

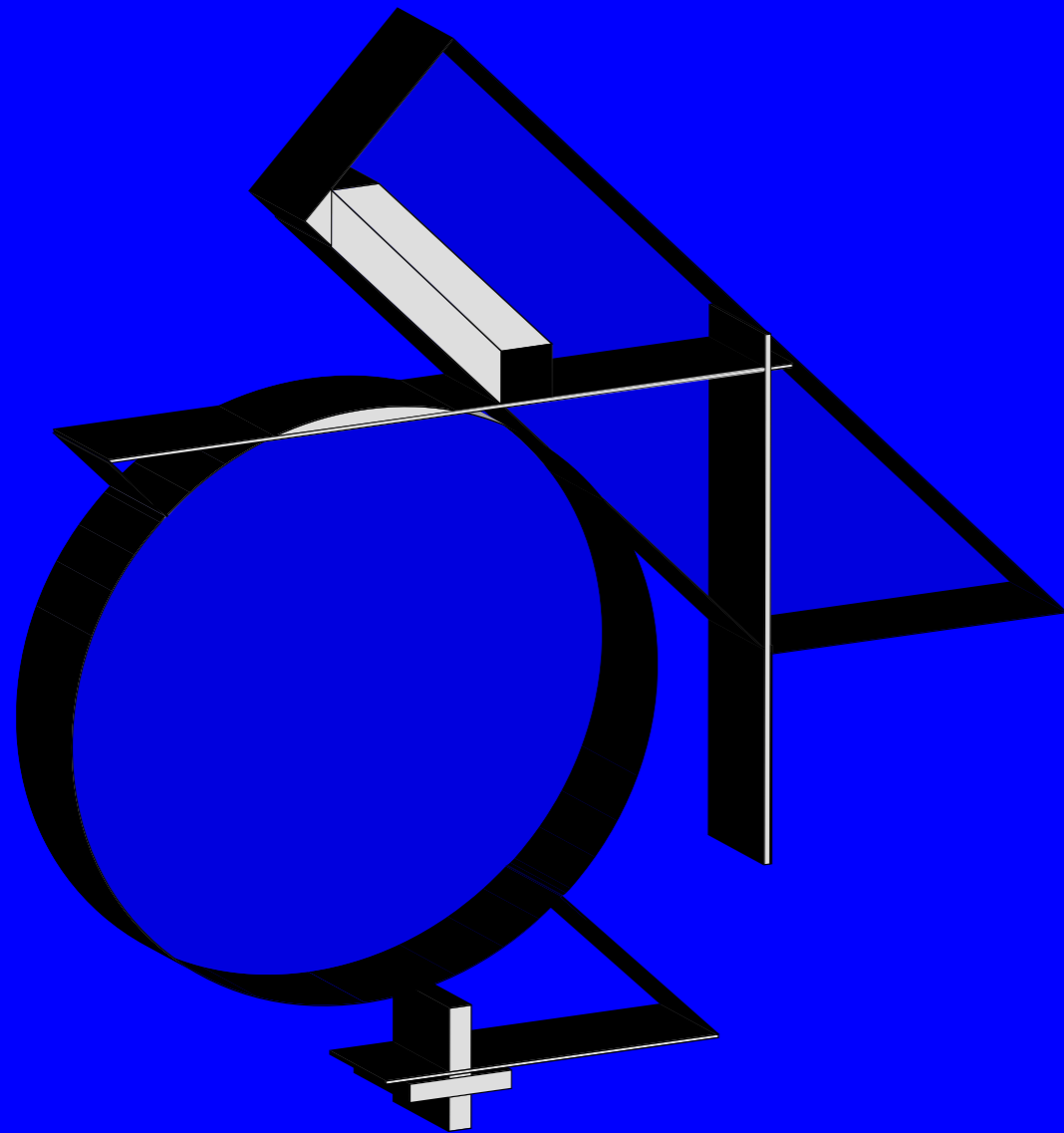
**art.  
army**

The **NFT**  
marketplace  
for all **art**  
**market** players

**whitepaper**

**A new business model for  
the international art market.**

At **art.army** we are proposing a new marketplace model in which galleries, curators and other players who add value to the art trade have their space.



# 01 Project

## What is Art.army?

Art.army is a project that aims to integrate artists, gallery owners, investors and enthusiasts around the new technological possibilities of art and the new digital economy. It is a project that aims to revolutionise the buying experience through the integration of interactive and multimedia proposals. On the platform it will be possible to auction, exchange, buy and sell NFTs of 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 who support the project. We want to offer a platform for digital works and support all those artists who are not yet related to crypto-art and give them a unique opportunity to promote their work.

Art Army is a project in which we want to count on everyone. For the launch we have created Transcrypted, the first video magazine in which we will build a common portrait about the future of art.

