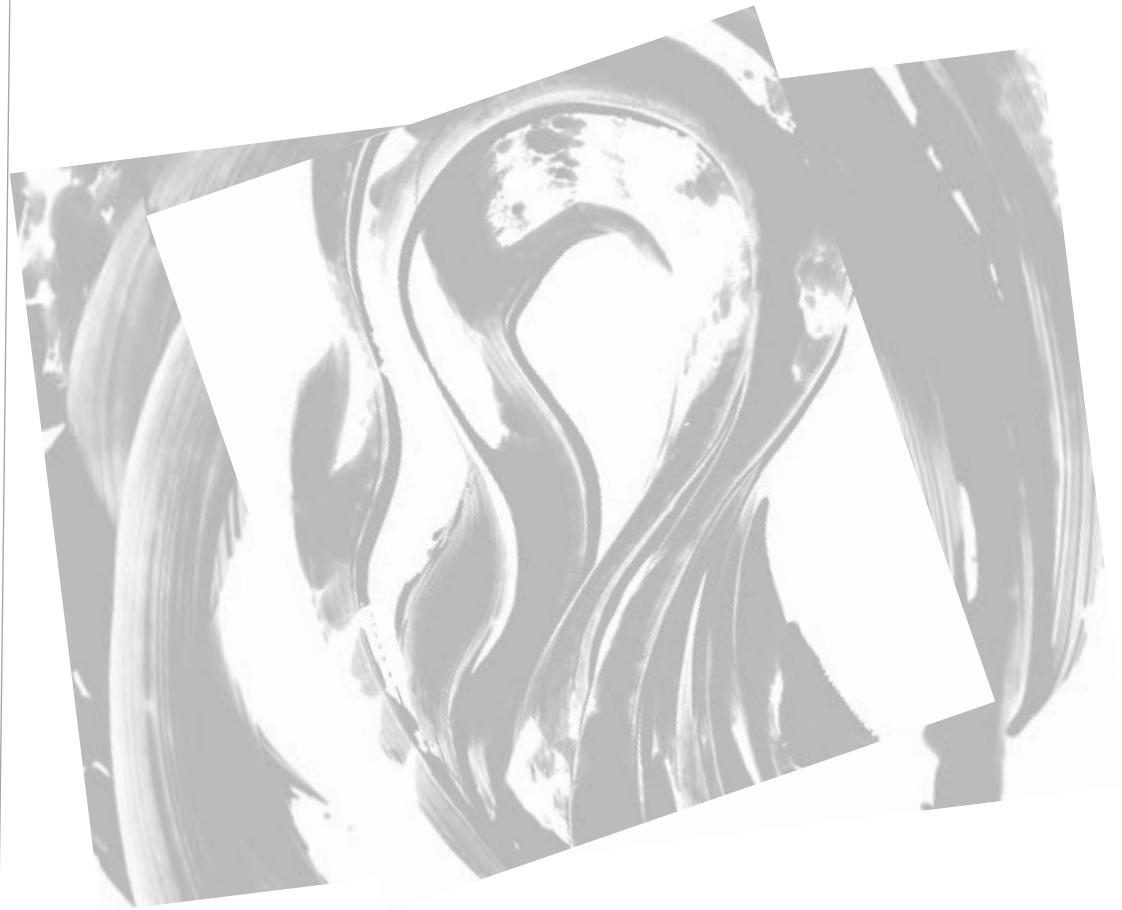
# NFA

FROM INTANGIBLE  
TO REAL

Get Started →

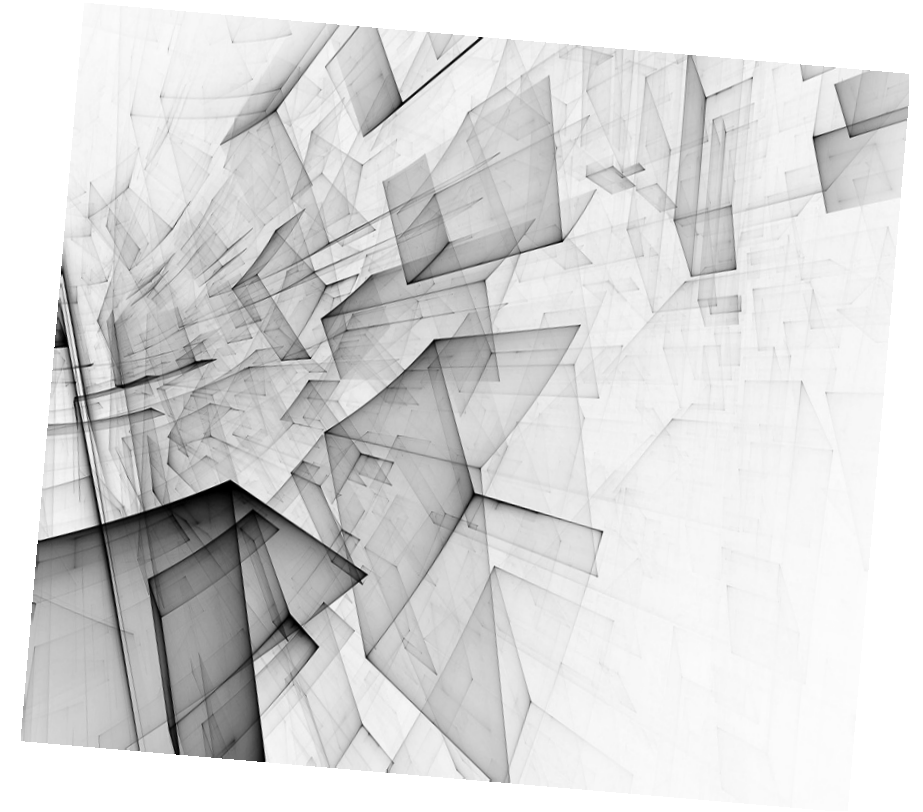
N.F.A. SPACE





# NFTs Explained

NFT is a short form for Non-Fungible Tokens. NFTs are digital assets embodied as Artwork, Videos, Music, GIFs, or Memes traded on the Blockchain network.

