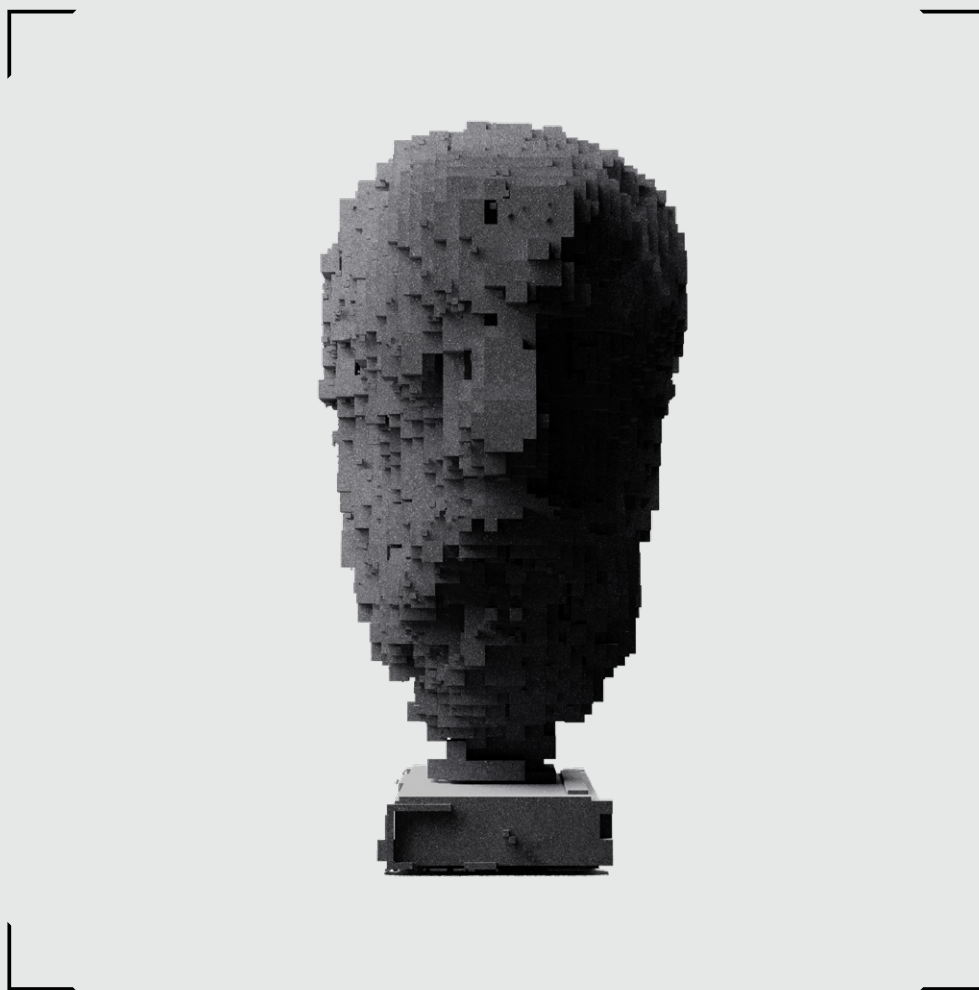FROM PAINT TO PIXELS

CURATED DIGITAL REVOLUTION

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INTRODUCTION - WHAT IS DAC?

A pioneer in the digital art space, Digital Art Club is the world's first multi-disciplinary curatorial platform enabling artists, art directors, gallerists and collectors to interface in a single space.

DAC is revolutionising an area that has remained static since the advent of digital currencies. Current digital art platforms operate in a one-dimensional relationship, where transactions take place between an artist and a buyer. However, DAC's multi-dimensional approach breaks away from linear marketplaces enabling curated collections to be developed whilst bridging the divide between physical and digital art disciplines through a blockchain-enabled platform.

DAC is working with internationally renowned artists and curators to build a globally recognised and groundbreaking digital art platform. DAC is passionate about celebrating art past and present, with its focus sharply aimed at the future.

MANIFESTO:

Curated Digital Revolution.

The art world has long been associated with elitism, closed-doors, financial and intellectual barriers. With large, western-centric, institutional gatekeepers who determine, qualify, and set the success of an artist and their work.

The advent of digital currencies, blockchain technology, and NFT transactions has led to the decentralization of digital and physical art. Drawing upon a younger and more global audience to buy, sell, and share contemporary artwork, demystifying the art community and unshackling it from its physical past. However, this has led to the over- emphasis on sales, re-sale value, artificial inflation and financial gain from the intrinsic value and artistic celebration of work and curation.