We want to pay special attention to certain communities by listening to their needs and we will start with the launch of the first marketplace in Spanish, as well as launching parallel integrated projects that allow musicians or 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 net 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 totally secure minting process certified by blockchain technology. Art Army will offer security, trust and an efficient and effective environment where all participants will feel part of a common project.

# 02 Team

## Who we Are

Art.army is made up of a technical and human team, and a community of users from all over the world without whom it would not be possible. This community has and will have a determining role in Art.army, and will be made up of artists, experts, collectors and investors. The team that has created and manages Art.army is made up of professionals in IT development, artistic production and management and audiovisual communication. Unlike other similar marketplace formats, our objective is to give value to the pieces of the creators, not to agglutinate content without further ado, we want to maximise talent and the development of this new economy by integrating all the agents that participate in the art market. We have worked for more than 20 years in the field of brand strategy and artistic and cultural management and we want to offer our knowledge as a guarantee for the development and evolution of the project with a vision of the future. We have positioned large cultural projects from innovation centres to design, art, music and dance festivals, we believe in cultural and technological industries as the engine of a new sustainable economy.

- CEO  
[Carlos Yanes](#)
- 
- Creative Director  
[Alex García](#)
- 
- PR & Artist's Liaison  
[Lars Neubert](#)
- 
- Artist & Curatorship Manager  
[Teresa López-Dóriga](#)
- 
- Developer  
[Sofiene Laouini](#)
- 
- 3D Artist  
[Alexander Grimm](#)
- 
- Junior designer  
[Pepa Catalá](#)



## 03

# How does it work?

## A new model designed for artists

Artists can be invited by any of the curators on the platform or by other artists and will be able to mine NFTs in collaboration with our team.

Through our smart contracts artists will be able to manage the percentage of royalties they will get for life in our marketplace when their works are traded. curators, galleries and other art world actors will also be able to commission their works in an open way, always at their choice through our contracts. artists will be able to tokenise all kinds of digital elements: video, audio, images, 3D pieces or HTML/CSS/JS programming. the artist will be able to choose how they want their NFT creation to be displayed. The platform will offer artist and curators the possibility to show their work in 2D and 3D presentations, we want the exhibitors to be able to offer their audiences a unique selling experience where their work is the centre of a journey.

### The sales commissions will be distributed as follows:

% to the choice of the creator  
of the permanent NFT

% to the choice of the Curator /  
Commissioner / Gallery of the first sale

5% Art Token Holders

5% Treasure art.army

Any artist can apply to be part of the project  
and our team will review their application.

We will enable different channels to access as an artist through discord channels and our own platform. Our team of experts will make a permanent contact to those artists that they consider relevant to offer them the possibility to join the platform.

# 04 Technology

## Polygon and ERC721 standards.

Art.army is built on the decentralised Polygon network. Almost all current NFT markets are built on the Ethereum network, as it 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 pieces as well as transactions with huge fluctuations in price. We do not want these price changes to affect our users in the future. Art Army aims to avoid raising a barrier to access to the technology because of its cost. At the end of November 2021 we will launch our first version of the platform, and we will try to make its parts available on the network that best suits the user, making future modifications if necessary to achieve this goal. The development team observed in Polygon an effective platform to give our project a competitive and operational advantage over existing marketplaces built on other blockchain networks. Polygon focuses on providing scalability solutions to blockchain projects that live on the Ethereum network and

implements interoperability between sidechains allowing the exchange of data and assets between different blockchains. According to recent studies by numerous media outlets, the Polygon blockchain is the most sought-after platform for exchanging non-fungible tokens in the NFT market. We have always aimed to offer our users a secure, efficient and simple environment.

**Sustainability is a top priority for us and we want to choose the most planet-friendly platform. Polygon's blockchain technology works through the Proof of Stake process, which means lower energy costs and considerable financial savings in transactions.**

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 always be the result of deep reflection and analysis. We consider Art.Army a living project and therefore our team is determined to make the future decisions necessary to optimise 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: 60,000 ARTs  
Circulating Supply: 40,000 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 at the heart 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, virtual spaces and artistic creations can be auctioned, exchanged, bought and sold, in the form of NFT tokens. Our aim is to turn this space for the transfer of works and ideas into a transversal marketplace, offering the opportunity to participate to artists with or without previous experience in technology or cryptocurrencies, and to introduce a model of inclusion with an artistic curatorial approach where experts in the art world contribute to discover new talents, and promote already 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.

