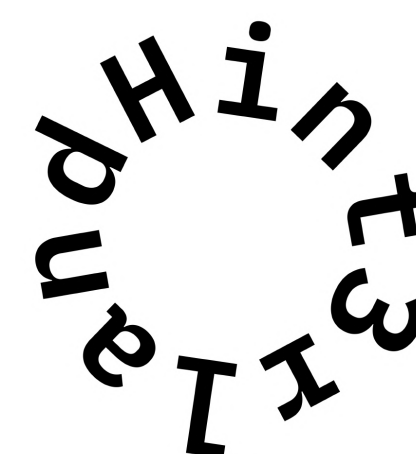




WEB3 SUPPLY CHAINS
Computer Art Congress — 7th edition
1st September 2022

Anthony Masure

**—HEAD
Genève**

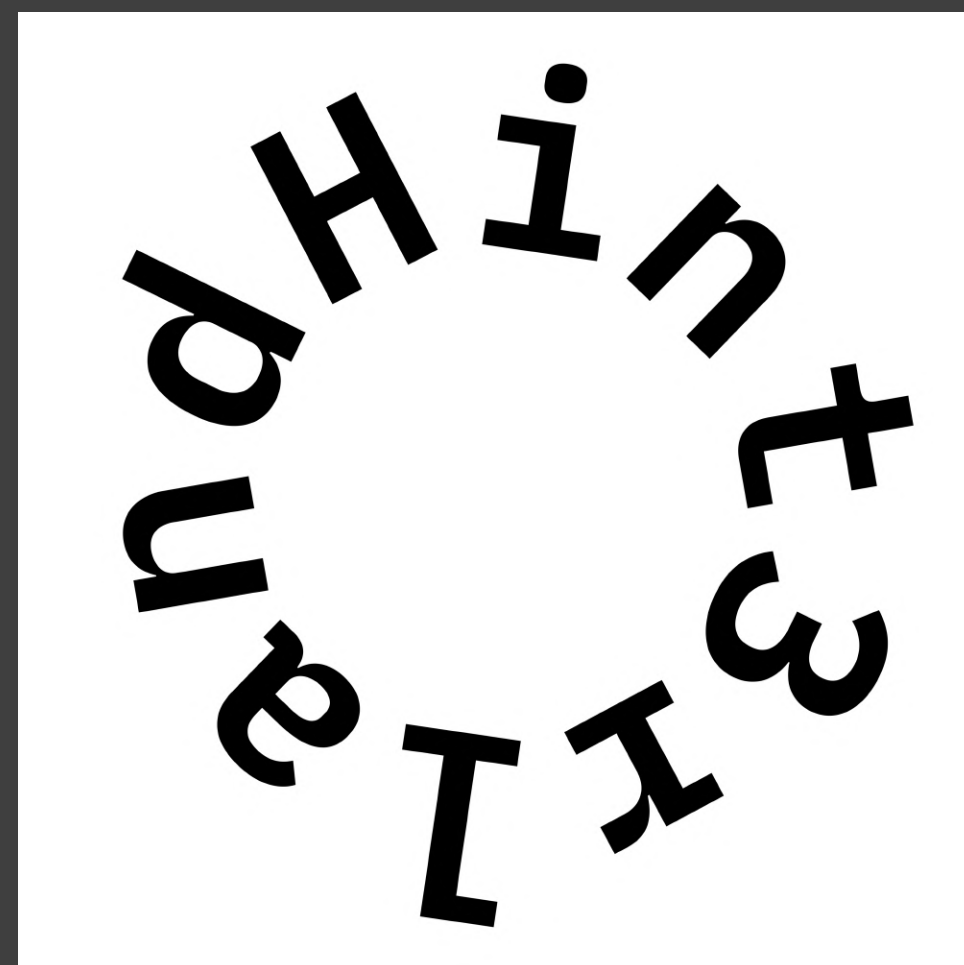


Guillaume Helleu



Anthony Masure

