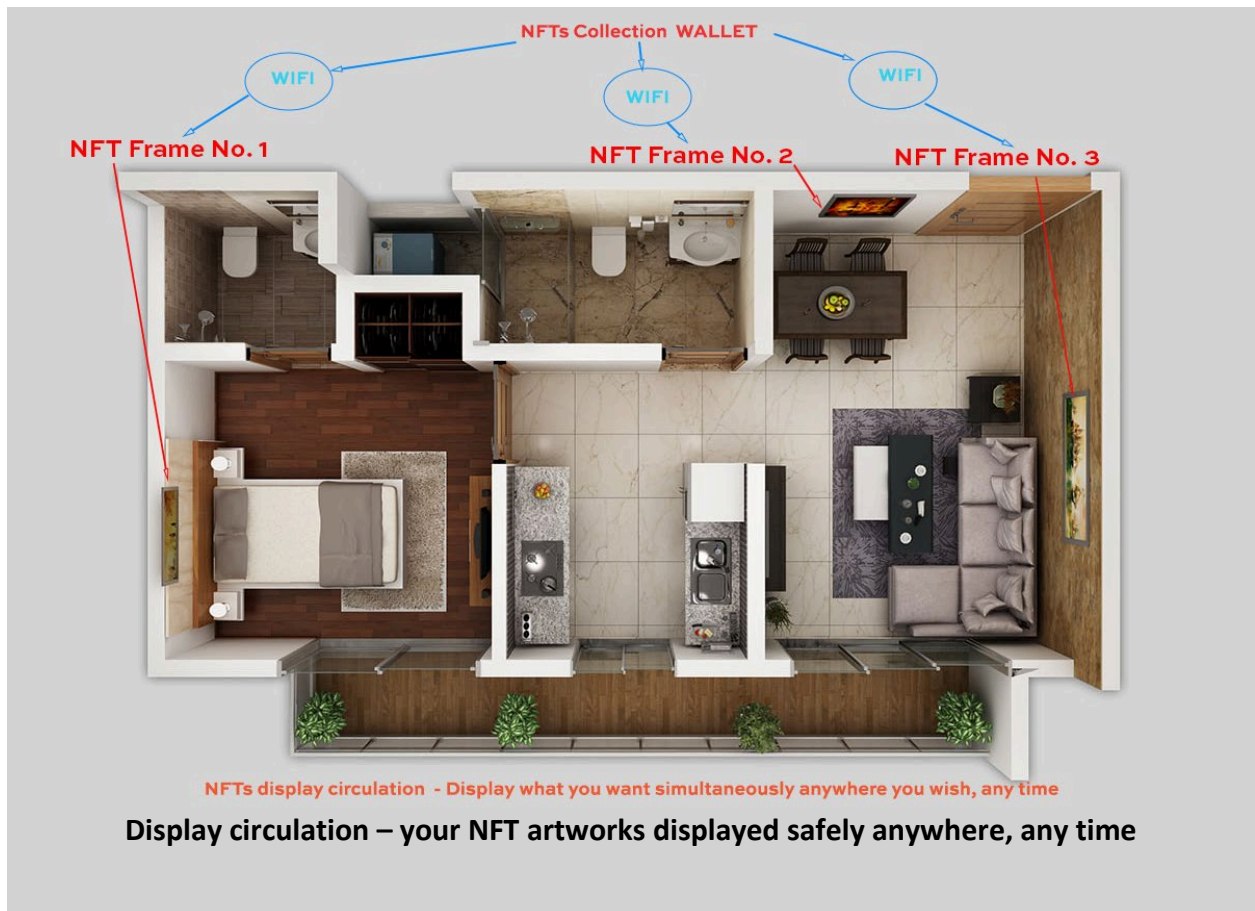




NFTs and you

The 21st century is witnessing the reshaping of the art market. Encouraging collectors and art lovers to adapt to this new modernity.



