ARTΞCONOMY®

ART WITHOUT THE ARTIST

ARTECONOMY.CH

ARTƎCONOMY®

ART WITHOUT THE ARTIST

ARTƎCONOMY® is a **new art form "without the artist".**

ARTƎCONOMY® is **transparent:** the collector is always aware of the number of works sold and their price.

ARTƎCONOMY® **is committed to social welfare:** for each artwork sold 100 CHF is donated to charity.

ARTƎCONOMY® is **advantageous for the collector:** the value of the work increases constantly.

ARTƎCONOMY® offers for the first time in the world a **10% certain return** divided among its art collectors

ARTƎCONOMY® is **sustainable:** it is **recycled** carbon fiber (patented method, for the first time in the world).

ARTƎCONOMY® is **unique:** through its "authentic-style Blockchain" makes it impossible to fake.

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The four A's of ARTΞCONOMY®

Absence of the artist

Absolute transparency of the value of the work

A guaranteed return for the collector

Authenticity in perfect "blockchain" style

ARTƎCONOMY®
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Absence of the artist

The financial component in the contemporary art world has gained too much weight excessive to the point that today more emphasis is placed on the financial components of a work of art than the artistic ones. Where will this take us? ARTƎCONOMY® has a visionary and provocative answer to this question at the same time. The disappearance of the artist! A statement that may be absurd when related to the image traditional (or utopian nowadays) image of the art world: the artist who in front of the canvas expresses his personality with the hope that the result will please the collector. But on closer inspection, a statement that reflects both the absurd world of art contemporary and the current evolution of modern society with its constant discoveries or pseudo-revolutions. A car without a driver, a plane without a pilot: concepts unimaginable in times past but present in our current society. So why not imagine a work of art without an artist as a provocation and as a denunciation of the current absurd system of contemporary art? This is what ARTƎCONOMY® with "Continuity," the first expression of this concept. A piece of a roll of fiber carbon **recycled** (**a method patented by us, for the first time in the world**) torn by an unwitting worker was sandwiched between two pieces of glass and framed with a classic black wooden frame (93x83 cm). And there was born the first work without an artist. Without an artist in that the worker made the rip without receiving any kind of instruction and without any involvement of the art gallery. It was only by chance that that piece of recycled carbon fiber become the first expression of ARTƎCONOMY®.

Subsequent works have been made-and always will be made-in the same ways.

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Absolute transparency of the value of the work

The contemporary art market is the least transparent market imaginable; no certainty of a work's value, incredible price differences between the various channels of sales (galleries, auction houses, fairs), sudden price changes without any serious objective motivation. Not to mention the fakes that circulate with increasing frequency in fairs and galleries and of foundations established to certify the works of disappeared artists, but which become embroiled in art buying and selling scandals. ARTƎCONOMY® wants to provide an answer to this issue by offering certainty and transparency regarding the value and price of a work. "Continuity 1" is the first ARTƎCONOMY® work and was offered for sale and sold at a price of 500 CHF; "Continuity 2" is the second work by ARTƎCONOMY® and was put for sale and sold at a price of 600 CHF; "Continuity 3" is the third work by ARTƎCONOMY® and was put up for sale and sold at a price of 700 CHF, and so on. This process will continue indefinitely so as to establish from the beginning the evolution of the price and value of the work: with each work sold, its value increases by 100 CHF and that amount **is always donated to charity**, so that the collector's emotion can spread and circulate, bringing emotion to other people as well. What does this value of 100 CHF represent? The emotion that each person feels at the time of purchasing an ARTƎCONOMY® work; giving an economic value to this emotion is the challenge of ARTƎCONOMY®, which also wanted to give it a name "**Incremental Emotion**". Thanks to this innovative process, ARTƎCONOMY® works have and will always have a precise value, and their sale price is influenced only by the number of collectors who have purchased the work. No other hidden or opaque factors will influence the sale price of the work, which will be the same all over the world. We speak in fact always of mathematical-financial objectivity. And never subjectivity, which makes the world of art full of illogical and unmotivated values.