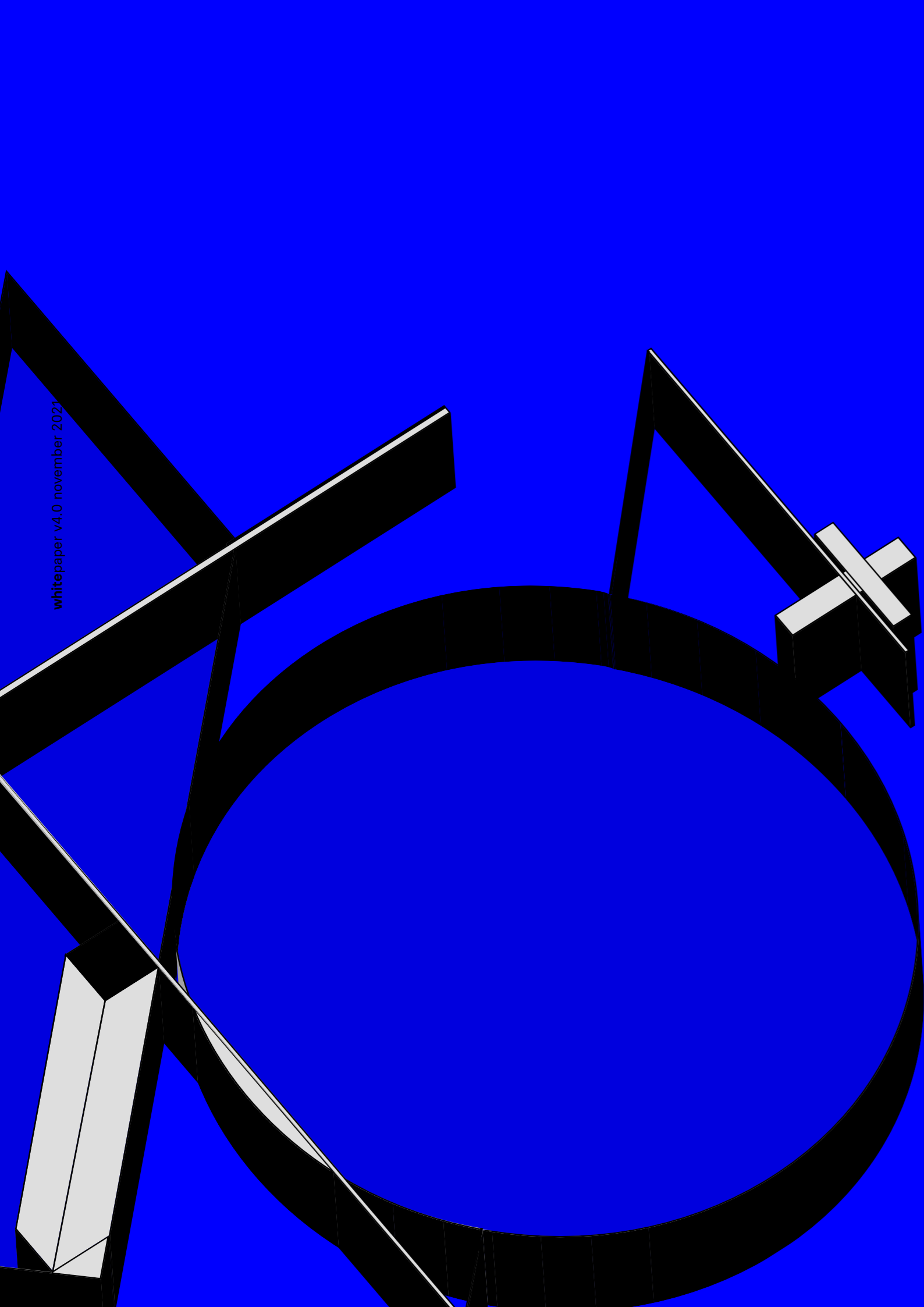
Multilingual support. Following our international vocation, we want our marketplace to be available in several languages, starting with English and Spanish.

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 Matic ecosystem, now Polygon, aiming for 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

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

## PHASE I

Brand and social media launch 15 March 2021. an ongoing process that will aim to implement the project's expansion strategy.

## PHASE II

Deployment and validation of tokens and addition of liquidity.

19 March 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 that will allow us to have the economic viability to make the project big and reward those who accompany us in this process. 28 April 2021.

## PHASE IV

We have been the first platform in the world to launch a new platform for the development of the project. We have been the first platform to allow the sale of NFTs at the ARCO

Contemporary Art Fair. Thanks to the trust of artists and gallerists we have seen that a new model for art is possible.

July 2021.

## PHASE V

### TRANSCRIPTED VIDEOZINE

A journey into the world of digital art and art nfts. July 2021.

## PHASE V

Launch of Art.Army Metaverse

November 2021.

## PHASE V

Launch of the Art.army marketplace. We are hard at work planning the structure of our platform. Before 2022 arrives, we will have launched the first exhibitions. Art.army is also being a key player in different events of the NFT and digital art and creation ecosystem. We constitute ourselves as an agent for the promotion of this new industry for the creative arts.

2021-2022.

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

**art.  
army**



# **whitepaper**

Ed. 4.0 november 2021



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and enjoy art with blockchain technology.**