

Summary

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A purchasing platform dedicated to photographic and video art, which gives value to artworks thanks to the technology that emerges in the blockchain and which certifies the authenticity of an asset. This system can make a non-fungible asset unique by filling in smart contracts, i.e. contracts stipulated between two parties and validated by the network. The execution of this algorithm gives rise to the creation of a token that is connected to the work, takes on the name of NFT (Non Fungible Token). The NFT is, in our case, the artwork itself, which will take on a value and that can be bought and sold within the Uncontaminated platform itself.

1 .Introduction

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In the last decade, we have seen the outbreak of content. Images and videos are constantly before our eyes. Social networks are the means which have allowed this mass diffusion. Anyone can create content and promulgate an image of themselves, or of what most interests them, simply by sharing it. The most fascinating aspect in all of this is the almost complete removal of filters, understood as the user's ability to undeniably present himself to the world as he sees fit. Although this has a certain intrinsic meritocracy to it, it deprives the artist, whomever he or she is, of economic value by reducing their work to become solely self-referential. However, if allowed to sell that art, this pattern may be reversed. Self-referentiality, if anything, becomes self-promotion directly linked to content. This makes the art market (photographic and video in our case) as absent of filters as social networks. Not to be underestimated, is the opposite system that exists in typical art galleries. Places accessible to a few, almost aimed at a niche where the works exhibited are the fruit of the best promoters of themselves. We understand that in a world where technology has become a means and not art as a skill, where without euphemisms, a smartphone can be a vehicle for art, a previous classical system cannot be as effective. Art should reach people as much as possible without filters. An innovative system is therefore needed, in which anyone can become a collector or end-user of art. A network in which buying and selling become an immediate process without interlocutors. In this case, technology at the service of the individual allows the creation of an uncontaminated space - Uncontaminated.

2 . Artists *Project Columbia*

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Anyone can define themselves as an artist, but in Uncontaminated a strict checking system over the artist's authenticity is the basis of how the structure operates. We define this as the *Columbia* project. In addition to being the first stage of the platform's implementation process, in *Columbia*, we will constantly screen the accreditation of artists through a protocol aimed at certifying their identity. Since images and videos are so easy to find on the web and beyond, *Columbia* must avoid fakes and thus guarantee

clients the purchase of original works by the author. It is the first part of the system and will be divided into three phases:

- Phase I aims to recruit well-known artists who will give the platform immediate credibility. This can be achieved through the personal network of its founders, and if the desired threshold is not reached, by activating specific marketing targets.
- Phase II in which artists have the opportunity to invite others. Also accredited with *Columbia's* authorization.
- Phase III opening of registrations through the appropriate web application and screening through *Columbia*.

Columbia also has the goal of extending to as many genres as possible to expand the offer and the breadth of its users. In a broad sense and by way of example, the depth of the photographic genre includes: lifestyle, street photography, reportage, glamor, nature, travel, documentary, landscape, fashion, architecture, portraiture ...

3 . Marketplace Project *Collins*

The set of works (NFTs) generated by the artists and arranged for sale, is the actual trade, termed the *Collins* project. The authenticated artist will simply have to upload his personal file, name, describe the work and establish the selling price. This will commence the process of creating the unique token that will represent the work digitally. The artist will also decide whether to sell at a set price or start an auction with or without reserve. He/She will also have the opportunity to sell if they receive an offer from a preferred user. We could imagine that an artist would prefer to see their work pass through the hands of a well-known collector. When the token is created, the artist becomes its creator and owner at the same time. The contract of sale will only involve the transfer of ownership, the author will clearly always remain the same. The first sale process includes a division of the revenue between the artist and the marketplace. This only happens in the first transfer of ownership of the work. From the second sale onwards, therefore when the owner is no longer the creator, the system will divide the profit between the seller and the author, who will be entitled to royalties. In any case, artists and collectors will constantly be aware of all the commissions.

Immediate sales and auction sales will be possible. This opportunity lies within the decision of the artist who has full decisional power through his own dedicated private area. It also generates a higher probability for all registered users to bid for a work. The registration of users to the marketplace is the same for the entire system. You will need to register with one of the proposed wallets and enter your name, surname, pseudonym, and e-mail address. It will be up to the user to decide whether to remain anonymous by choosing a pseudonym. The *Collins* project does not require buyers' personal information to be disclosed, only the pseudonym will appear in the marketplace. However, users will need to enter the correct personal information requested for the *Aldrin* project.

4 . Publication *Project Aldrin*

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The capillarity of the project must progress parallel to the maximum diffusion of the artworks. This is why the *Aldrin* project, which will manage the publication of the works offline is a must. *Aldrin* will coordinate all the production phases of a piece of work; the sending of the files, the type of materials, the printing techniques ... All procedures will guarantee that the collector receives a receipt together with the copy of a physical fine art piece. In order to protect the collector and the artist, no further copies will be allowed except for the first one generated at the same time as the creation and resale of the token. All copies will be validated by the artist who will certify their authenticity. *Aldrin* will have no right to print the work unless expressly requested during the creation of the NFT by the artist and the purchase by the collector. Printing costs will be sustained by the artist only if he wishes to print the work before its sale. Whereas they will be charged to the collector if he chooses to receive the physical work during the purchase of the NFT. In the first case, in which the artist opts for the printing of his work, he will have the opportunity to establish the sale price which may be different from that of subsequent prints. Although all original, the first print will be held for a period by the artist who will personally sign it. *Aldrin* will manage the collection and shipment of the goods. The difference in value is therefore highlighted in being the first to win an auction or a sale by the collectors.

5 . Gallery *Project Armstrong*

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The strength of the system is the ability to continually expand, change and be flexible. The *Armstrong* project is the home of artists and collectors. It is a social space, a meeting and trading place. *Armstrong* must give life to places where artists or collectors can organize events by transforming the exhibition space by mounting the works onto dedicated panels. The event itself can be a real-time auction, *Collins* and *Aldrin* will carry out their duties accordingly.

Conclusion

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The completion of all stages; *Columbia*, *Collins*, *Aldrin*, and *Armstrong* is the beginning of a system in which art and people can return to dialoguing directly without filters in pure and uncontaminated spaces - **Uncontaminated in a constant exchange of ideas, art, know-how and assets.**