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



Guillaume Helleu

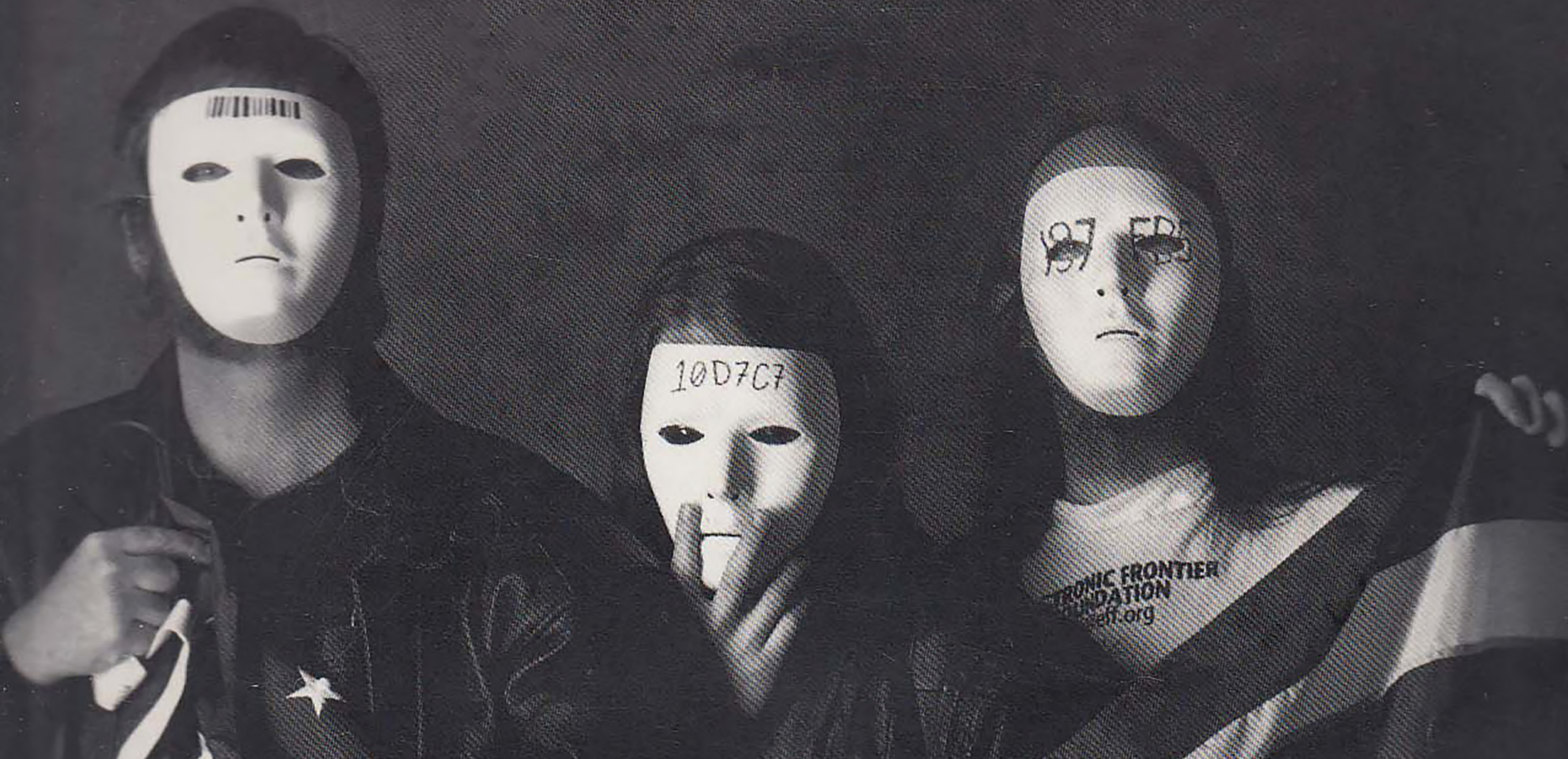
Co-founder of Hint3rland: a studio for
the decentralize world. Architecte and
associate researcher at HEAD – Genève