Introduction

Scientific and technological advances offer us new resources that we must explore (Internet, digital representation in 2 or 3 dimensions, augmented reality, artificial intelligence, metaverse).

NFTS are a new form of art collecting that is booming and conquering millions of people across the world.

Today collectors and art lovers are confronted with a new art collecting concept, the NFTs. Like any forward-thinking development, the world is enthusiastic about exploring one of these innovations and wants to participate and benefit from them.

The 3 letters are the initials of 3 essential words Non-Fungible Tokens.

In fact, an NFT is a digital certificate of authenticity that is unique and not interchangeable. It must represent a digital work that includes the author's certificate of authenticity as well as the identity of the owner who purchased it. All this implies that it is a unique work that cannot be reproduced or modified. This guarantees its authenticity and uniqueness that end up making it an artistic value that is easy to resell. The quality of the artist who designed it and the rarity contribute to the intrinsic value of the NFT work. This value will sometimes increase considerably if the work becomes in demand and therefore rare to find. The characteristics of this NFT work are such that they provide security by making them easily identifiable and therefore traceable. This guarantees the author and enhances the collector's artistic asset. In fact, and this is a security for everyone. Only the artist who authored and owns the Copyright is authorized to create an NFT based on his creation or on any reproduction of his creation.

Not fungible

A thing is said to be fungible if it can be replaced by something of the same nature, quality and quantity. Among the often-cited examples, money is fungible: indeed, if you replace a \$100 bill with another \$100 bill, overall, it has not changed anything for you.

Conversely, an NFT is non-fungible: that is, it is unique, and its uniqueness is easily identifiable.

What is the ledger called blockchain?

In French it means "chaines de blocs". It is defined in general only by the word blockchain in English so for the French and French speakers here is the official definition of what a blockchain is. According to the joint fact-finding mission of the National Assembly in France:

A blockchain is a ledger, a large database that has the particularity of being shared simultaneously with all its users, all equally holders of this ledger, and who also all have the ability to register data, according to specific rules set by a computer protocol very well secured thanks to cryptography.

Practically, it is a decentralized database duplicated on a very large number of computers that checks and monitors the integrity of data and verifies transactions (creation, sale, sale to a collector). This complex and multiple structure of the register makes unlawful modification impossible and protects the original data from hacking. It also protects the **property of the** collector who purchased the NFT by registering his title deed in this blockchain structure.

This technology is also widely used for the operation of crypto currencies in the insurance and banking sector to ensure the traceability of transactions.

What to do with NFTs?

NFTs have found an almost unavoidable place in the art market.

Their unique and irreplaceable character arouses the interest of speculators who bet on their great potential to increase in value.

Thus, even if it represents a work of art, they offer a speculative character that goes far beyond simple decoration.

NFTs cannot replace original works created by traditional techniques, but they incorporate the creativity of the same artist, adding unique creativity and including certification of their authenticity and verification of ownership if acquired. Some NFTs are very unique creations, thus gaining a higher value. But, in the end, whether it is a traditional work or an NFT work, when a creation arouses the interest of the public, the appeal remains the same. It will be easier to acquire and renegotiate NFTs and, eventually, traditional artworks of the same artist will soon find a buyer at a very high price.

The buyer's point of view

In addition to aesthetic and decoration considerations, the acquisition of NFTs as well as traditional artworks provides financial support to the artists you love. The purchase of NFTs provides rights of use and the obvious pride of having become the officially certified owner of part of an artist's work. This inalienable property unless you sell the NFT to others is faithfully and securely recorded in blockchains.

The collector's point of view

Since the appearance of NFTs, there has been a craze for this new artistic value which constitutes a speculative asset.

The quality and fame of the artist contribute to giving an initial value that can sometimes be high and will increase considerably depending on the demand. As a result, some enthusiasts have been seen spending up to \$100,000. Their initiatives act as a catalyst to stimulate the market and encourage many more enthusiasts towards the acquisition of this art form and investment.