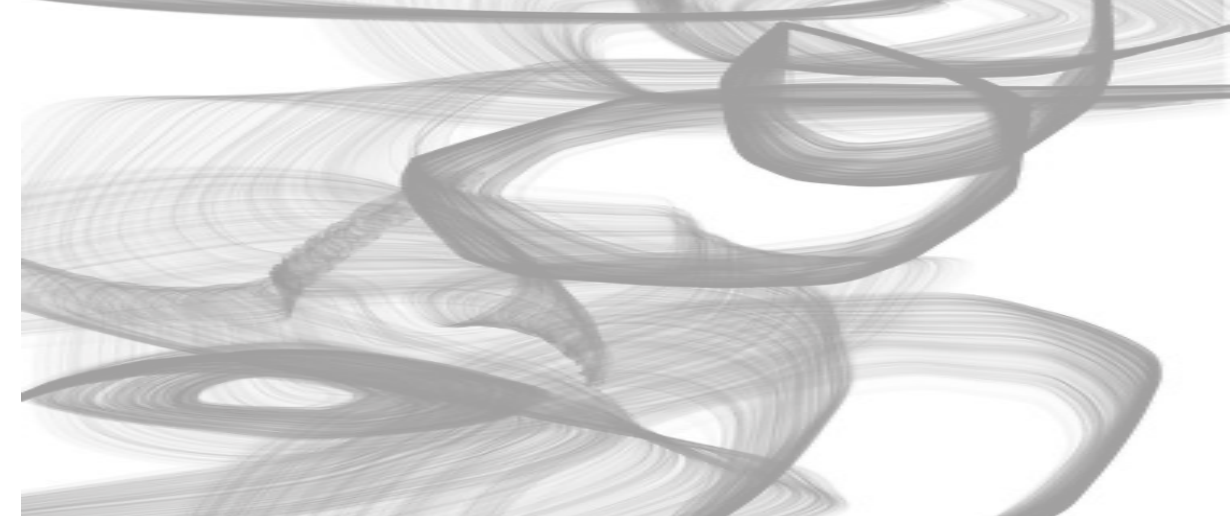


## What Does "Non-Fungible" Mean?

Non-fungible means the asset is irreplaceable. All NFTs created on the blockchain are unique and have a single owner.

# Unpopular Notion Behind NFTs

NFTs make it possible for artists to integrate their identity into the art. Creators and collectors use the "metadata" data recorded on NFTs to confirm and authenticate ownership rights. NFTs listing ensues on a marketplace like NFA.space after minting.



## ...More Details On NFTs

- NFT Marketplaces detects and reduces art forgery
- The visibility from NFT marketplaces grants artists the opportunity to network with high-profile investors
- "Minting" refers to converting a digital item into an NFT (Artwork, Music, Video) which is stored as Blockchain data
- Every NFT includes a royalty program. This allows the artist to earn a percentage of each sale

# Setbacks in the Art Industry

The Art industry has potential, but it also faces obstacles like market manipulation, provenance disputes, ownership and forgeries.

Traditional painters deal with the difficulties of selling their work through galleries, receiving little earnings, and having their pieces damaged physically. They are unfamiliar with the requirements to wield NFTs to their best advantage.

## ...What's More

The NFT market's emphasis on digital art trading further discourages traditional artists from participating.

To address these issues, an NFT project named "NFA.space" was developed to utilize Blockchain technology in bridging the gap between physical and digital art.

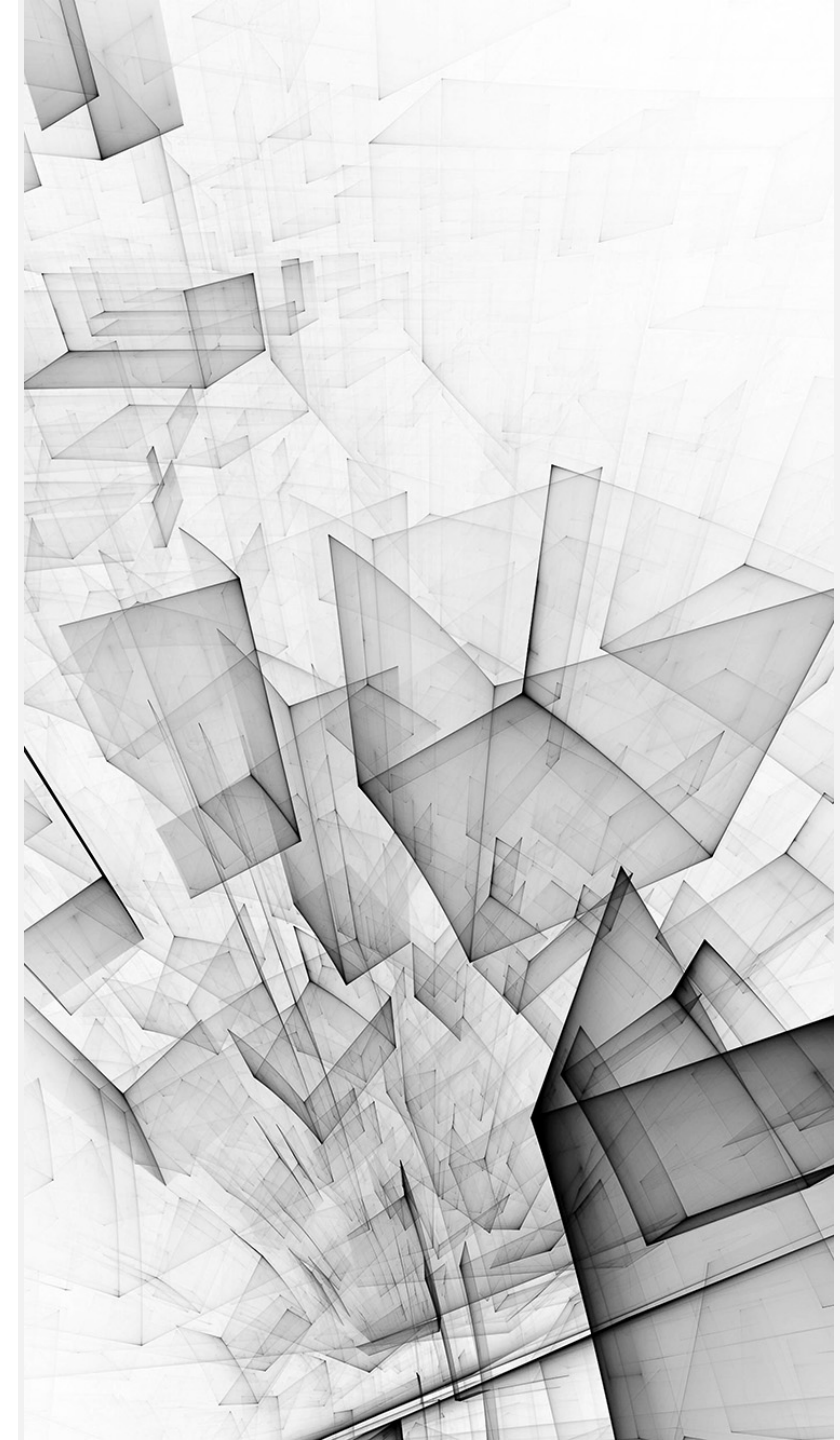
# What is NFA.space?

**Mission:** Establish a seamless connection between collectors and artists, empowering them to understand and utilize the potential of NFTs.



