

# ARTECONOMY<sup>®</sup>

ART WITHOUT THE ARTIST

ARTECONOMY.CH



ARTΞCONOMY® is a **new art form** “**without the artist**”.

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

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

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

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

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

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

# The four A's of ARTΞCONOMY®

**A**bsence of the artist

**A**bsolute transparency of the value of the work

**A** guaranteed return for the collector

**A**uthenticity in perfect "blockchain" style

# 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? ART3CONOMY® 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 ART3CONOMY® 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 ART3CONOMY®.

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

# 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. ART3CONOMY® 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 ART3CONOMY® work and was offered for sale and sold at a price of 500 CHF; "Continuity 2" is the second work by ART3CONOMY® and was put for sale and sold at a price of 600 CHF; "Continuity 3" is the third work by ART3CONOMY® 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 ART3CONOMY® work; giving an economic value to this emotion is the challenge of ART3CONOMY®, which also wanted to give it a name "**Incremental Emotion**". Thanks to this innovative process, ART3CONOMY® 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.

# 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. ART3CONOMY® 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 give the collector the opportunity to become part of the ART3CONOMY® project with certainties in terms of growth of the art investment and in terms of return. Each time an ART3CONOMY® 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 ART3CONOMY® 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 ART3CONOMY® **is the only work of art in the world that generates money without you having to resell it.**

ART3CONOMY® 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 purchasing an ART3CONOMY® work; a return that will last a lifetime and will be always and only linked to the fact that other collectors will purchase an ART3CONOMY® work. In this way, for the first time in the world, a collector will receive a real return, the value of which will depend solely and exclusively on the sales that ART3CONOMY® realizes over the time.

# 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. ARTΞCONOMY® 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 ARTΞCONOMY® 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 ARTΞCONOMY®. An authentication in perfect "Blockchain style" even on a physical work, which makes ARTΞCONOMY® the world's most innovative art concept from 2016 to date.

# 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 $\exists$ 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 $\exists$ 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 $\exists$ 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 $\exists$ 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.

Become Iconic, Become our collector

[www.arteconomy.ch](http://www.arteconomy.ch)