\$91.8 million

This is the amount for which the most expensive work in the world in NFT was sold, shared among nearly 29,000 buyers. This is The Merge, a photo shared in multiple pieces like a puzzle. The most expensive single NFT in history sold for \$69.3 million. This is a photo assemblage called Everyday: The First Five Thousand Days is better known as Beeple.

In March 2021, a group of NFTs by the artist Beeple was sold at auction for \$ 69,000,000 which represents 5,000 days of work.

It is interesting to note that, on the one hand, the material work made by an artist constitutes a basis for giving value to the NFTs he creates. Some notorious artists have gone to the extreme of destroying their original works to produce NFTs. Therefore, only the artist's certified elements have an increased value.

When the original works are no longer available for sale, it is certain that all works inspired and based on it become desirable to the extent that they are authenticated and certified by the artist himself.

If an original work is no longer available for sale, either because it is in private collections, the rise of this artist sees their value amplify NFTs and, similarly, all the works he will create in the future.

If an original work no longer exists, or is in private collections or museums, the rise in recognition of this artist increases and the NFTs he creates see their value increase and, likewise, of all the works he will create in the future.

Thus, NFTs brings a solution to the problem of available space that many invoke before buying a traditional work on canvas.

But, in the end, whether it is a traditional work or an NFT work, when a creation arouses the interest of the public, the appeal remains the same. It will be easier to acquire and renegotiate NFTs and, eventually, traditional s by the sme artist will soon find a buyer at a very high price.

The fate of NFT works compared to that of traditional works

To conclude, the fate of original art and NFT are inextricably interdependent. The value of one reinforces that of the other. The value of a work of art depends on its quality and rarity. As always, what attracts is the genius of the creator. NFTs and their market that is immensely aimed at a population of millions, even billions of individuals, make it possible to spread the notoriety of this genius more widely and increasingly rare NFTs are becoming speculatively much more expensive.

The original work, on the other hand, remains unique and continues to be coveted by collectors. Thus, one pulls the other and the other shoots first. The collector speculator should better ensure the acquisition of the first NFTs and, of course, if he can afford it, acquire the original work.

Each NFT is unique and protected.

All purchase transactions are made from extremely secure and encrypted online wallets. This portfolio contains and secures all the collections acquired by the buyer, who is the only one who can access them. Thus, unlike traditional works, NFTs are works that can be used and displayed, but are not sensitive to any disaster such as fire or flood. They are also safe from theft and vandalism. The owner of the collection can sell and transfer the NFTs he owns to other purchasers and exchange them with new NFTs he will acquire.

What to do with the NFT collection

The transportability of NFTs is a very valuable quality of collectors. Indeed, it allows you to view or show their collection using a mobile phone or tablet or on laptops.

Suitable and intelligent NFT frames have been developed and are available on the market at relatively reasonable prices. These frames include secure and encrypted access software to your wallet, and they are connected by WIFI. Using a smartphone or remote control, you can scroll through the collection of NFTs by a kind of slideshow whose display order can be changed.

Finally, if you have several NFTs frames, you can arrange them in different rooms or in different places of residence and thus make dynamic exhibitions of all the paintings and make them appear in different places and vary the choice of exposition.

For decades, we have all been the subject of technological revolutions and have been able to adapt to the transformations they have induced. This is the case of mobile telephony, television, and all modern

communications, as well as the Internet that allows us to decide and have a huge encyclopedia in our pocket.

NFTs allow us to enjoy paintings that we might not be able to physically have because they are unavailable or already in museums or private collections. It can also be a complement, if we reproduce the collection of paintings on canvas that we own and we could obtain NFTs by asking the artist to create them. **This would allow us to take with us and enjoy our collections wherever we go.**

At the beginning of the twenty-first century, we must take advantage of this technological revolution that does not give access to a form that is very much in demand by the public. There are millions of art lovers and collectors on the lookout for works they would like to have in their NFT collection. They are therefore easier to acquire than a painting on canvas, easy to carry, keep and look at wherever we are. For the moment, a collector located in Paris or New York can go see friends in Japan and show them his collection of NFTs paintings.