## NFA.space Collection House

- Own marketplace
- Produce artists' works and collections
- Full legal support
- Big media block for NFT promotion
- Delivery of physical copies to the final owner
- Insurance of both originals and NFTs
- NFT (VR) gallery
- Space for interaction between authors/collectors
- Creators' Social Responsibility Fund
- NFT Knowledge Base in Art
- Own magazine
- The base of authors with portfolios



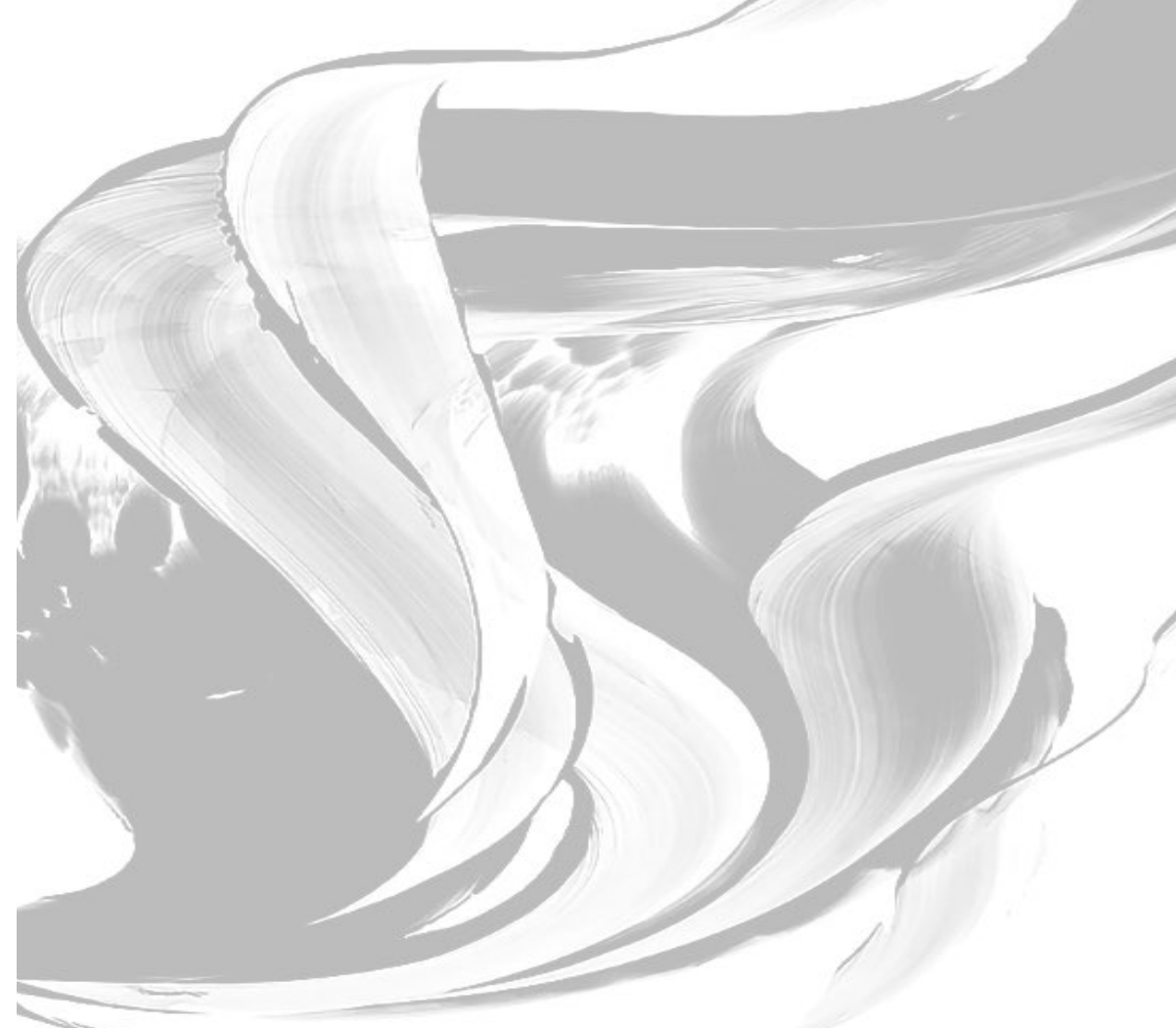
# Current Trend in the Art Market

Today, several galleries and auction houses utilize the Internet to market to a global audience. Technology advancements have increased art sales online more than they have increased sales of artwork in physical galleries.

The transition from offline to online art networking is producing art diversity. Today, Artists are discovering creative strategies by incorporating NFT technology to raise the value of their creations.

## ...Real Examples?

Companies such as Nike have developed new NFT trading platforms for their clients. Nike launched Swoosh, a platform where customers can exchange digital versions of their apparel. Nike currently earns from the sales of both its digital and tangible goods.







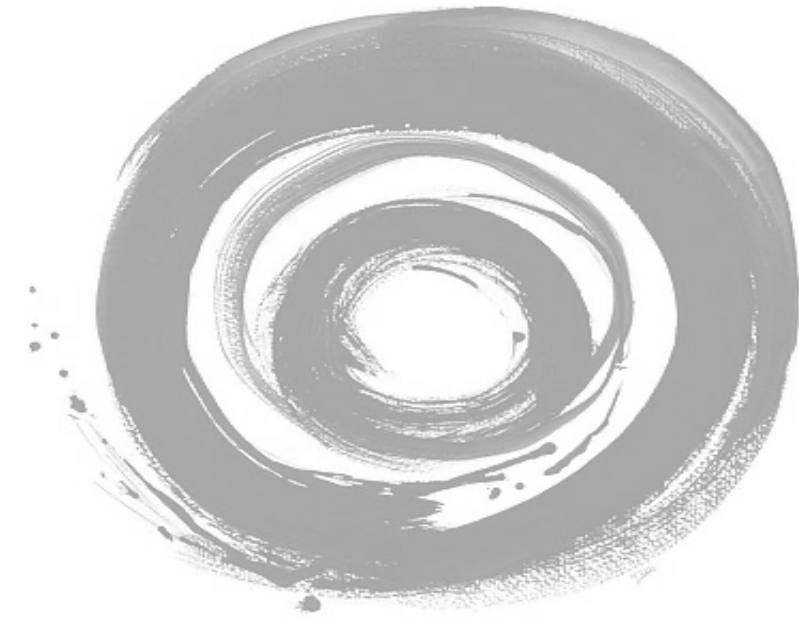
# NFA.space Idea

The Collection house project, whose task is to use NFT as a tool to:

- announce and reveal the physical art simultaneously for the whole world,
- protect its uniqueness,
- perpetuate both its digital copy and author,
- create a certificate of authenticity of the art item,
- provide creators of all types and styles of art with an equal opportunity to sell their work,
- provide owners opportunity to sell their artworks fast, clear and smart,
- accustom more individuals to collect, enjoy, and perform business in art,
- interact with a community interested in developing art in the form of a multi-purpose entity.