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A guaranteed return for the collector

Investing in art has for numerous years been the mantra used by gallery owners, dealers art dealers, auction houses to convince collectors to employ their capital also in the purchase of works of art and not only in products of the financial market or the real estate. Investing in works of art is one of the most complicated investments to make given the lack of a stable and transparent reference market, the absolute lack of certainty of a work's value and the lack of a certain return that can be compared to a stock dividend, a bond coupon or a rent real estate. ARTƎCONOMY® wanted to create, for the first time in the world, a certain return linked to investment in a work of art. The goal is certainly not to want to equate a purchase of a work of art to the purchase of a bond/bond/real estate; the goal is to to give the collector the opportunity to become part of the ARTƎCONOMY® project with certainties in terms of growth of the art investment and in terms of return. Each time an ARTƎCONOMY® work is purchased by a collector, Five Gallery sets aside 10% of the collected price for the benefit of all previous collectors; at the end of the year this amount is divided and distributed among all ARTƎCONOMY® collectors.

Example: Continuity No. 40 was sold at a price of 4,400 CHF (+ VAT); from this amount 100 CHF is donated to charity; 10% of the remaining amount (4,300 CHF), 430 CHF, is divided and distributed among the 39 previous collectors, so each will receive about 10 CHF. This figure is clearly a symbolic value, but it stands to show that ARTƎCONOMY® **is the only work of art in the world that generates money without you having to resell it.**

ARTƎCONOMY® wanted to give a name to this certainty of return: "**Emotional (Co)Dividend**". A return that comes from having shared the same emotion at the time of of purchasing an ARTƎCONOMY® work; a return that will last a lifetime and will be always and only linked to the fact that other collectors will purchase an ARTƎCONOMY® work. In this way, for the first time in the world, a collector will receive a real return, the the value of which will depend solely and exclusively on the sales that ARTƎCONOMY® realizes over the time.

ARTƎCONOMY®
ART WITHOUT THE ARTIST

Authentic innovative in perfect "Blockchain" style

Authenticity constitutes the most important aspect for a work of art, significantly affecting significantly on its valuation, both from an artistic and economic point of view. With the term authenticity refers, in the context of contract law, to the conformity of a given object to the qualities and form promised to the buyer. From an artistic, authenticity means, therefore, the attribution of a work to a particular author. But while so important, the regulation of the authenticity of works of art seems to be entrusted almost exclusively to market practices, while its regulation law still has many gray areas, and this brings further doubts about the originality and provenance of artworks, creating many questions for collectors interested in them. ARTƎCONOMY® also in this respect has created, for the first time in the world, a way unique and innovative way of authenticating its iconic "black spot": in fact, being "art without the artist" it has no author who can sign the paintings. So, always following a philosophy financial, a $5 bill is taken, it is cut in a precise point (which only Five Gallery knows), and a part is inserted behind the frame (which is exactly as wide exactly as wide as the bill) and is written on it, **with a special marker gold color**, the number of the ARTƎCONOMY® painting purchased, while the other part of the banknote will be placed in the Five Gallery archives. The two parts of the banknote have serial numbers that match so they will be exactly the identifying codes of both of the artwork and the collector. This makes the artwork impossible to copy, forged or replicated and makes the work literally the only one in the world in the piece purchased and will make the collector the only person on the face of the earth to have that ARTƎCONOMY®. An authentication in perfect "Blockchain style" even on a physical work, which makes ARTƎCONOMY® the world's most innovative art concept from 2016 to date.

ART∃CONOMY®

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CONCLUSION

"PROFANATEUR!"

So whispered the French when confronted with Marcel Duchamp's 1917 work "Fountain," a urinal lifted from its usual function and placed in the art system. A similar thought provoked Piero Manzoni's controversial 1961 (never was a more appropriate word) production "Merda d'Artista." The two artists, now preserved in museums around the world, were basically playing a dangerous game: they were dismembering the very concept of an artwork, to the point of isolating its key element, the artist. It is only with this concept in mind that it is possible to understand the magnitude of the breakthrough of ART∃CONOMY®, a new form of contemporary art; a provocation by Five Gallery that pushes the desecratory point a little further. Going so far as to surpass even the concept of an artist. ART∃CONOMY®, the recycled carbon fiber "black spot" is called by many the "Rorschach test of the new millennium": this is because, if you think about it, what you see inside it is decided by you and only you with your imagination. In fact, the image of the artwork is the only subjective thing that ART∃CONOMY® leaves the viewer with. It does not tell you what to see in it; it tells you why each of its details is there, explaining it to you with mathematical-financial rules.