DAC's platform has been developed to liberate the artist and curators; developing a platform that is to celebrate exquisite art from around the world within curated collections; a contemporary space for cross-disciplinary creation devoid of creative constraints. DAC's team ranges from artists to architects, gallery directors to designers, and content creators.
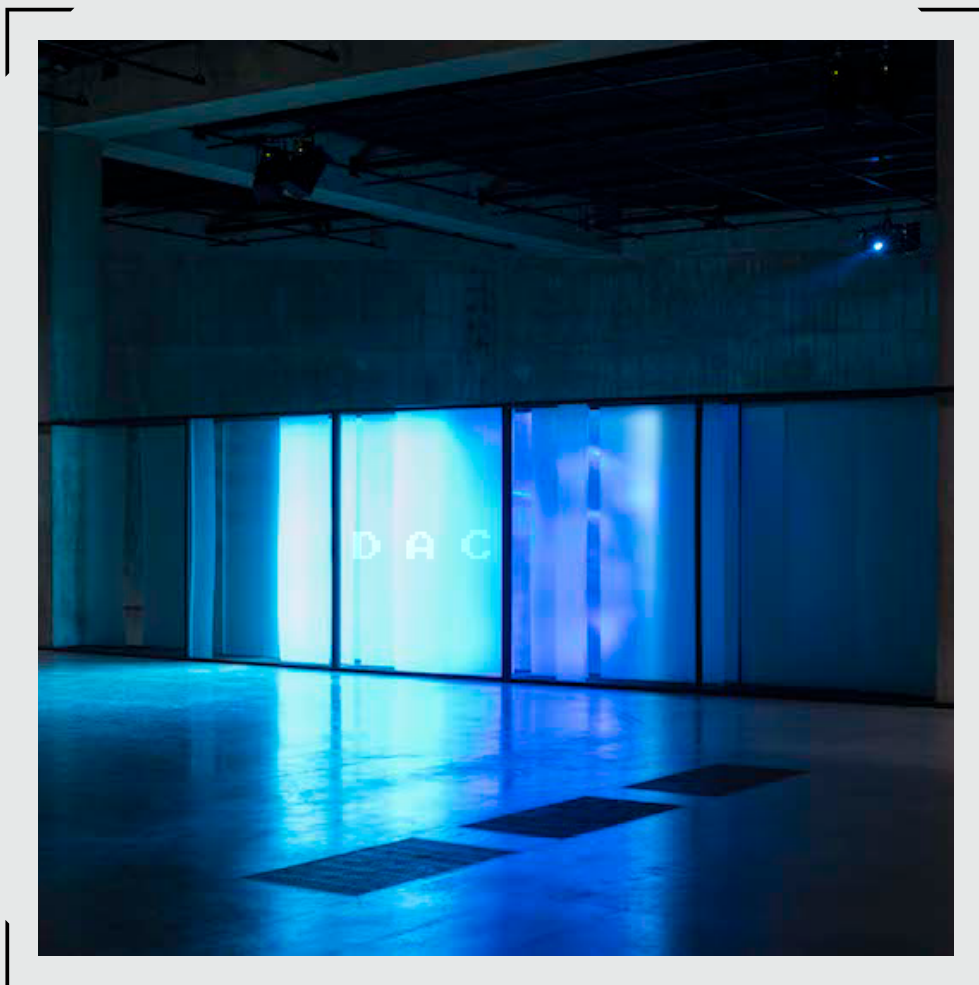
From Paint to Pixels.

DAC'S VALUE PROPOSITION:

1. Art sales through commission: DAC will model a three-way commission set up on the sale of works between the Artist, Curator & Host (DAC). This multi-faceted commission arrangement will drive to accelerate a multitude of sales on the platform as it incentivises all parties. The synergy between all involved will help to provide a curated platform for artists whilst offering great exposure. As a community, DAC understands the opportunity for exponential creative as well as financial growth, working together to support artists, attract curators, and drive audiences and sales to the platform.
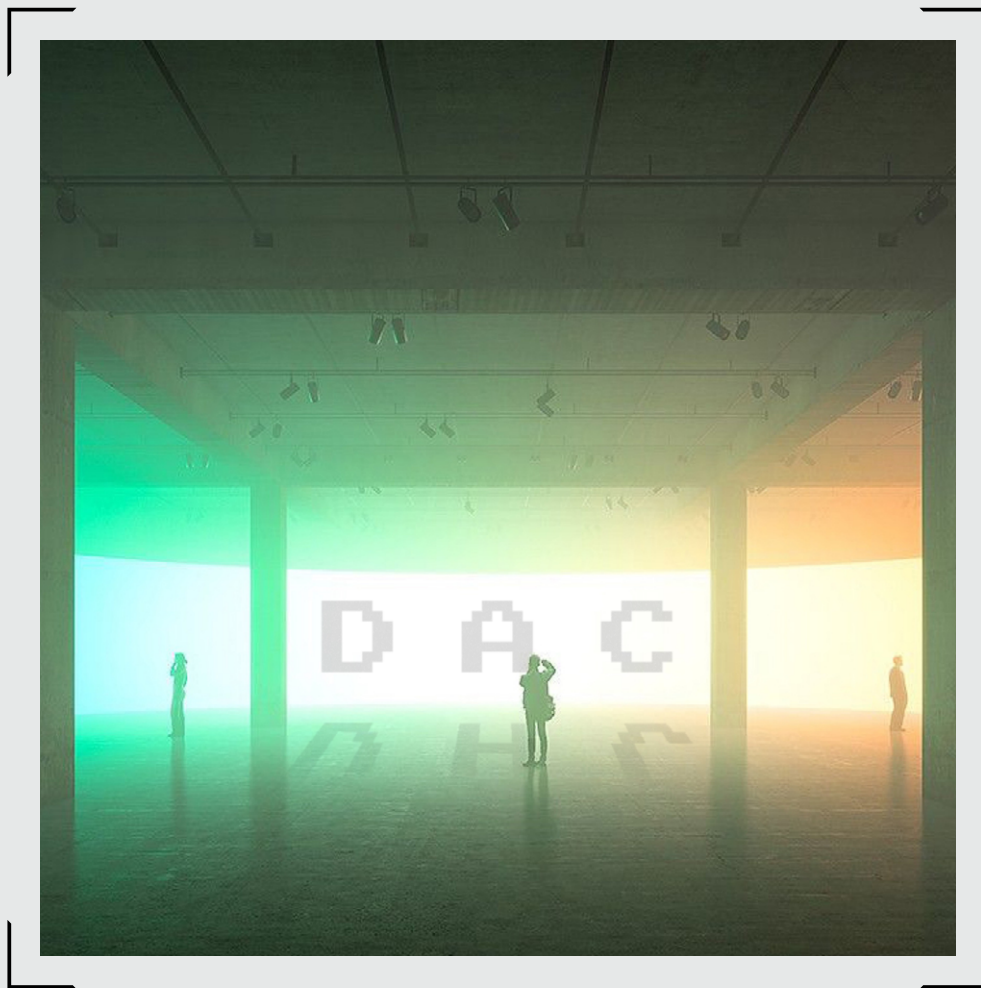
2. Private collections and drops: DAC will offer rare works and collections, which will be announced in advance and auctioned as 'Limited Series'. Whilst these collections will be exclusive, DAC will offer the opportunity to be involved in these auctions via the purchase of allocated digital tokens. These tokens will be announced and sold on the platform prior to any private collection going live.

3. A tech platform: The DAC team will be on hand to help their curators and artists in the entire process of selling their art on the platform, from developing a smart contact to minting their first NFTs. DAC's expert knowledge of the art world will help guide artists to value their work and ensure that sales are made efficiently. Curators and artists will be paid instantly to their digital MetaMask wallet once a sale is made.

DAC'S VISION - DIGITAL + PHYSICAL:

DAC sees a future art world without limits. The platform will expand beyond digital to exist in the physical world as DAC plans to open a series of bespoke galleries in prime urban locations around the world, with London being the inaugural. These IRL spaces will allow the DAC community to meet and engage in an immersive environment with curated artworks.

Interfacing between the digital and physical, DAC will allow those who have never experienced digital art to do so whilst offering exposure for art curators and artists, thereby expanding DAC's audience and its community.

DAC CURATORS.

Passion, Instinct and Vision.

The word "curator" comes from the Latin word *cura*, which means "to take care". By the 18th century, the curator was a person looking after art collections and artefacts. They are the tastemakers in today's art world and have far-reaching influence. At their best, curators attempt to reflect the state of the world, herald the new directions in art, give a voice to a diverse scope of artists, and play a part in critically addressing the social and political climate of the time.

DAC sees curators as enablers, helping artists realise their vision and potential. The DAC platform will offer a unique space where curators can bring their artists to be profiled and their artworks sold to collectors.

DAC ORIGINALS:

DAC is primarily focused on offering a platform for curators and their artists. However, DAC is also planning to bring a handful of renowned artists to create exclusive artworks and coin them as 'DAC Originals'.