# Problem and ...

Currently, the pattern for transferring copyrights to the NFT and Blockchain environment is viewed as a unique opportunity to perpetuate them, ensure swift payment of copyright royalties, minimize art fraud, and provide virtually equal competition as for all creators so for all owners.

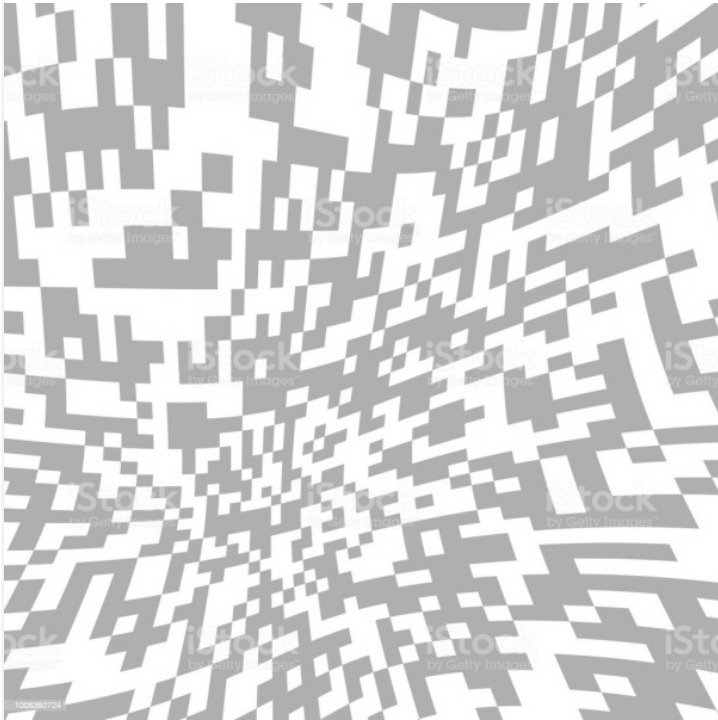


## ... an opportunity

The rapidly developing technology of applying NFT to physical objects is promising (Phygital).

Combining physical assets with NFTs helps make the process of ownership confirmation a digital value.

Additionally, the use of a physical art object photo as an NFT allows viewers to enjoy its visual perception and digital format.





# Benefits of NFTs In The Art Sector

- Easy monetization of digital artworks. The fashion brand Nike, earlier mentioned, sells its digital items without additional costs on delivery, failed transactions, or physical damage to its luxurious products.
- NFT artists earn more by selling directly to NFT collectors rather than through commissioned galleries or auction houses.
- Royalties are programmed into smart contracts to enable artists to receive a percentage of every art sale.
- NFA.space incorporates Blockchain technology to spearhead the converting and minting of tangible art into Non-Fungible Tokens (NFTs).

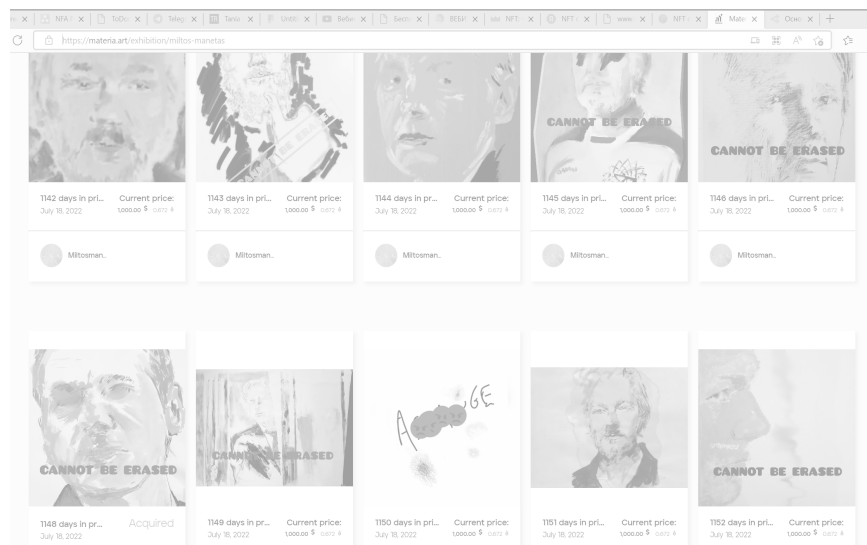
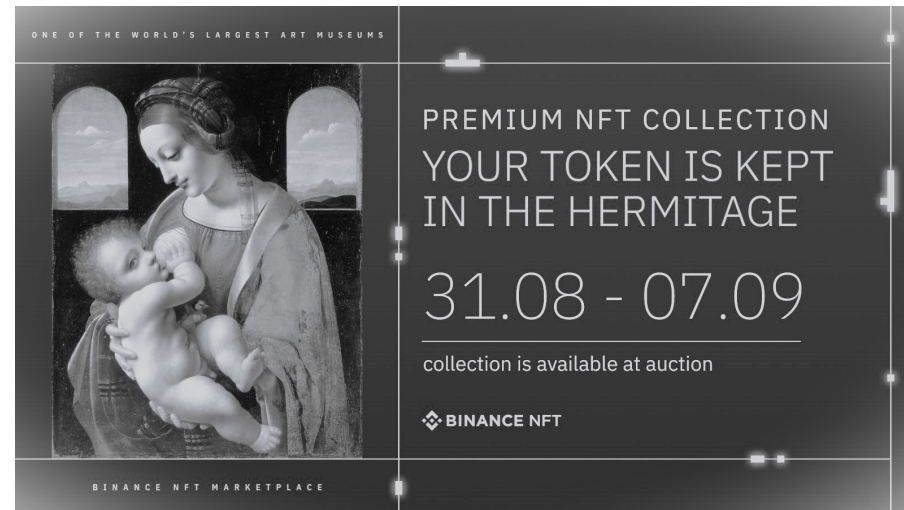


# Market

Already on sale..

Back in 2021, NFT copies have already been sold from Uffizi and Hermitage paintings. Collectors are ready to buy NFT copies of physical paintings, even without direct reference to the original.

Individual artists of different styles successfully sell their single pieces as NFTs on all marketplaces.



However...

- NFA.space will expand this market and enable collectors to own the right to the physical original painting.
- We will allow every talented artist to offer their creation to a global audience.

# NFA.space

**Vision:** Preservation of intellectual property and authenticity of works of art through the latest technologies to bring world art to a new stage of development.