Speakers overview

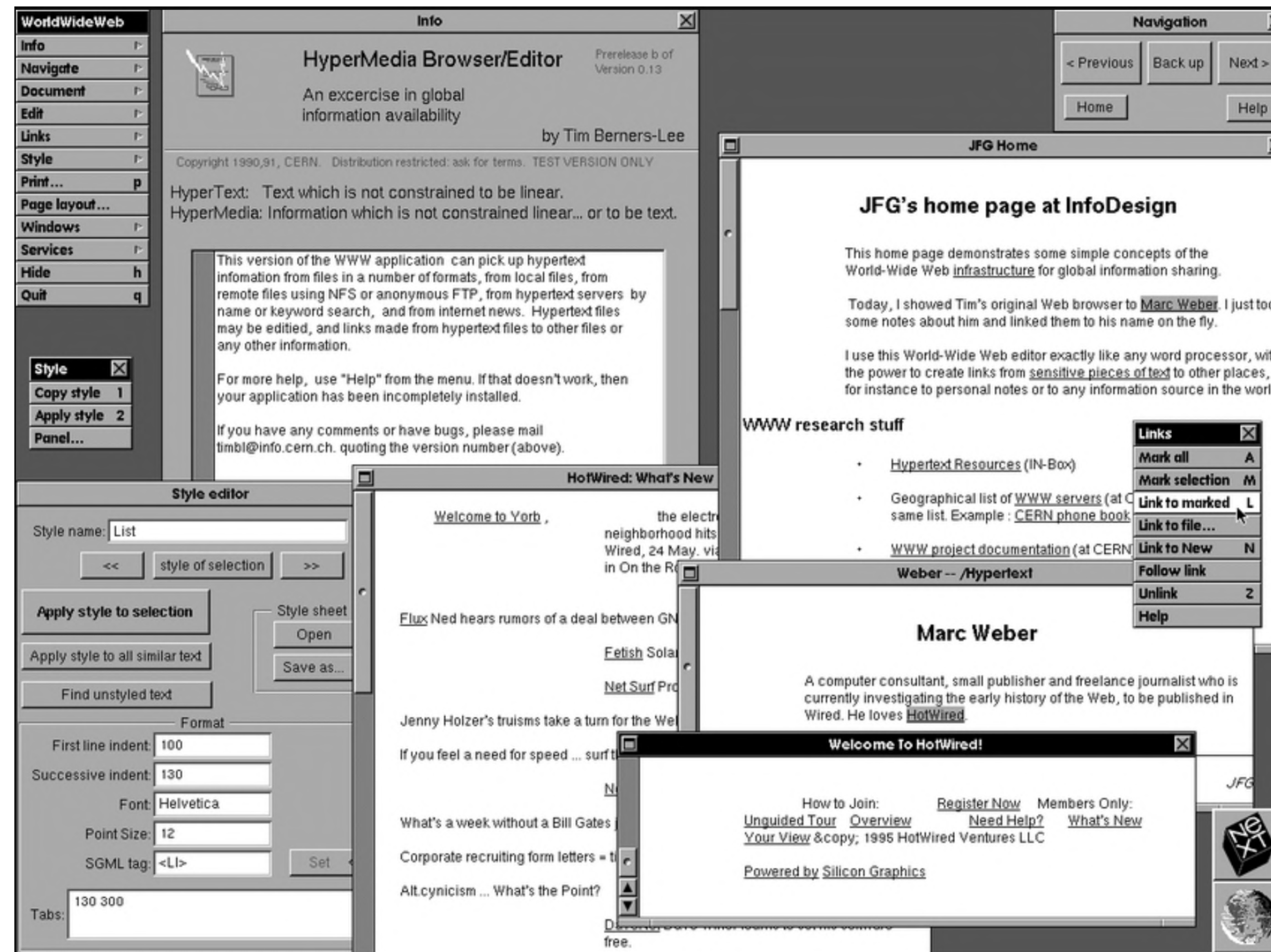


FROM GAFA TO UTOPIA

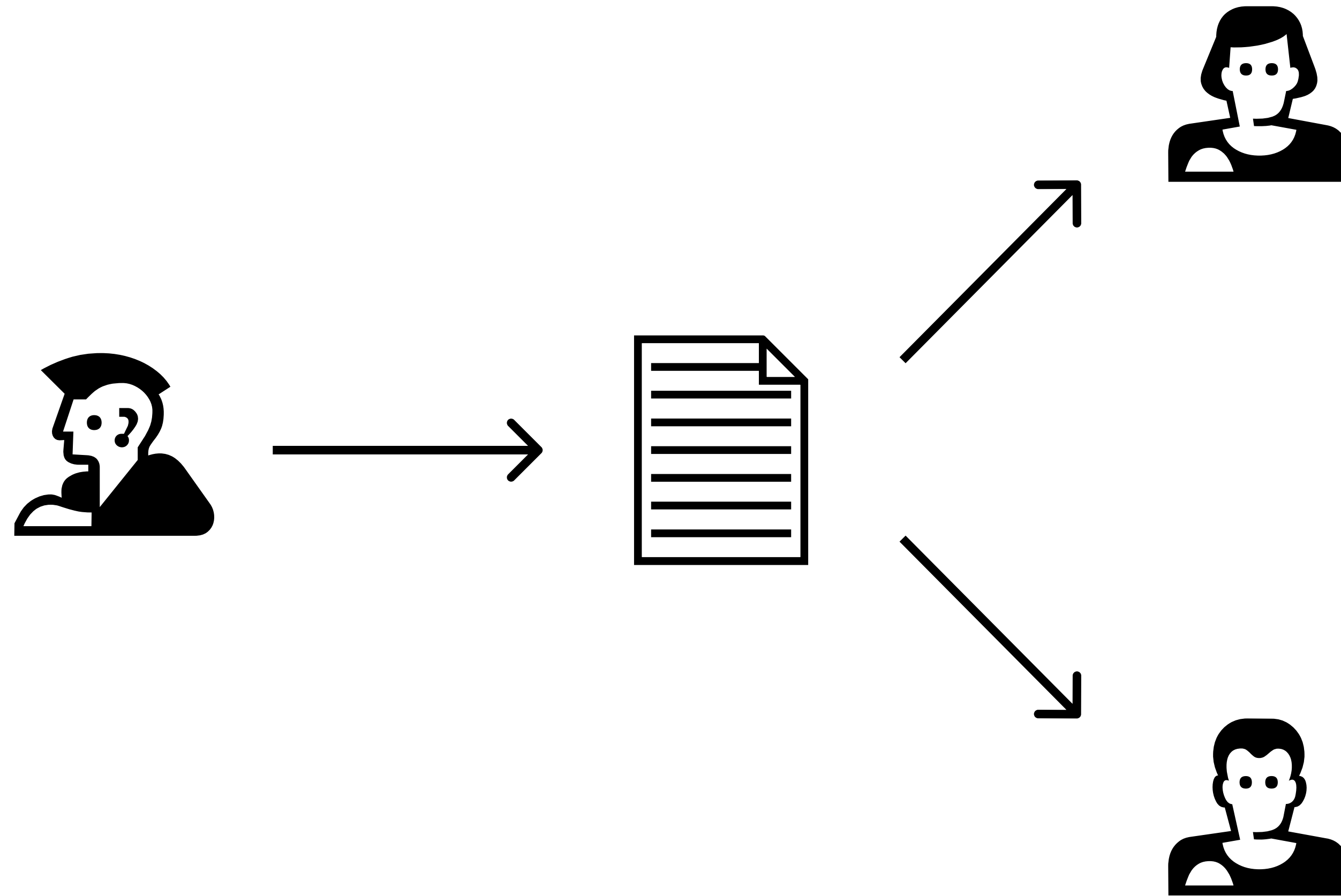
01/



1.1 — Cyberpunks Strike Back



Geneva: March 1989