In short, ART∃CONOMY® aims to be that iconic masterpiece that everyone will want to have in their environments, whether they are an art collector or a company that sees artwork as a unique and innovative interior design concept for their clients.

And this will only be possible because of its collectors, who determine and will always determine, its price and value.

We are also in our METAVERSE own space:

https://www.spatial.io/s/ART3CONOMY-r-63eb477bdc9125467cbc0f2b?share=2968853384935882842

Our innovative artwork is available also in NFT on Opensea platform:

https://opensea.io/assets/ethereum/0x495f947276749ce646f68ac8c248420045cb7b5e/459764571107931956067639615673077219348014860572061758591802066236107978178 57

Become Iconic, Become our collector

www.arteconomy.ch

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Gallery of the Iconic Artwork

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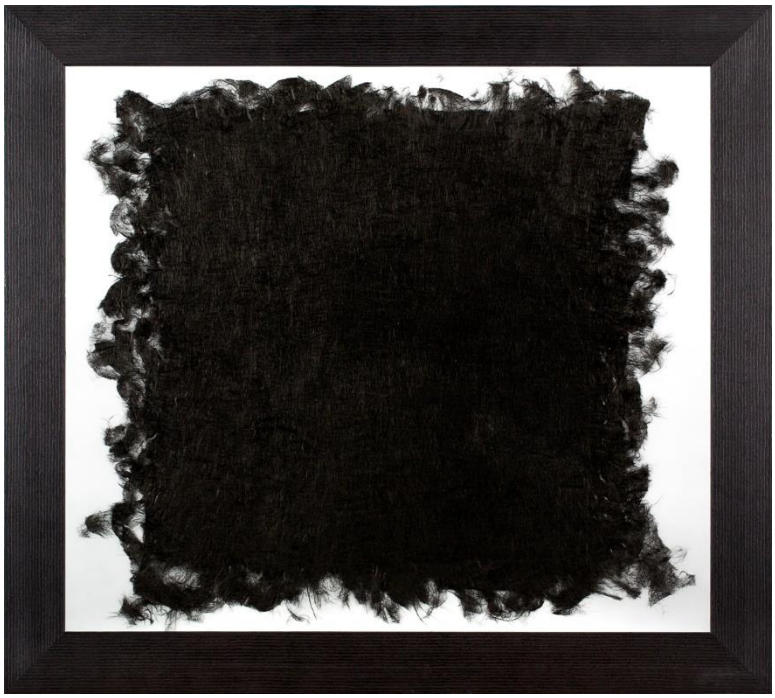
Digital photo of the NFT of the carbon fiber artwork



Five Gallery - Lugano - Switzerland

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Photos of artworks exhibited at the JW MARRIOTT Resort & Spa in Venice

JW MARRIOTT
VENICE

Photo of the artwork displayed during the night and backlit with an LED in Snoop Dogg's garden

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Photos of three artworks during the presentation event

Photos of two artworks at the presentation shooting

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Photo of the artwork during a charity auction

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Photos of three artworks purchased by HUB Mindful Wealth in Singapore

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Photo of the artwork outdoors on Milan skyscraper to see its transparency

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Photo of the artwork exhibited in our Contemporary Art Gallery in Lugano

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Photo of the artwork with the cast of the music video "CUBA - Remix" by Snoop Dogg

Click on the link below to watch the Snoop Dogg music video “CUBA (remix)” on youtube:

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ELENCO OPERE VENDUTE

ARTΞCONOMY®

CONTINUITY 1	500	Franchi + IVA	VENDUTO
CONTINUITY 2	600	Franchi	VENDUTO
CONTINUITY 3	700	Franchi	VENDUTO
CONTINUITY 4	800	Franchi	VENDUTO Social Hub Singapore
CONTINUITY 5	900	Franchi	VENDUTO Social Hub Singapore
CONTINUITY 6	1000	Franchi	VENDUTO Social Hub Singapore
CONTINUITY 7	1100	Franchi	VENDUTO
CONTINUITY 8	1200	Franchi	VENDUTO
CONTINUITY 9	1300	Franchi	VENDUTO
CONTINUITY 10	1400	Franchi	VENDUTO
CONTINUITY 11	1500	Franchi	VENDUTO
CONTINUITY 12	1600	Franchi	VENDUTO
CONTINUITY 13	1700	Franchi	VENDUTO
CONTINUITY 14	1800	Franchi	VENDUTO
CONTINUITY 15	1900	Franchi	VENDUTO
CONTINUITY 16	2000	Franchi	VENDUTO
CONTINUITY 17	2100	Franchi	VENDUTO
CONTINUITY 18	2200	Franchi	VENDUTO
CONTINUITY 19	2300	Franchi	VENDUTO
CONTINUITY 20	2400	Franchi	VENDUTO
CONTINUITY 21	2500	Franchi	VENDUTO
CONTINUITY 22	2600	Franchi	VENDUTO
CONTINUITY 23	2700	Franchi	VENDUTO
CONTINUITY 24	2800	Franchi	VENDUTO
CONTINUITY 25	2900	Franchi	VENDUTO
CONTINUITY 26	3000	Franchi	VENDUTO
CONTINUITY 27	3100	Franchi	VENDUTO
CONTINUITY 28	3200	Franchi	VENDUTO Londra
CONTINUITY 29	3300	Franchi	VENDUTO Londra
CONTINUITY 30	3400	Franchi	VENDUTO
CONTINUITY 31	3500	Franchi	VENDUTO
CONTINUITY 32	3600	Franchi	VENDUTO
CONTINUITY 33	3700	Franchi	VENDUTO
CONTINUITY 34	3800	Franchi	VENDUTO
CONTINUITY 35	3900	Franchi	VENDUTO
CONTINUITY 36	4000	Franchi	VENDUTO
CONTINUITY 37	4100	Franchi	VENDUTO
CONTINUITY 38	4200	Franchi	VENDUTO
CONTINUITY 39	4300	Franchi	VENDUTO
CONTINUITY 40	4400	Franchi	VENDUTO
CONTINUITY 41	4500	Franchi	VENDUTO
CONTINUITY 42	4600	Franchi	ESPOSTO AL RESORT & SPA (in vendita)
CONTINUITY 43	4700	Franchi	ESPOSTO AL RESORT & SPA (in vendita)
CONTINUITY 44	4800	Franchi	
CONTINUITY 45	4900	Franchi	RISERVATO
CONTINUITY 46	5000	Franchi	
CONTINUITY 47	5100	Franchi	
CONTINUITY 48	5200	Franchi	
CONTINUITY 49	5300	Franchi	
CONTINUITY 50	5400	Franchi	
CONTINUITY 51	5500	Franchi	
CONTINUITY 52	5600	Franchi	
CONTINUITY 53	5700	Franchi	
CONTINUITY 54	5800	Franchi	
CONTINUITY 55	5900	Franchi	
CONTINUITY 56	6000	Franchi	
CONTINUITY 57	6100	Franchi	
CONTINUITY 58	6200	Franchi	
CONTINUITY 59	6300	Franchi	
CONTINUITY 60	6400	Franchi	RISERVATO
CONTINUITY 61	6500	Franchi	
CONTINUITY 62	6600	Franchi	RISERVATO
CONTINUITY 63	6700	Franchi	
CONTINUITY 64	6800	Franchi	
CONTINUITY 65	6900	Franchi	
...	...		
CONTINUITY 70	7400	Franchi	
...	...		
CONTINUITY 100	10400	Franchi	RISERVATO
...	...		
CONTINUITY 500	50400	Franchi	
...	...		
CONTINUITY 1000	100400	Franchi	

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