



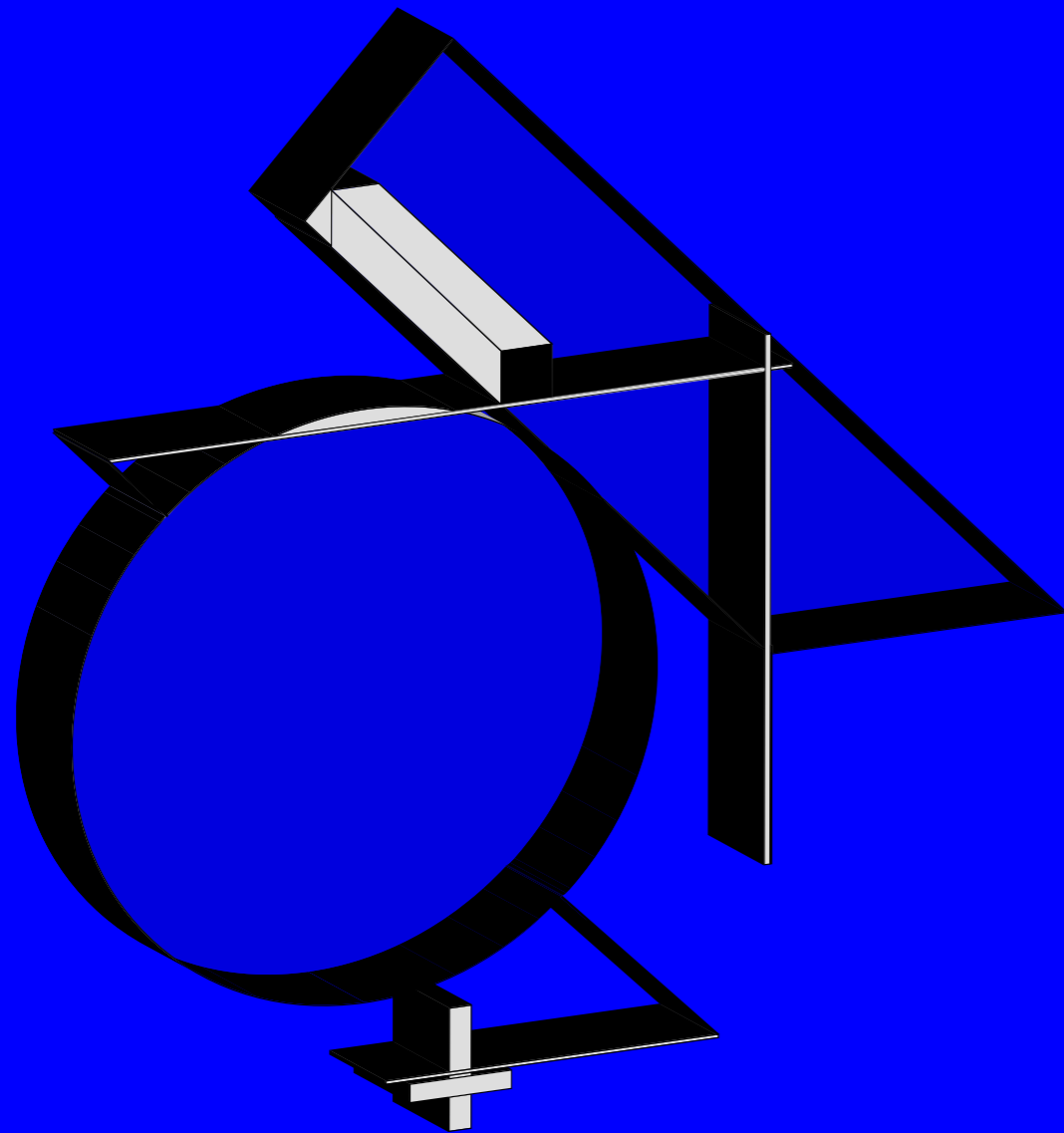
**art.
army**

The **NFTs Art**
marketplace on
Binance
Smart Chain

whitepaper

**A new, fairer and greener way to trade
and enjoy art with blockchain technology.**

art.army is a project that aims to integrate a broad community represented by artists, gallery owners, investors and enthusiasts, around the new technological possibilities of art and the new Digital Economy.



01 Project

What is Art.army?