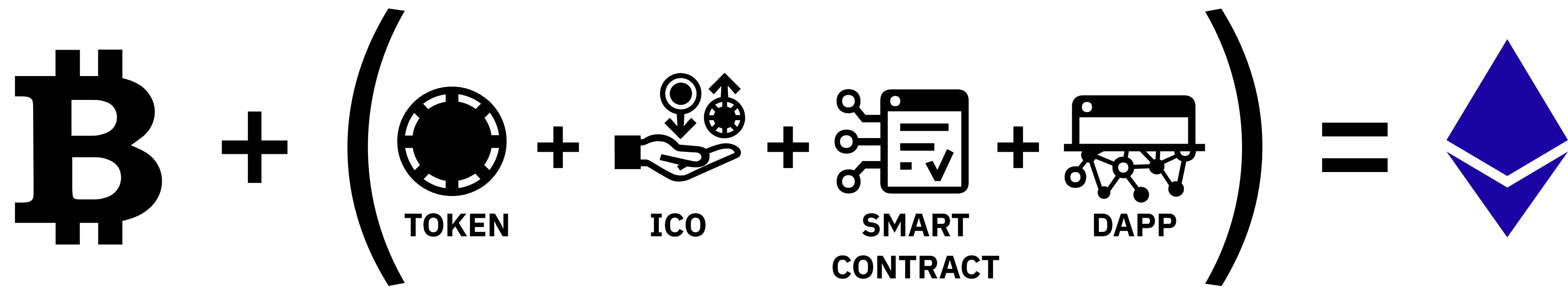
Copy & Paste problem

BLOCKCHAIN (2009)

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



1.2 — Web3 Early Days



From Bitcoin (2009) to Ethereum (2015)