This benefits collectors who will be able to obtain interesting capital gains on their artistic assets and thus provide essential financial support for creative artists.

With the help of several NFTs installed in a room, we can make a dynamic exhibition and imagine, for example, a restaurant that would have a dozen paintings and that would allow to display them in such a way that everyone could see wherever they are in the room.

I conclude this article by saying that I am pleased to see that there is an opportunity to move and show the works of very talented creative

artists to a very diverse audience and to make them accessible to many more people than traditional original works.

Currently NFTs are on offer by the artists represented by Max Laniado Fine Arts.

Cosmina is already on OpenSea

<https://opensea.io/cosminapainter>

All the other artists of our group are currently preparing the minting of new NFTs with our collaboration.

Enquiries contact@laniado-finearts.com

NFTs - Frequently Asked Questions (continued)

The new questions we ask. And the answers

Hoping that you have been able to read my last article on NFTs which reveals what they are and explains the metamorphosis of the art market that they have caused, here are some questions that I am often asked and the answers.

Compared to a traditional work of art, can the NFT be considered a work of art in its own right that can be collected like the others?

The history of humanity is punctuated by artistic creations and often illustrates the evolution of civilizations. Today we are in the 21st

century. For more than a century, science and technology have evolved dramatically. Modern technology has allowed, on the one hand, the reproduction of our life and our environment. The appearance of photography and its rapid evolution is obvious. Considering our artistic choices, we are attracted and seduced by a work of art for obvious reasons which are its aesthetics, its atmosphere, and the emotion it releases. Whether it is a traditional work like a painting or an NFT that is a digital representation, what we perceive is an image and often the same image. Thus, emotion and seduction can be the same.

Finally, an NFT can be a unique totally original creation designed by the artist. In this case, it is made with means that computer technology makes available to us and to the artist. Thus, these tools can be assimilated probably to what could be a traditional painting palette. The whole thing is to see with what virtuosity and imagination the artist will be able to conceive a unique work yet his own identity.

The creative process of a traditional work and an NFTs always remains the same. What will seduce and attract us is the great talent of the artist and the originality of the creation that composed it.

In the 2 cases, traditional work or NFTs, we have creations that are unique, non-reproducible, certified and authenticated by the artist who created them.

NFTs, on the other hand, incorporates, thanks to its sophisticated technology, an absolute guarantee of authenticity and uniqueness.

Can an NFT be copied or falsified?

No. When the NFTs is minting, the process can only be initiated by the author of the work himself who is the only one to own copyright. The artist's signature and the certificate of authenticity are automatically incorporated at the time of the NFT's artistic creation. This entire procedure is recorded simultaneously in a network of thousands of ledgers on computers that form what is known as the "blockchain." This

guarantees the integrity of the original creation which is certified by these thousands of authentications.

What will be the quality of the image I get by buying an NFT?

It all depends on what decided the artist in creating the NFT file. He can decide the resolution of the image he will incorporate according to the use he will make of it.

Thus, it will be able to hit NFTs with low-resolution or small-dimensional images, such as, for example, those that could be intended to be used as the wallpaper of mobile phones.

The artist can also mint NFT images of larger resolution, which will allow them to be displayed on larger screens, such as television screens or special screens designed for quality display and exposure of NFTs.

Finally, we can imagine that the author of the NFT will perhaps create, if he wishes, a very high-definition image that would allow a beautiful printing on a large support.

Thus, we will see some NFTs of small size just enough for a mobile phone screen, NFTs of medium size for screens such as televisions or computer screens, and finally NFTs of very high definition.

In each case, what will change is obviously the price at which the NFT will be offered. The higher the resolution, the larger the file will be and the typing process on the blockchain will become much more expensive, as it will require much more energy consumed for its manufacture and registration in the blockchain ("gasfee"). For some high-profile files, the costs associated with creation can be in the thousands of dollars.