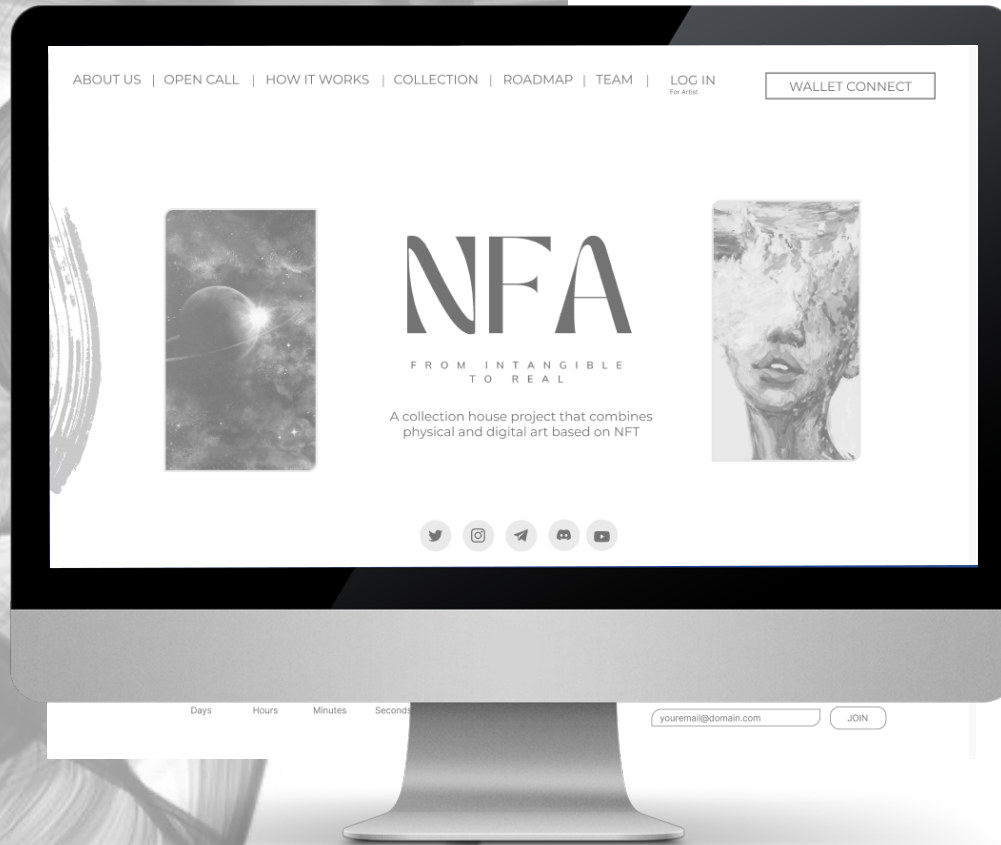
NFA.space is an upcoming marketplace that deals with converting tangible artworks into NFTs.














At the “NFA.space” marketplace, physical art is linked to the Digital copy called NFT and sold to digital art collectors.

## Highlight

- NFA.space embodies the spirit of artistry.
- NFA.space unites the cause of artists with the aspirations of collectors.
- NFA.space is leading in the NFT revolution.
- NFA.space protects artist rights by integrating royalties into the Digital art/ NFT.
- NFA.space introduces non-tech artists to NFTs, which boosts NFT adoption.

# NFA.space



-  NFT Marketplace
-  Base of creators with portfolios
-  Knowledge base
-  NFT magazine
-  Ticket Generator
-  VIP auctions
-  Single database of NFTs produced by NFA
-  Expert Council
-  NFT gallery
-  Personal account of the author and collector
-  Social network for creators
- 
- 

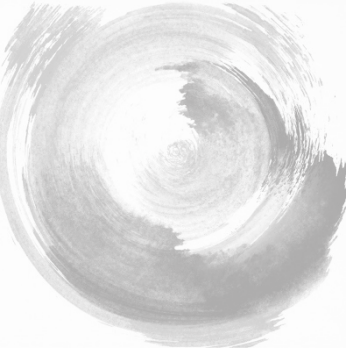
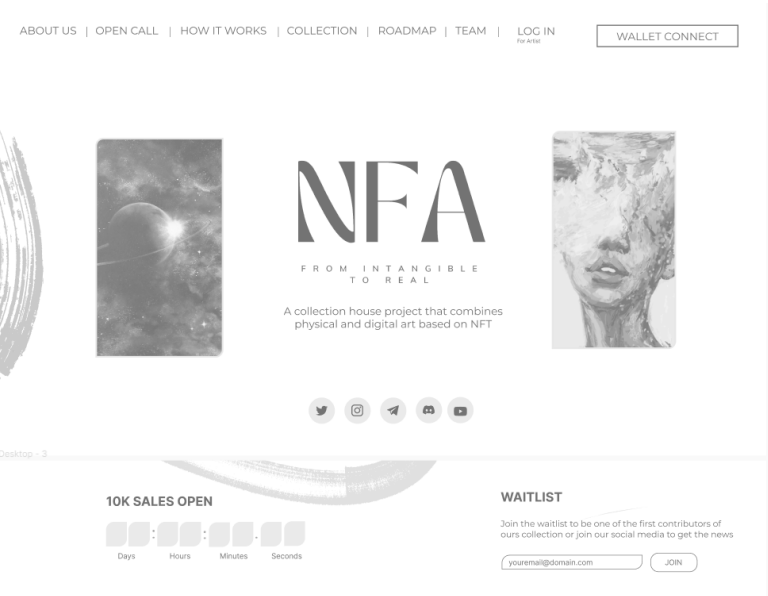
Website



NFT Marketplace

Closed Auction, Private Auction, Raffle, Sale, Resale, Fractional sale, and Rental.

# NFA.space



Creators Portfolio Database

An NFT database produced by the NFA.space NFT gallery. A personal account of the author and collection. A social network of creators.



Additional services

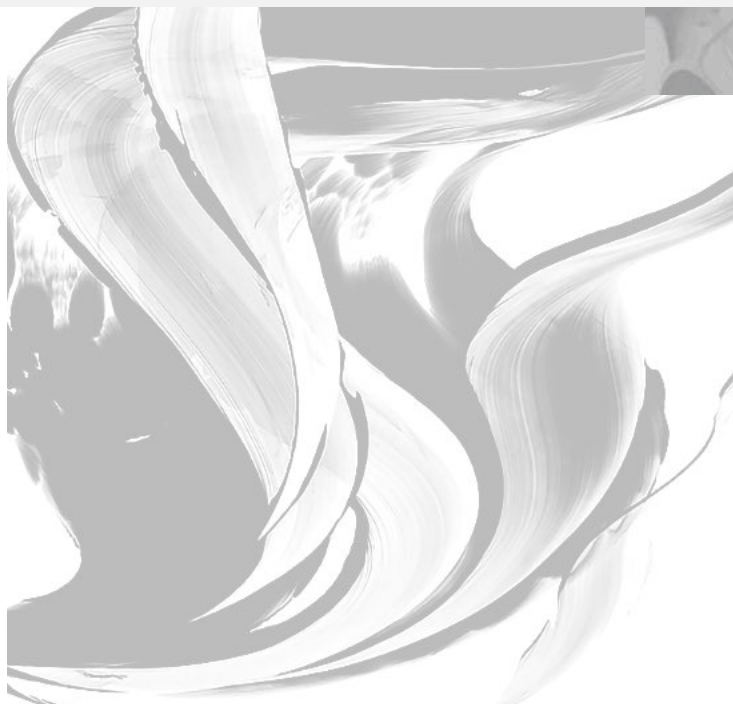
Knowledge base. Expert council. Ticket generation. VIP auctions. Social network for collectors.