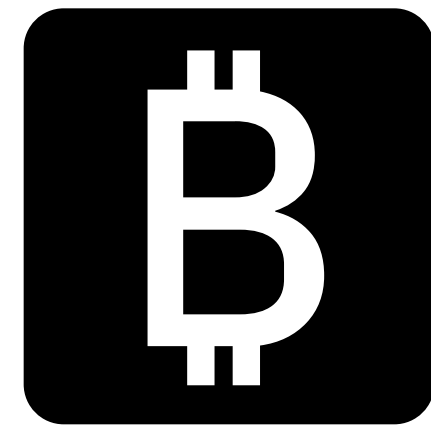
Web 1.0
CONSUME
INFORMATION ECONOMY

Web 2.0
CREATE
EXCHANGE ECONOMY

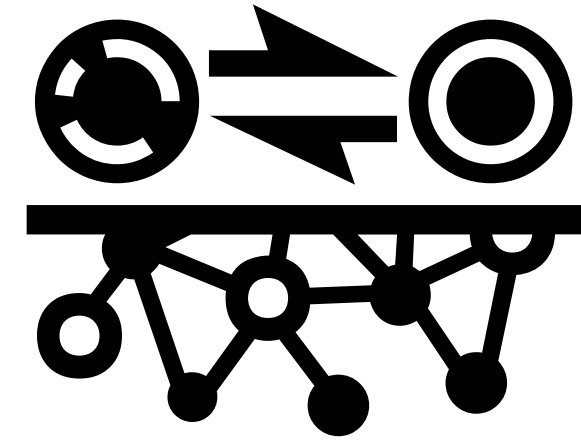
Web3
OWNED
OWNERSHIP ECONOMY

From Web 1.0 to Web3

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



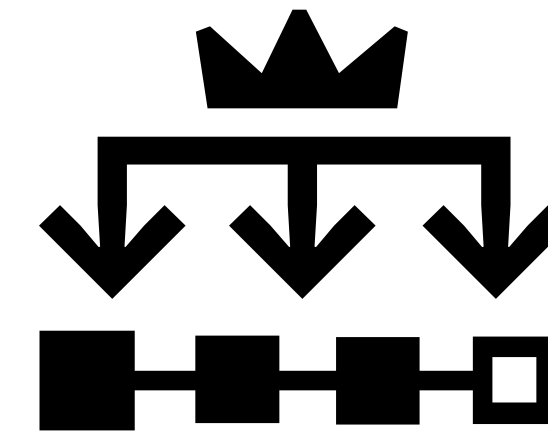
01 **BITCOIN**
→ MONEY



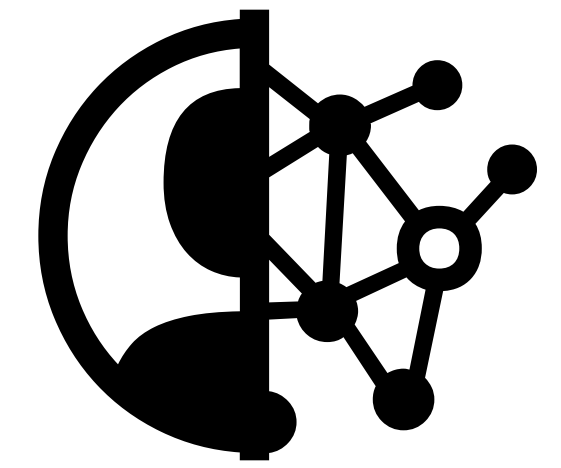
02 **DEFI**
→ ECONOMY



03 **NFT**
→ OWNERSHIP

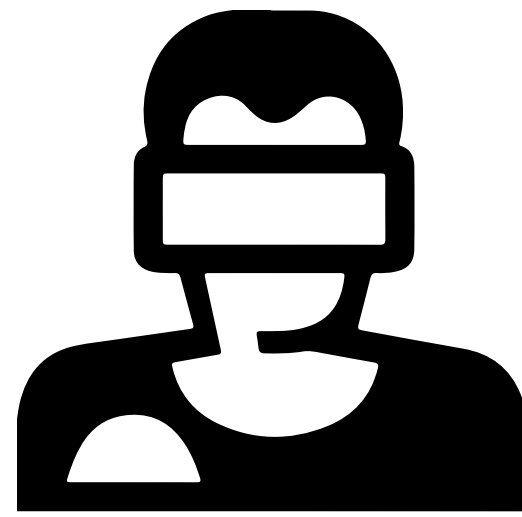


04 **DAO**
→ GOVERNANCE



05 **DID**
→ IDENTITY

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*).



IMMERSION
(VR)

+



WEB

=



METaverse

From VR to Metaverse

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

- Web3 will shuffle digital economy
- Web3 is a all-in-one system
- Metaverses will offer new hybrid experiences