NFTs works of lower resolution may be able to be offered at much lower prices to address a much larger potential market than those who would like to have very high-resolution images.

Can I download an NFT image from the blockchain platform catalog?

Yes. But the file that will be obtained will be of a much lower resolution, which will not allow a quality display, because the more we want to enlarge it, the more we will have a pixelization effect. In addition, the resolution of the images that are on the catalogs of blockchains is very low. In this case, if you want to print it, you will get a print of a size that will often be only a few centimeters. We must not delude ourselves.

If I buy an NFT that reproduces the image of a painting on canvas, can I print it on canvas or on large paper?

To achieve this, it would be necessary to obtain an image with a very high resolution and enough pixels to be represented on a large area. Some authors may offer NFTs with a very high resolution, but, of course, in order to protect their interests, the asking price for this kind of NFT will be higher.

To print on canvas a digital image of an NFT reproducing an original painting, one will never obtain sufficient quality, and one will always see that it is a miserable reproduction without value. The only pride you can take is to be the recognized owner of the NFT you bought and that this title is indicated in the certificates that attach the NFT file. It is, in fact, the title deed and the certificate that gives it value and will allow it to be resold. Because it will then be necessary to justify the legal origin of the NFT and the image and that there is no infringement of copyright or copyright.

And finally, still to protect copyright and copyright, the NFT can incorporate a discreet function that will allow the display of an image in very high resolution only to the buyer of the NFT. These blockages of the image programmed by the author will affect the final price of the NFT.

Finally, the copy and reproduction and printing of an image are, as always, conditioned by the same international laws protecting

intellectual property and copyright. NFTs incorporate copyright and copyright notice which will identify any infringing copy or printing. Finally, the interest for the purchaser of an NFT is to be able to prove the ownership of this unique work, which is formally attributed to him or her in the blockchain registers.

Can I sell an NFT I just bought?

Yes. That is the whole point of the NFT. It is a unique work, which is negotiable and can be resold on the blockchain by its rightful owner. It is through resale that NFT collectors can expect substantial profits. NFTs are typically produced in a number that is often small and less than the magnitude of demand. What makes them valuable is their rarity.

One of the reasons why the NFT market has developed so dramatically is precisely the possibility of speculation and investment that they bring.

It is far easier to resell an NFT that you have bought; Easier than reselling a traditional work that will have to be exhibited in a physical place to put it in the public and potential buyers. To resell an NFT, simply put it up for sale on the blockchain where it will be visible to millions of enthusiasts throughout the entire world.

The quality and talent of the creative artist often establishes a starting point for the initial value of NFTs. Any high-profile event or anything that can accelerate the recognition of the artist will influence and give greater value to these NFTs that will be coveted by a greater number of speculators and collectors. We often see examples of NFTs that start in the first market at a certain price and become much more expensive to acquire in the second market, in the case of resale, because of their scarcity and a demand that is only growing.

The NFT market is huge. It concerns millions of individuals and new collectors eager to own NFTs, and of course, speculators who see the profits they can make from them.

In the United States, there is a population of 335 million individuals, 5.4% have NFTs. While doing some research to write my article, I came across a very spectacular statistical result: in the 24 hours before that moment, it was sold 48,352 NFTs for a total of \$ 21.4 million. This helps us realize the magnitude of the NFT market in the world.

Some buy NFTs because they are collectors who like diversity, or speculators who are considering investing in something that can allow them to cash in future profits.

Are NFTs a good investment?

A work of art, whether traditional or NFT, has a value that is linked to its originality, uniqueness and rarity. In extreme cases, one can reach considerable sums as was the case of Leonardo da Vinci's painting Salvator Mundi which was sold at a modest price at first and finally acquired more recently for 450 million dollars. Another example is the Eight Elvises by Andy Warhol which was sold at auction for \$100,000,000. Of course, these are considerable artists.