NFA.space Collection House

# NFT marketplace

- Auctions
- Showcase for resale
- Rental of paintings in physical and NFT format
- History of NFT transactions



**At the NFA marketplace, auctions are held for:**

- VIP collectors in a closed format
- Special collections in a closed format
- Sales of creators' work after NFA.space production
- Individual sale of NFTs and paintings by collectors in our community
- Customized sale of NFTs and paintings by our community artists.
- Fragmented sale of paintings

## NFA.space Collection House

# Legal

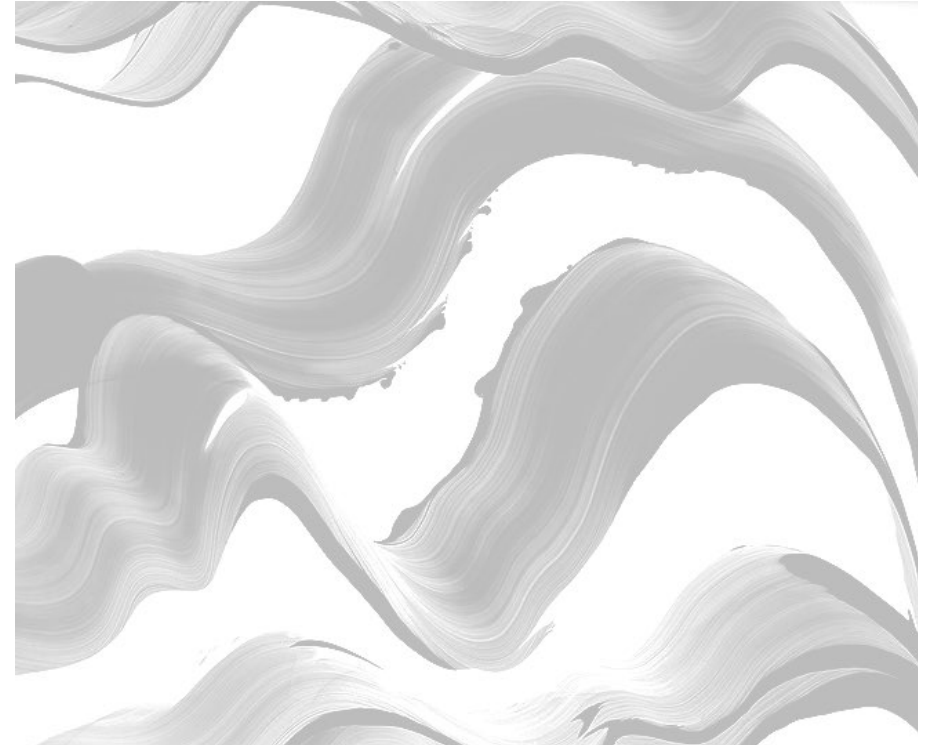
An abstract graphic consisting of thick, overlapping brushstrokes in shades of gray and white, creating a sense of movement and depth. The strokes are layered and textured, resembling a piece of art.

### We will work on:

- Legalizing possession, delivery, use, and lease of art pieces through NFT.
- lobbying for by-laws in the field of NFT.
- Creating unified legal standards and templates in the field of NFT.

### Applying Blockchain technology:

- We aim to secure the copyright to the creator's artwork and the exclusive rights of its current owner.
- We aim to create the NFT as a legal document of the ownership and copyright for physical art, thereby, boosting the collection value of the NFT.



# Art is a treasure trove of emotions

*For the artist*, we will become guides that will reveal the versatility of his/her ideas. We will select and create unique stories.

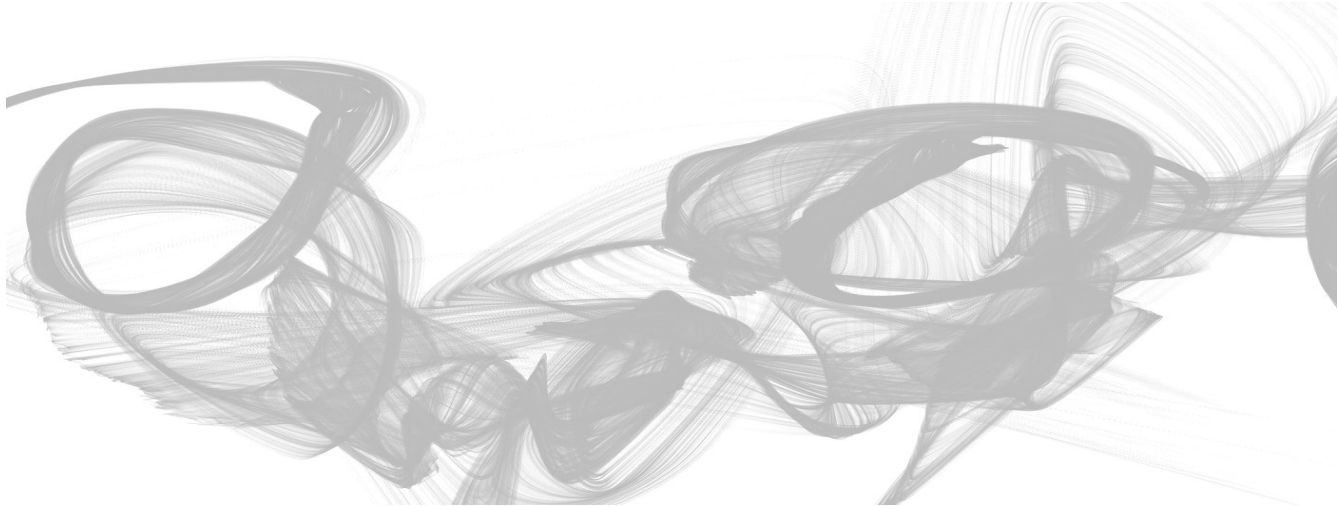
*Collectors* will trade unique collectibles with history, liquidity, an active life cycle, and use cases.

The interaction of parties in a large field called "art" will be powerful, efficient, and reliable with our help.

**NFA.space Collection House**

# Production





# Production

We are pioneers in regulating and uniting the two essences of art today. Our company acts as an intermediary between digital art (NFT) and the physical original, thereby providing a new marketing experience in art.