Art.army is a project that aims to integrate a broad community represented by artists, gallery owners, investors and enthusiasts, around the new technological possibilities of art and the new Digital Economy. Art.army will be composed of a community of users linked to the world of art and digital culture. An innovative project aimed to revolutionize the art shopping experience through the integration of interactive and multimedia proposals. On our platform, it will be possible to auction, exchange, buy and sell NFTs with an artistic projection. But it will also serve as a framework for the promotion of particular events, focused on selected artists or new experiences; such as stakes for those holders of our token supporting the project, that also deserves recognition. A proposal open to creators and promoters of digital art projects. We want to offer a platform of unique digital works created by artists, authors and creators from multiple disciplines. We also want to support all those artists who are not yet related to crypto-art and provide them with a unique opportunity to promote their work.

Art Army is a project with a global vocation, an artistic and technological experience in a constantly changing and evolving environment. We want to devote special attention to certain communities by listening to their needs, such as the launch of the first marketplace in Spanish, as well as creating parallel integrated projects to allow musicians and designers to promote their creations. It is a project with a collaborative vocation, which wants to respond to the great demand that is being created around digital art on the network, but in a serious and inclusive way. Art.army is a meeting point for art experts and curators, established creators and new talents. A marketplace where artists and creators will be able to create their digital works or NFTs through a completely secure minting process certified by blockchain technology. It will offer security, trust and an efficient environment where all participants will feel part of a common project.

02 Team

Who we Are

Art.army is made up of the technical and human team that has launched this project, and a community of users from around the world without which this would not be possible. This community has and will have a determining role in Art.army, and will be always formed by artists, amateur art experts and investors.

The team that created and manages Art.army is composed of professionals in computer engineering, production and art direction, and audiovisual communication.

Unlike other similar businesses, our goal is to value the pieces of the creators, not to simply agglutinate content. We want to maximize the talent and the development of this new economy.

We have worked for more than 20 years in the fields of communication and brand strategy, and we want to offer our knowledge as a guarantee for the ultimate development of the project with a vision of the future. We have positioned great cultural projects, from innovation centres to design, art, music and dance festivals.

CEO

[Carlos Yanes](#)

-

Creative Director

[Alex García](#)

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PR & Artist's Liason

[Lars Neubert](#)

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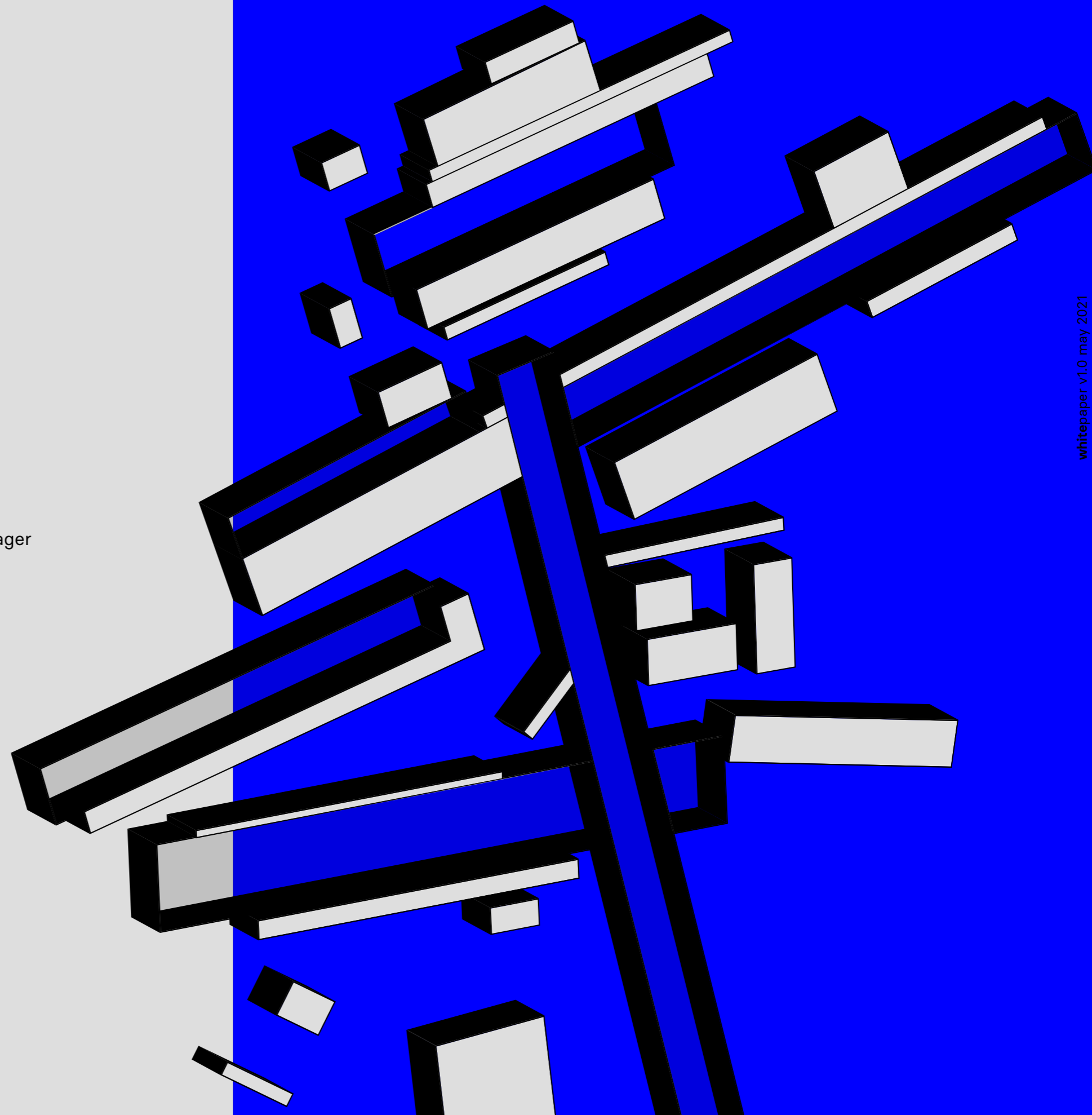
Communication Manager