But. Apart from these exceptional cases, there are thousands of cases that concern artists of a more average and normal notoriety.

When an artist produces an exceptional painting, it is very common to have more than one person who wants it and would like to own it. As soon as it is sold, we see other amateurs who express regret at not having been able to buy it. This shows that, for a traditional work, its value will increase as demand increases. This success will encourage the proposal of NFTs that will be more and more in demand.

If the artist produces NFTs that represent the image of this painting, then there is going to be a great demand because NFTs will be cheaper and more readily available. To the extent that there will be few copies, they will each see their price increase with a growing demand.

Thus, the buyer of the traditional original work and all buyers of the corresponding NFTs will be able to enjoy the same image that seduced them at the beginning.

In any case, it is the rarity and quality that justify the value of an art object and makes it a good investment.

Are my NFTs stored safely?

This is centralized or decentralized hosting. In the case of off-chain storage, the NFT smart contract contains information that points to an off-chain location where the actual NFT JPEG image is stored. Often, the NFT image and its metadata are stored in a hash. This hash is used to point to a centralized or decentralized hosting provider.

Amazon and Google are examples of centralized hosting providers. Centralized hosting providers run servers that store the 1s and 0s that make up the NFT. The risk of centralized hosting providers is that (although very unlikely) could close at any time and the owner's NFT would be lost. All that would be left to the owner would be, in some cases, a simple hash that exists in a smart contract. This is why many projects choose to use decentralized solutions to host their NFTs. The most common solution is to host NFT data on the Interplanetary File System (IPFS). IPFS is a distributed peer-to-peer network on which files are stored on multiple nodes, making them resilient to single points of failure such as server issues.

Although NFTs stored on IPFS are not technically stored on a chain basis, they are theoretically more secure because IPFS resists censorship; No entity has the power to shut it down.

Finally, NFTs can be insured. It is recognized that NFTs can be insured in two different ways: against crime and against loss. "Crime insurance" offers coverage against crimes such as theft and fraudulent activities, while "loss insurance" protects against damage caused by interference with the blockchain.

In short, your NFT artworks are much more secure than all traditional works of art that can be subject to deterioration, in case of disasters, such as a fire or flood. They are safe from theft and vandalism.

Some innovative ideas to exhibit at home or in a public place?

For example, you can have several NFT frames at home and place them in various parts of the home. Thus, you can display the works you want on each of these frames, and even present them as a slideshow or alternately from one frame to another, which amounts to moving works effortlessly. All this has the help of a remote control or a mobile phone.

Another idea could be that of a hotel or restaurant lobby that would have NFT display frames in several places on its walls and could thus

vary displays so that all customers can see them wherever they are in the place.

More about NFTS

After the article

“NFTS and you”

the 21st century is witnessing the reshaping of the art market.

here are some summarized ideas about NFTs.

What are NFTS?

NFT stands for non-fungible token. To summarize, it means that NFT art is a numeric creation by an artist, totally unique, inspired and/or derived from an existing traditional artwork. The NFT is created [minted] thanks to modern technology that incorporates the signature,

the artist's certificate of authenticity and even the deed of property for the buyer.

Not fungible

This means an NFT cannot be copied or modified. It is very unique art piece.

authentication and security

NFTS and their certificates, deeds of property{metadata) are recorded on what is called a blockchain. It is aa ledger recorded on a network of thousands of computers connected peer-to-peer.

This structure guarantees and protects the integrity of the information that is stored in the NFT itself and all its metadata.

Smart contract

The NFT incorporates what is called a smart contract. It defines the terms and rules of utilization of the NFT. You know so restricts some actions from the buyer.

For example, it can indicate with the image incorporated with the NFT can be printed or dispatched to others. If printing is allowed, it will fix the number of copies that can be produced.