All the **Production** stages is a thoughtful and organized part of the Agency's operations, consisting of:



set of selective criteria (search for artists)



artist promotion and recognition (promotion)



preparation of the artist's works for sale on the marketplace (sale preparation)

### Essence of Production (producing)

- is the **search, promotion, and sale** of artworks of our talented artists.



# Production

## Search for artists

- Expert evaluation: Independent evaluation of works by experts.
- Emotional perception: The work must convey or evoke strong emotions.
- Community around the creator: What audience does the artist have?
- Zeitgeist: Belonging to a particular time.
- Modern trends: The artist should support new trends and adapt to them.
- Community response: Gathering focus groups to explore community acceptance.
- Other criteria.





## NFA.space Collection House

# Production

### Promotion

Our artists will be actively promoted in different communities and social networks.

The promotion of artists is one of the Agency's pillars. The authors will receive the material component, recognition, and personal branding.

We will create:

- NFT Art magazine with news updates
- VR Gallery
- Public portfolio and database for authors
- Knowledge base (open policy)
- Engaging social networks (*Instagram, Twitter, Discord, Telegram, Reddit, Medium, etc.*)
- A YouTube channel about our artists and their creations

We will also launch physical activities for all art enthusiasts!

# Production

## Sale Preparation

We create, deliver, and provide legal support, and portfolio for our artist NFT collection. Lastly, we will equip the artist on the steps to auction his/her artwork.

Highlights on NFA.space Production Strategy:

- initial evaluation of a piece of art,
- receipt of physical art for safekeeping,
- creation of the author's story in the project portfolio,
- creation of history and legend around art,
- creation of additional activities and performances,
- collection of information for promotional purposes,
- determination of the layout of the auction,
- project management of NFT collections.

# Shipping

Transportation of art is a special facet of art

Logistics using Blockchain and NFT technologies will ensure transparency, validity, efficiency, and reliability of delivery.

The receipt of the painting is documented ahead of the sale.

Next, the NFA.space team:

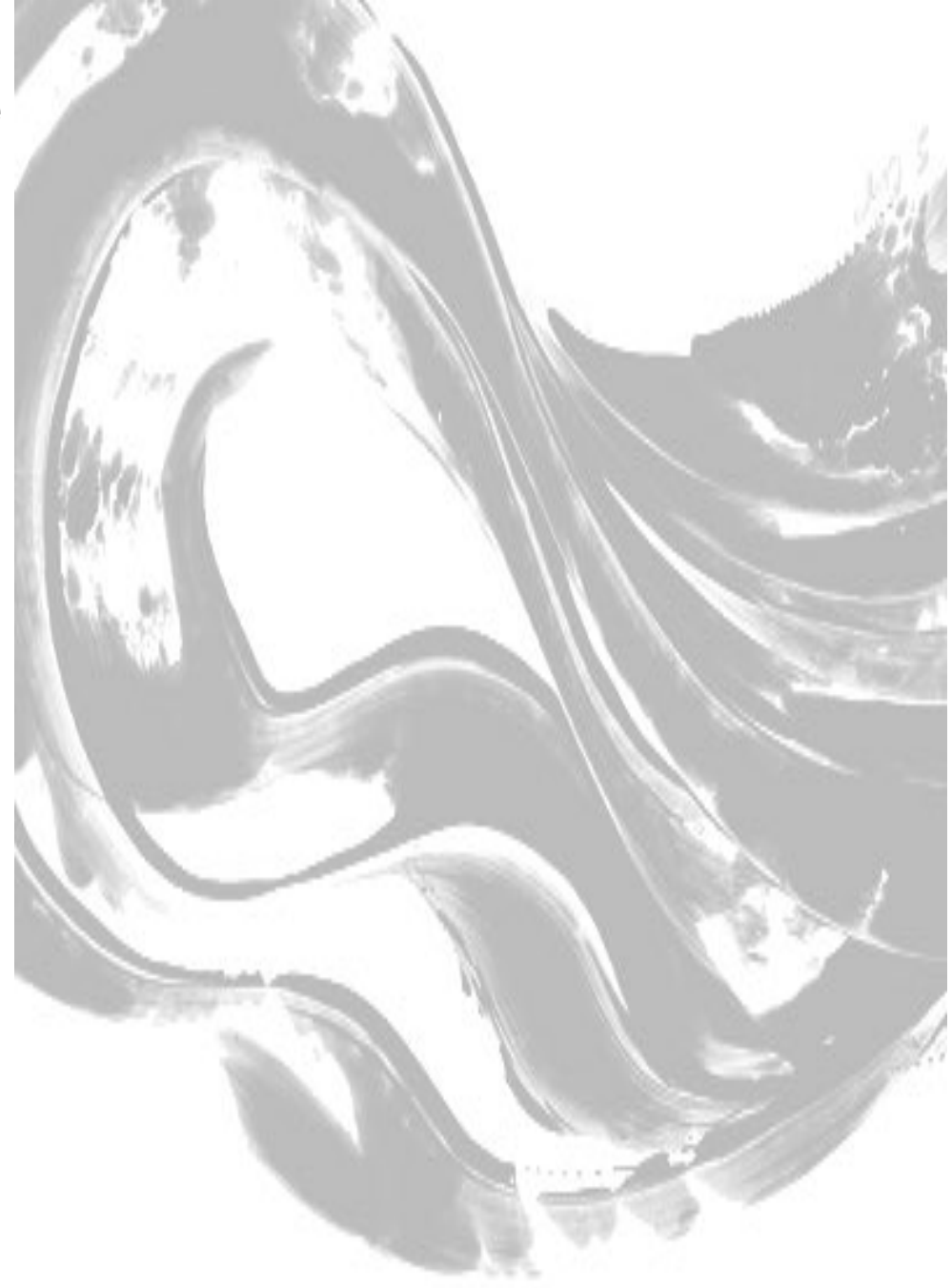
- Organize the movement and storage of expensive objects in the Free Customs Zones (FreePorts)
- Directs a smooth transfer of ownership
- provide safe delivery and storage of artworks in galleries and exhibitions



# Insurance

We will provide insurance services for both art objects and NFTs at all stages of creation, NFT listing, and after the first sale.

NFA.space will provide artists with insurance during the movement of the painting to an exhibition, event, or museum.