[Lorenzo San](#)

-

Creative Contents

[Pepa Catalá](#)



03

How does it work?

A new model designed for artists

Selected artists will be able to mine NFTs tokens on the platform, via a simple dialogue box. Tokenizable items can be video, audio or image in the different formats supported by the platform. Artists will pay Binance Smart Chain mining fees with much more advantageous conditions than other platforms, as we want to reward talent and professionalism, not financial capacity.

Once the NFT is mined, it can be put up for auction with a minimum price in BNB that the artist considers being right. NFTs that have not been mined in art. army but the BSC can also be auctioned. And it will be possible the resale of pieces by collectors and artists, we must not forget that it is an asset market and the talent of the artists can change its value in the future.

The artists will be able to choose how they want their NFT creation to be displayed. The platform will offer them the possibility to show their work in 3D and 2D presentations. We want artists to be able to offer their audience a unique selling experience, where artistic work is the center of a journey.

Users will be able to bid over the last maximum bid. Each bid is a new record on the blockchain so bidding will involve paying a BSC fee (approx. \$0.20). Each maximum bid is a blockchain of the BNB bid, until it is exceeded.

The last bid is the winner, and the blocked BNB of that bid will be distributed as follows:

- 90% To the seller of the work
- 4% Permanent to the creator of the NFT
- 3% Art Holders
- 3% Treasury

Any artist can apply to be part of the project and our team will review your application. We will enable different channels to access as an artist, via discord channels and our own platform. Our team of experts will make permanent contact with those artists they consider relevant, to offer them the possibility of joining the platform.

04 Technology

Binance Smart Chain

Art.army is built on the Binance Smart Chain blockchain network, created by the crypto-financial platform Binance.com. Almost all current NFT marketplaces are built on the Ethereum network, given that Ethereum was the first to be able to successfully implement the Smart Contracts, on which NFT tokens are developed through its ERC 721 standard, created in 2017.

This popularity has led to some episodes of network congestion and price spikes in the engraving of artworks, as well as transactions with huge fluctuations in their price. We do not want such price changes to affect our users in the future. Art Army aims to avoid building a barrier to access technology because of its cost.

That is why we have opted for the Binance network, whose transactions cost just a few cents of a dollar compared to the nearly \$60 average cost of the Ethereum network. But the standard on which the contracts are made is ERC 721. This allows us some flexibility in the future, should integration with other, more efficient technology become necessary.

The development team observed in BSC an effective platform to give our project a competitive and operational advantage over existing marketplaces built on other blockchain networks. Always to offer our users a secure, efficient and simple environment. Sustainability is a must for us and we want to choose the most planet-friendly platform. By operating through the Proof of Stake process, Binance Smart Chain is responsible for lower energy consumption.