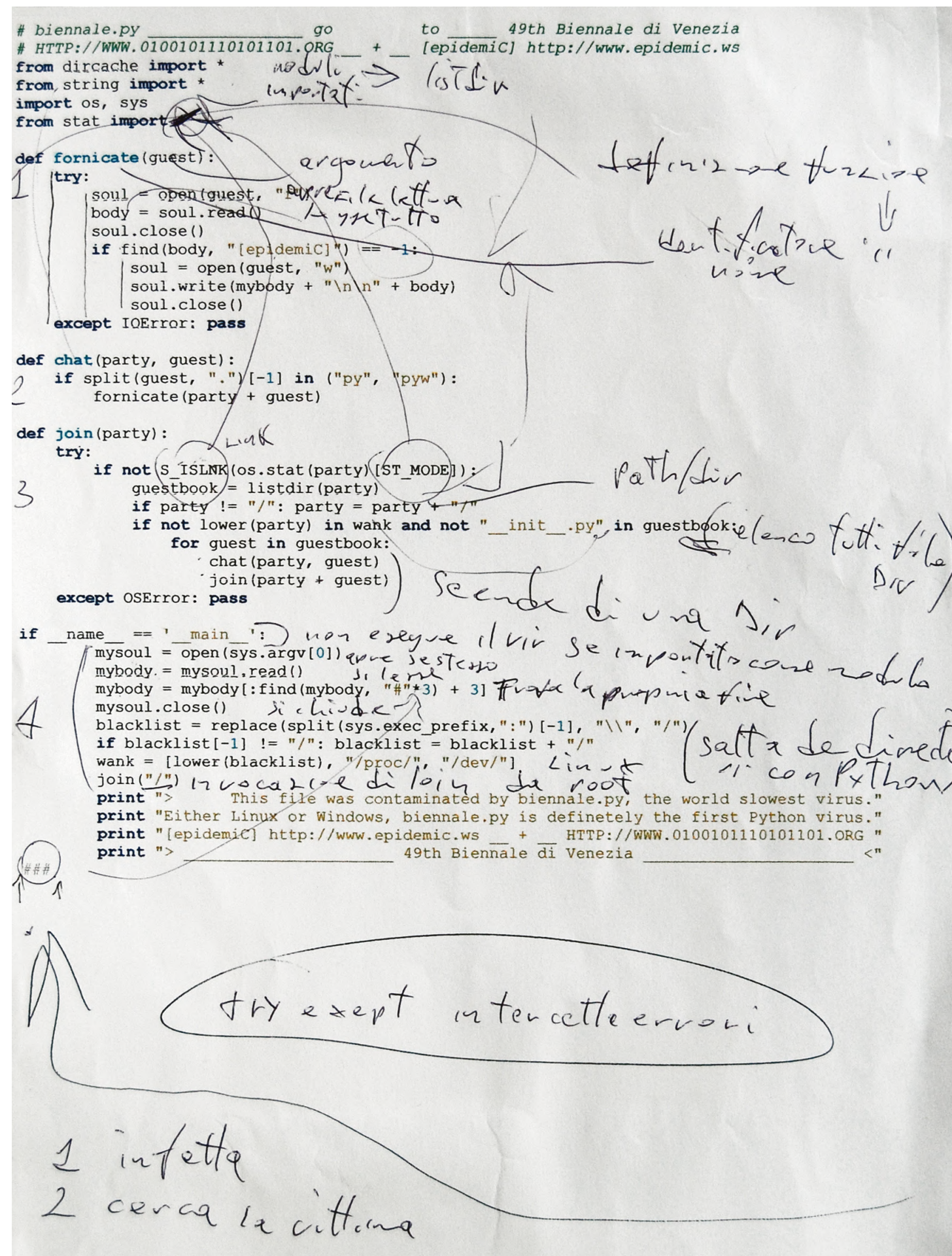
02/



2.1 — A New Land for Conceptual Art



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



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



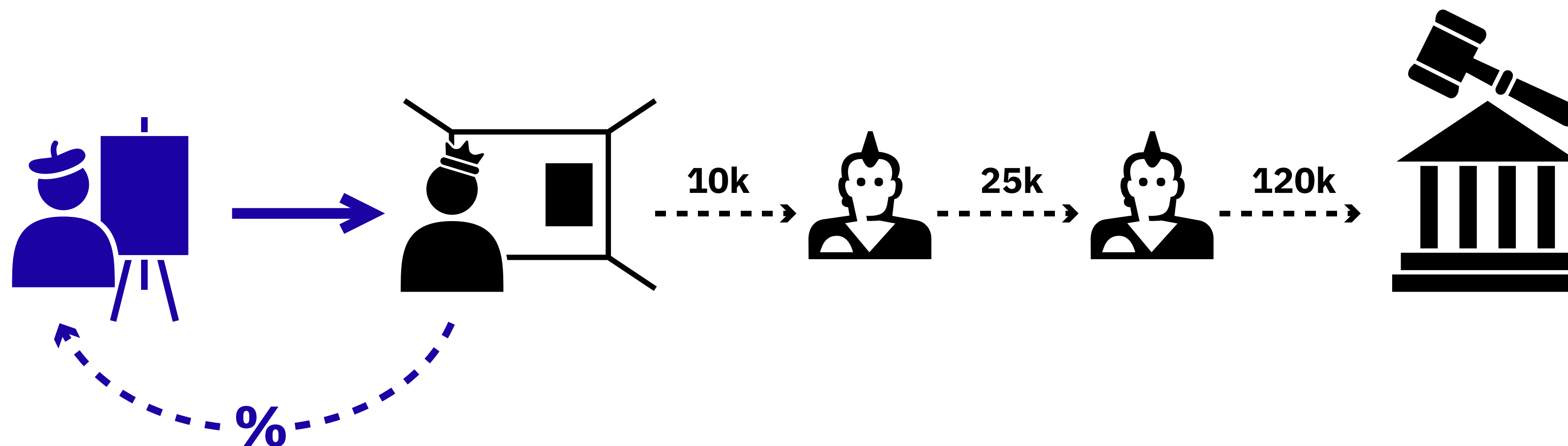
JODI (Joan Heemskerk et Dirk Paesmans), *My%Desktop*, MOMA (2002)