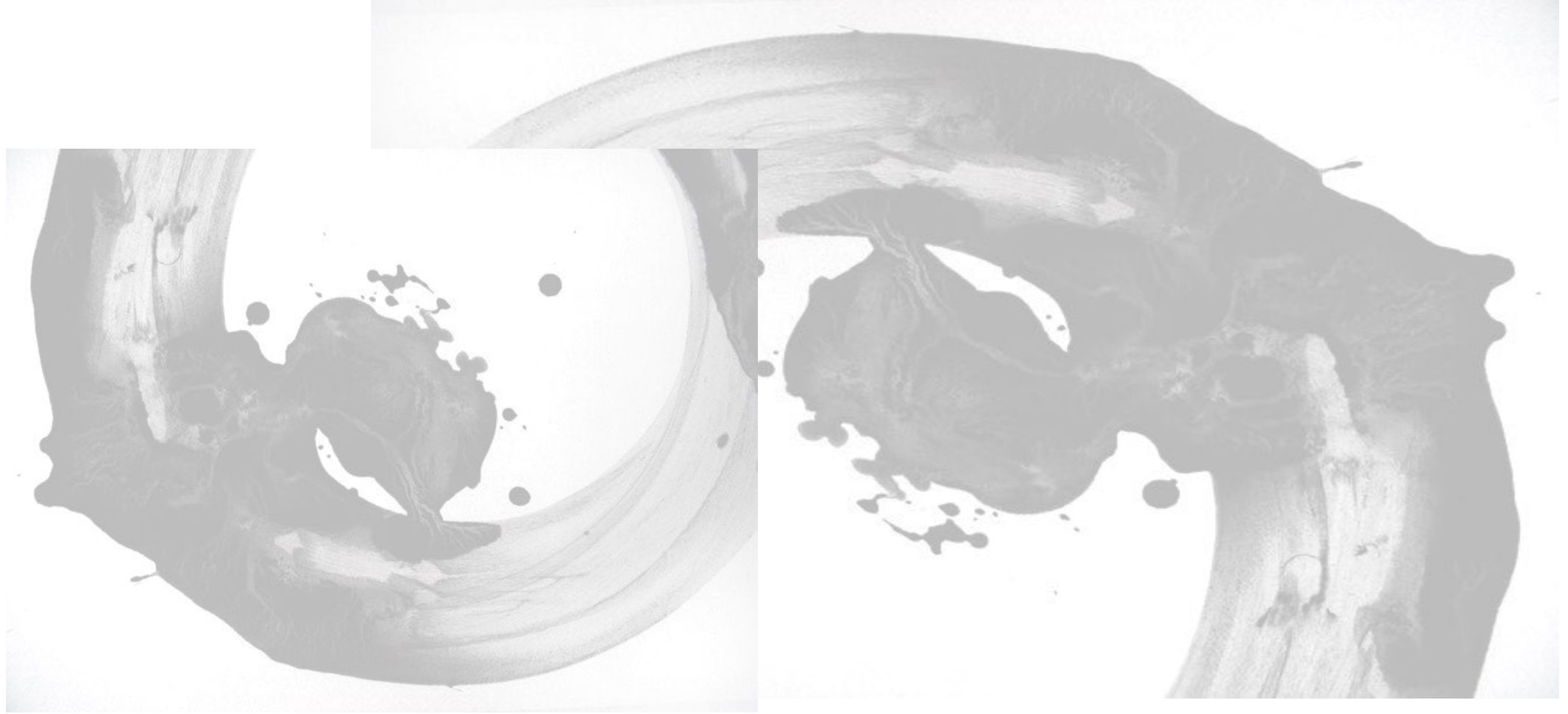
# Competitors

- Currently, there are no direct competitors.
- No information about completely identical projects was found.
- However, projects are developing activities that differ from us to a greater extent in terms of the lack of current activity, as well as the narrow focus of activity, focused only on one-time sales or on one artist. Such projects include:

Arties, OrangeHare, Cityx, 10101.art, AudioGalleries, ArtBase, GODA, Proof.xyz, etc.

- There are also indirect competitors in the form of NET trading platforms, such as Open sea, Super rare, Sable, Foundation, auction houses and sites selling artworks.





### NFA.space Collection House

- we are among the first (if not the only ones) to combine NFT with a physical painting in large collections, thereby, promoting NFT as a document of authenticity, logistics, and an open-source asset.

# Advantages

# Benefits

## For collectors

- Protection of exclusive rights
- Centralized legal support
- Delivery and insurance
- Ownership of authentic art pieces
- Community of collectors
- Community of artists
- Participation in closed auctions
- Rental Service: transfer of art to exhibitions, galleries
- Resale of art on our marketplace



# Benefits

## For artists

- Exhibiting at closed auctions
- Legal support
- Delivery and insurance
- Participation in the common fund for the development of artists
- Production of art objects for sale
- Listing of your auctions on the marketplace
- Access to a community of collectors and artists
- Personal portfolio on the NFA.space website
- VR Gallery

# Our Amazing Founders



**Team Leader**  
**Victoriya**

Empower art projects with the requirements to scale the NFT market.



**Strategy**  
**Vlad**

Maintains a positive outlook on technology and strives to predict the future Of NFTs.



**Production**  
**Beka**

The love of communication leads all his conversation partners to the ranks of our adherents.



**Marketing**  
**Bogdan**

Soulful marketing in the hands of our marketer gives a great moral sense and responsibility to our tasks.

# Risks

- Loss or damage to physical paintings
- High transportation and insurance costs
- Cyber attack
- Unstable cryptocurrency regulation worldwide



# Roadmap

## NFA.space Collection House

### Phase 1 (June 2022)

Idea Crystallizing  
 Whitepaper Mockup  
 Site mockup  
 Public Offer for Artists  
 Open Call Concept Creation  
 Social Media Creation

### Phase 2 (August – December 2022)

Open Call Begins  
 Collection Of 10k arts DB  
 Site Creation  
 Whitepaper Creation  
 Promotion Starts

### Phase 3 (January - September 2023)

Open Call Ends  
 10k NFT Generating  
 Smart-Contract Creation  
 Whitelisting

### Phase 4 (4<sup>th</sup> Quarter '23)

Sold out  
 Profits and Royalties distribution

Legal consulting  
 Insurance consulting  
 Expert committee

### Phase 5 (1<sup>st</sup> - 2<sup>nd</sup> Quarter '24)

Platform Mockup Creation  
 Selecting Artists for Promotion  
 Searching Artists for producing  
 Producing for several collections  
 Logistic Process Creating  
 Platform Creation  
 Smart-Contract for ticket Creation  
 Promotion

### Phase 6 (3<sup>rd</sup> Quarter '24)

Selection of the opening Artist  
 Opening Collection Auction Start/End  
 Global marketing/Globalization  
 Developing worldwide connection

### Phase 7 (4<sup>th</sup> Quarters '24)

Knowledge DB  
 Social Fund for Artists  
 NFT Journal



### Social Network



Instagram



Telegram



Twitter



Medium - Publishing articles on "NFT for Art"



Discord - A server with closed channels for different groups of project participants

### Video hosting



YouTube

# Media Strategy







# Contact us

[www.nfa.space](http://www.nfa.space)

[info@nfa.space](mailto:info@nfa.space)

## Follow Us



[nfa\\_space](#)



[nfa\\_space](#)



[@NFAspace](#)



[nfa.space](#)

Thank you