The decisions we make are always aimed at improving both the competitive value and the future performance of the project and have been and will be the result of a deep reflection and analysis. We consider Art.army a living project and therefore our team is determined to make the necessary future decisions to optimize technological performance, ethical governance and the benefit of users.

05 Tokenomics

Economic Model

The ART token is one of the core elements of the art.army project. In operation since March 2021, our token is helping us build a budding community around the world, and will serve different functions in the near future, including:

1. ART token holders will be able to participate in decision making within the art.army project, in a community co-governance system that we will develop in the future. Our token holders will have a say in the future of the project through routine consultations.
2. ART tokens can be used as an investment item, and can be exchanged for other cryptocurrencies on the most popular platforms.



Governance
Assets
Staking
Benefits

Total Supply: 100,000 ARTs
Burned: 57,000 ARTs
Circulating Supply: 43,000 ARTs

3. ART tokens will be used to participate in the different staking game calls that we will launch on the platform.

4. Owners of ART tokens will receive a percentage in the transactions of artistic works that will take place in the art.army marketplace. This way all users will benefit from the economic exchanges made on the platform.

A total supply of 100,000 ART tokens has been generated, and we have eliminated any possibility of mining new tokens, inside the foundational Smart Contract of the project.

Periodically we will burn a limited amount of tokens, an action that we will communicate to our entire community. Whenever we resort to this tool we will do it for the benefit of the Art token holders, and we always study the best way to offer financial sustainability to the project.

06 Marketplace

Creative Community

The Art.army marketplace will be the center of the experience and will be the meeting point for the entire community: artists, enthusiasts, investors and experts.

This marketplace will be, as we have already mentioned, a space where works and artistic creations can be auctioned, exchanged, bought and sold, in the form of NFT tokens. Our goal is to turn this space for the transfer of works and ideas into a transversal marketplace, offering the opportunity to participate to artists and amateurs with or without previous experience in technology or cryptocurrencies.

Our goal is to introduce a model of inclusion with an artistic curatorial approach, where experts in the art world will contribute to discovering new talents and promote established artists. An open marketplace, with artistic quality as an integrating element.

Among the most important features of our marketplace:

Selected artists will be able to create NFTs through the mining or minting process. Each artist will decide the starting price of his or her work, and the market will determine the final price of each piece.

We are immersed in a process of incorporating art professionals to collaborate in the selection of the artworks.

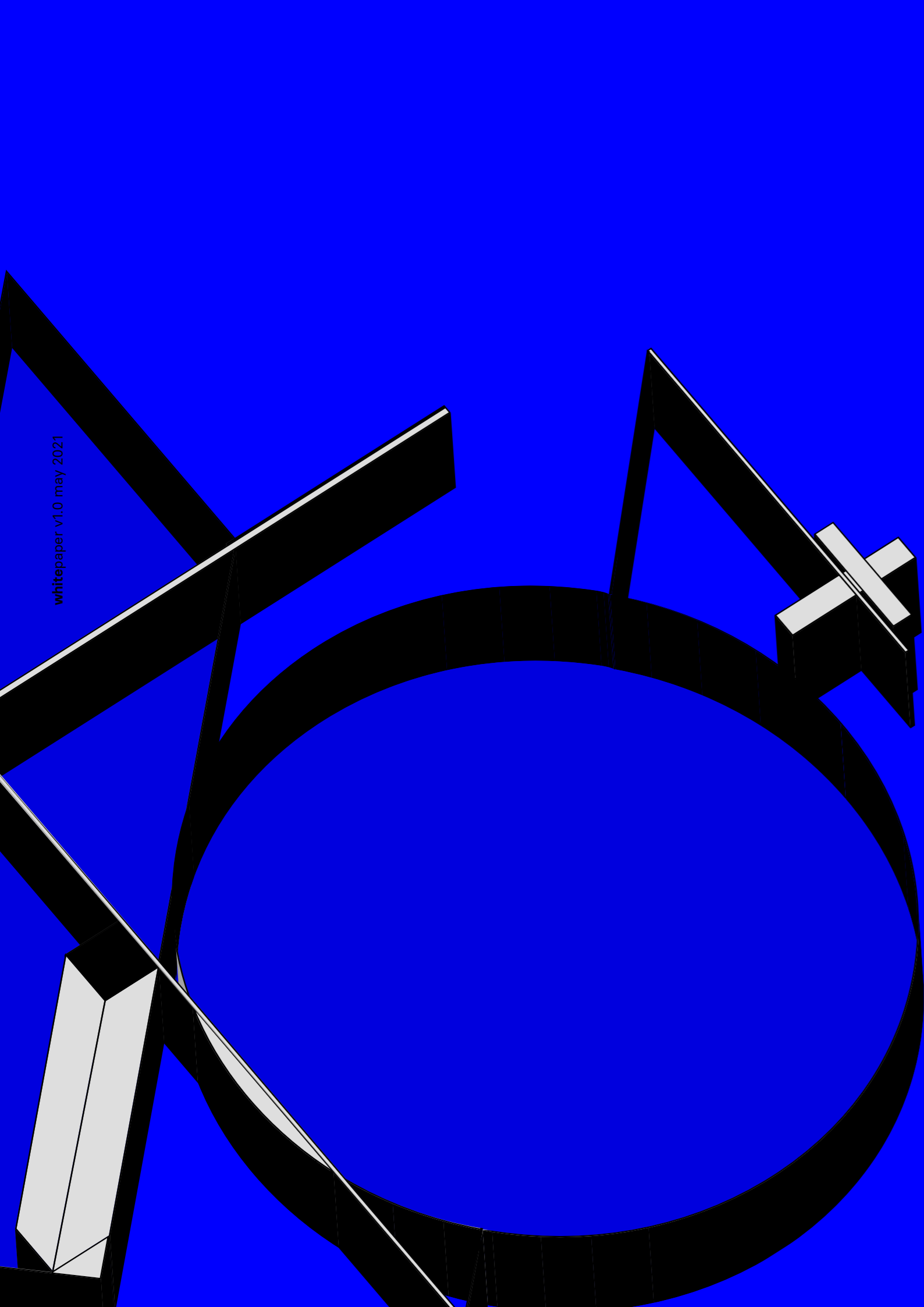
Multilingual support. Following our international vocation, we want our marketplace to be available in several languages, starting with English and Spanish.