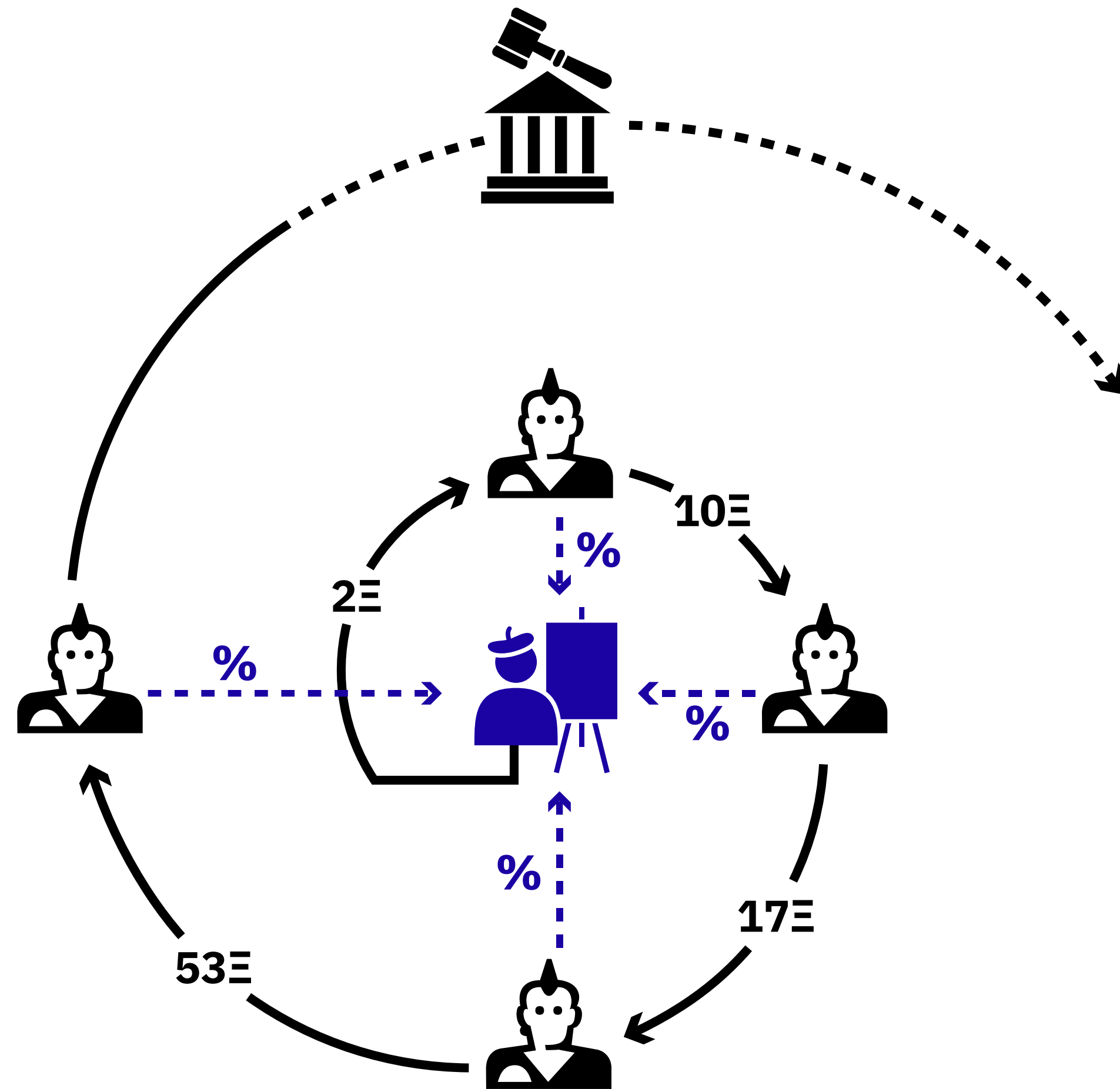
Copy/Paste Keyboard (2021)



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 **SMART-CONTRACT** and not in the tokens.