DIGITAL ART **CLUB:**

DAC will be offering membership for those who want to become more involved in the community. Members will be able to network with curators, artists, and like-minded people in a members-only space, which will grant access to exclusive IRL events, parties, online mints, and more.
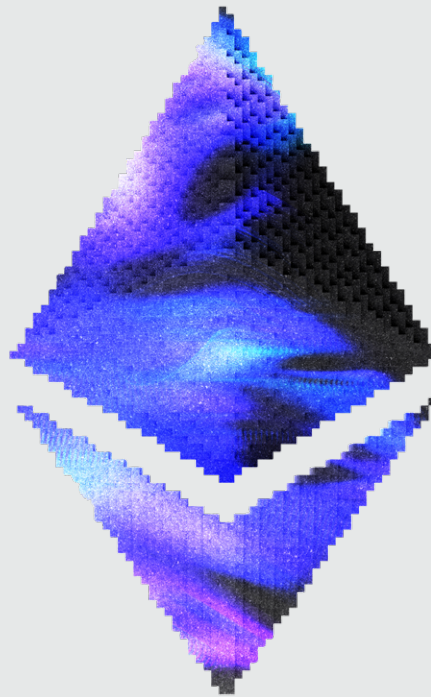
NFT EXPLAINED:

What is an NFT?

A Non-Fungible Token (NFT) is a non-interchangeable unit of data stored on a blockchain, a digital ledger, that can be sold and traded. NFT ledgers provide a public certificate of authenticity or proof of ownership.

Can a physical Artwork be sold as an NFT?

Yes, any piece of art can be sold as an NFT by placing its value and proof of ownership on the blockchain. DAC is planning to introduce various forms of physical art to its audience using NFTs as a new medium for purchase and verification.

What is NFT used for?

Artworks and collectibles have value. However, it's not always easy to attribute the right value to them or understand what makes them valuable. NFTs support that value by verifying the owner and author of the work. Many artists with high value as well as individuals are moving to adopt the use of NFTs, to authenticate their creations and attribute collectible value to them.
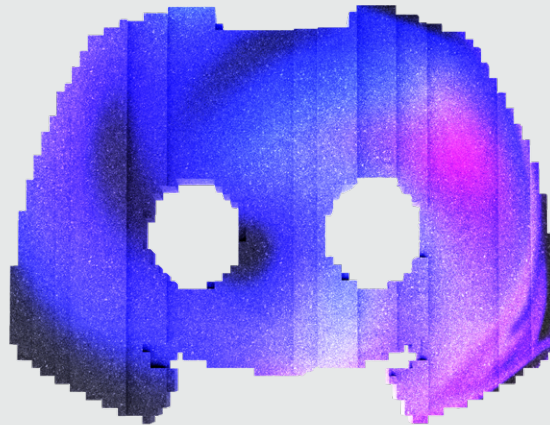
PAYMENT:

What is a MetaMask Wallet?

To receive and send cryptocurrencies, users must have a wallet which allows them to receive and store cryptocurrencies. The most widely used and integrated wallet is called MetaMask, which can be easily downloaded via an App or Play store. Here users can effectively and securely manage their assets whilst maintaining complete control. MetaMask provides users with several essential functions such as purchasing, storing and exchanging currencies.

How do you get paid ?

Your wallet ID is integrated into DAC's smart contract along with the royalty agreement. This means that as soon as the piece is sold or resold, the agreed percentage goes directly to your wallet where you can choose to keep it or exchange it instantly for your local currency using one of many service providers.

What is Ethereum?

Ethereum is a decentralised, open-source blockchain with smart contract functionality. Ether (ETH) is the native cryptocurrency of the platform and is the most popular form of cryptocurrency to buy NFTs. This is because of its wide adoption driving its deriving value, functionality, and reliability.

COMMUNITY:

What is Discord?

Discord is a key part of DAC as this is where a large part of the online art community meet. Discord is a free voice, video, and text chat app that's used by tens of millions of people ages 13+ to talk and hang out with their communities and friends. People use Discord daily to talk about art projects, amongst many other things. It's a home for communities of any size, but it's most widely used by small and active groups of people who talk regularly. Discord enables users to communicate via voice call, video calls, text messaging, and share media files and attachments in private chats or as part of communities called "servers".

Discord runs on Windows, macOS, Android, iOS, iPad, Linux, and web browsers. As of 2021, the service has over 350 million registered users and over 150 million monthly active users.

THANK YOU