The users of art.army will have their own space, where they will have access to their own gallery of artists and favorite works.

The marketplace will be technically integrated with platforms in the Binance Smart Chain ecosystem, ensuring maximum compatibility with other technologies.

We want to revolutionize the NFT marketplace environment through value propositions. Creating content such as testimonials and quality interviews with our artists and collaborators.

We will develop a new way of consuming digital content through unique experiences, 3D tours, and special releases for artists who wish to improve their projection and promotion of artistic projects in art channels and the public.



07

Community Art.army

Artists, creators and professionals are welcome

Art.army was born as a collaborative project, and will continue in the future having the community as one of its fundamental axes, on which all activity will revolve. Although we aspire to build the best marketplace for artistic NFTs in the blockchain universe, we do not want to become a company that operates outside its community. This is and will always be the protagonist of Art.army, and all those who wish to participate in different ways will be part of it. Development team, artists and creators, art experts and curators, internet users and ART token holders.

For this reason, Art.army carries out an intense work in social networks and communication channels, to be close to its community. Listening and collecting opinions in a first stage, and creating forms of active participation in the second phase.

The active participation of ART token holders in decision making in this project is part of the founding philosophy of this experience, and we wish to expand it in the future.

Roadmap

PHASE I

Launch of the brand and social networks / FINISHED

[March 15, 2021.](#)

PHASE II

Deployment and validation of tokens and addition of liquidity / FINISHED

[March 19, 2021.](#)

PHASE III

Art.army Gamified Experiences, Staking Game / Deposit + Compete + Win NFTs.

We have already launched our first Stake and we will continue with similar experiences. They will allow us to have the economic viability to make the project great, and reward those who join us in this process.

[April 28, 2021.](#)

PHASE IV

Launch of the decentralized governance system and recruitment of new talent for the project. We have started to contact artists from different disciplines to get their input on how they see the business, and thus creating a community based on the needs of the sector. On real needs and not on conjecture.

2021 will be the year in which we will go through very important stages within the project.

PHASE V

Launch event / Interactive exhibition experience.

Our work on the project launch will never end, as we will introduce improvements on an ongoing basis to the tools, with active listening to the community, both in the networks and in the governance tools we will create.

PHASE VI

Art.army market launch. We are working hard on planning the structure of our platform. Before 2022 we will have managed to create our community and collected feedback on an ongoing basis from platform members.

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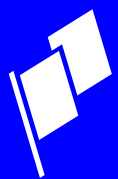
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