Unlockable data

Very often, the NFT is associated with an image of photograph reproducing the artwork, it can also be a video. To protect the intellectual property of the author and the copyright the initial image ©might be over medium resolution not necessarily suitable for

printing. However, the owner of the copyright who produced the NFD may include the possible delivery over very high-resolution image. This feature will be unlocked for the real buyer of the NFT.

NFT and copyright

NFT does not facilitate any copyright.

The copyright is automatically attributed to an author at the moment of the creation of an artwork whether it is visual all musical. Very often the author will incorporate some kind of notice of this copyright in the file of the photograph with the help of its watermark for example. This notice where necessary in go include the word copyright and it's symbol © the year of creation and the name of the author Oh no of the copyright.

The sale of an NFT or of a photograph of an artwork does not transfer the copyright to the image of the original art. The buyer can only benefit of viewing privately damage keyboard within the NFT. He cannot use that image for any commercial purpose or publication.

NFTs' authors are advise t register their copyright for instance at he US copyright office. This gives more support to their intellectual property the author in case of litigation.

The buyers' rights.

NF T buyers only have license to resell the property of the unique token bought from the author. It is also a license to use privately, but not to use image for commercial reasons,

highly collectible

By nature, the tract is normal work of art is unique. It can hardly be repurchased or copied.

FT he's also a unique token that cannot be reproduced without the intervention of the author.

Traditional artwork is often associated with a certificate of authenticity that is generally signed by the author himself or a herself. This document must be unique and authenticated.

The NFT incorporates certificate of authenticity signature and deed of property as metadata together with a smart contract that defines the condition and sterns of use. This file is unique and very collectible.

When it is produced in a very restricted number of units, an NFT can be or become very rare and demand can exceed the offer. That is this scarcity that gives the growing value of NFTs.

We have seen many examples of NFTs reaching incredibly high values. Example “the 5000 days of work” sold in auction for 69 million dollars. Oh the 8 Elvis by Andy Warhol. Sold for 100 million dollars.

Of course, the notoriety of an artist and the singularity of an artwork will contribute to attracting collectors and the more there will be the higher the value will become. This is why many people in the world oh considering the collection of NFT's for speculative reasons.

A potentially good investment

Millions of people want to collect NFTS.

We are in the 21st century and there is no reason why a beautiful artwork would be fixed on canvas and not distributed as an electronic representation that gives the same visual effect.

When you buy music that you like, you don't buy the orchestra but will buy easily a recording of it on either on physical DVD, or an electronic file that you can download from a selling platform.

Initially on overtime the NFT may become very rare, and coveted and desired by avid collectors or speculators. This scarcity drives the value very high if demand increases.

So, it will be easier to resell an NFT on the world marketplaces reaching millions if not billions of people.

Security

As NFTS on recorded on blockchains, they are protected from traditional problems. Contrary to traditional physical works, that can be stolen, damaged or lost in case of an incident such as fire or flood, or vandalism. NFT's are safely protected and safe and storage.

Where can I see or show my collection of an NFT?

To view the image, you need to connect by a secret link to where the NFTs are stored then it is downloaded to your device and visible by you providing you have the credentials to open it. This can happen on any device a connection facility so chance computer screen television or smartphone.

NFTs can also be displayed on specifically designed devices called NFT frames. Beyond the capacity of displaying high resolution image these frames have a connectivity feature with Wi-Fi to reveal and display the certificate of authenticity and the signature of the author.

Transportability and flexibility of display of your NFTs.

The example below illustrates interesting possibilities for displaying NFTs at home or elsewhere.

With a device with connectivity, we can view and display your NFT collections wherever you take that device with you.

Each NFT frame downloads images from your NFT collection and displays them on demand (remote control or smartphone app.).

With a highly encrypted secured connection, each frame can display any NFT of your choice.

At home, for instance, on one single frame you can display any NFT from your collection or successively display all of them in a slideshow.

furthermore, if you have several of such NFT frames placed in various strategic positions in your house, then you can display whatever NFT image you want to show in any room or produce slideshows that will allow to review your collection and vary the ambiance and emotions.