FROM DIGITAL ART TO WEB3 EXPERIENCES

03/

DALL·E 2

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

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



Asymmetrical Liberation | Series 3 | 2021

1/14 - Scroll to navigate

Home

About

Gallery

Press

On Show

Docs

Go to app

Botto

3.2 — Botto (2021): An AI Collaborative Art Bot

Botto




Home

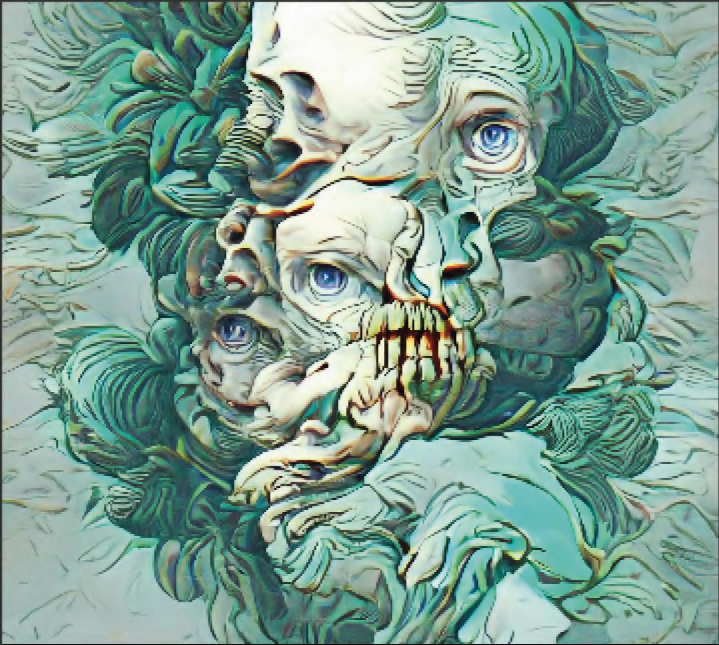
App

Gallery

Governance

Insights






Blossoming Cadaver

Genesis Period

Botto

View

Sale Price:
40.326Ξ



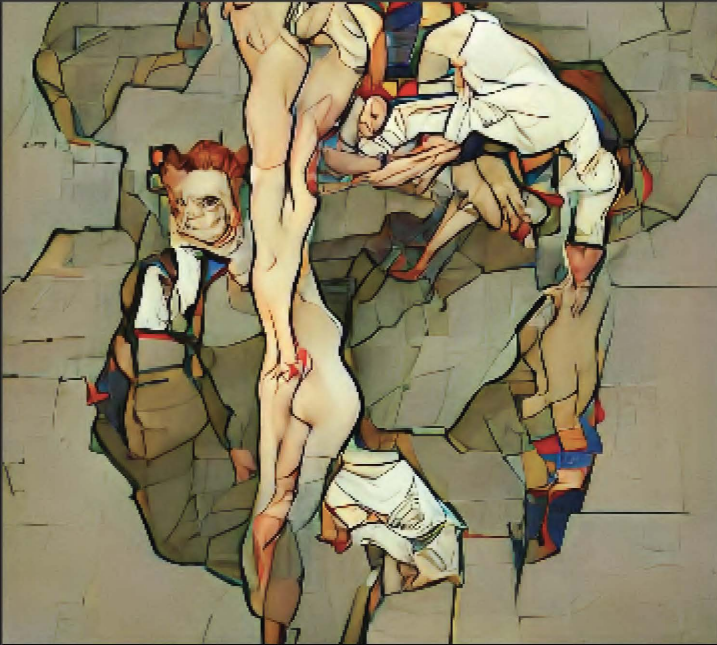
Equal Tune

Genesis Period

Botto

View

Sale Price:
13.37Ξ




Asymmetrical Liberation

Genesis Period

Botto

View

Sale Price:
79.421Ξ







Scene Precede

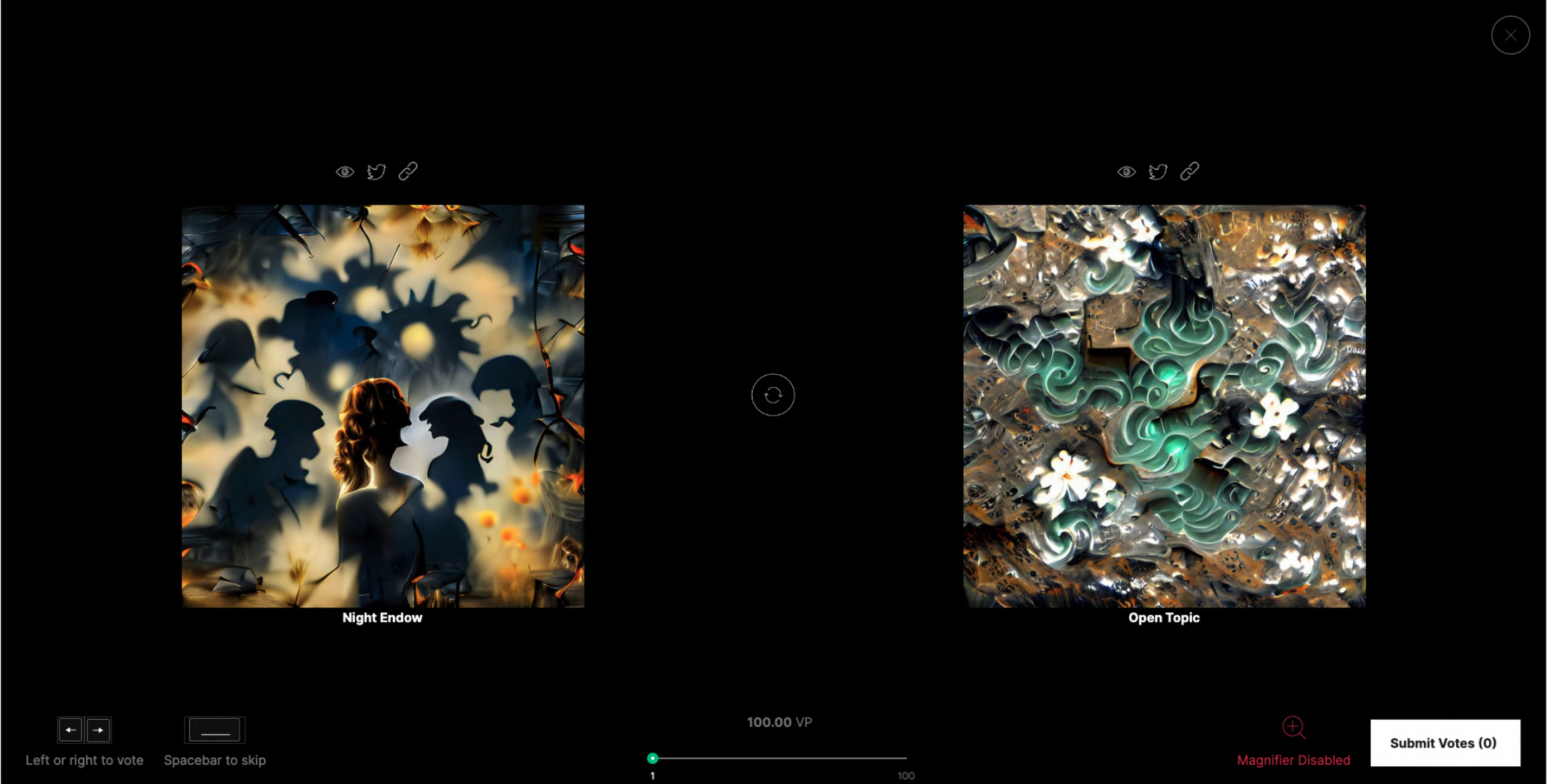
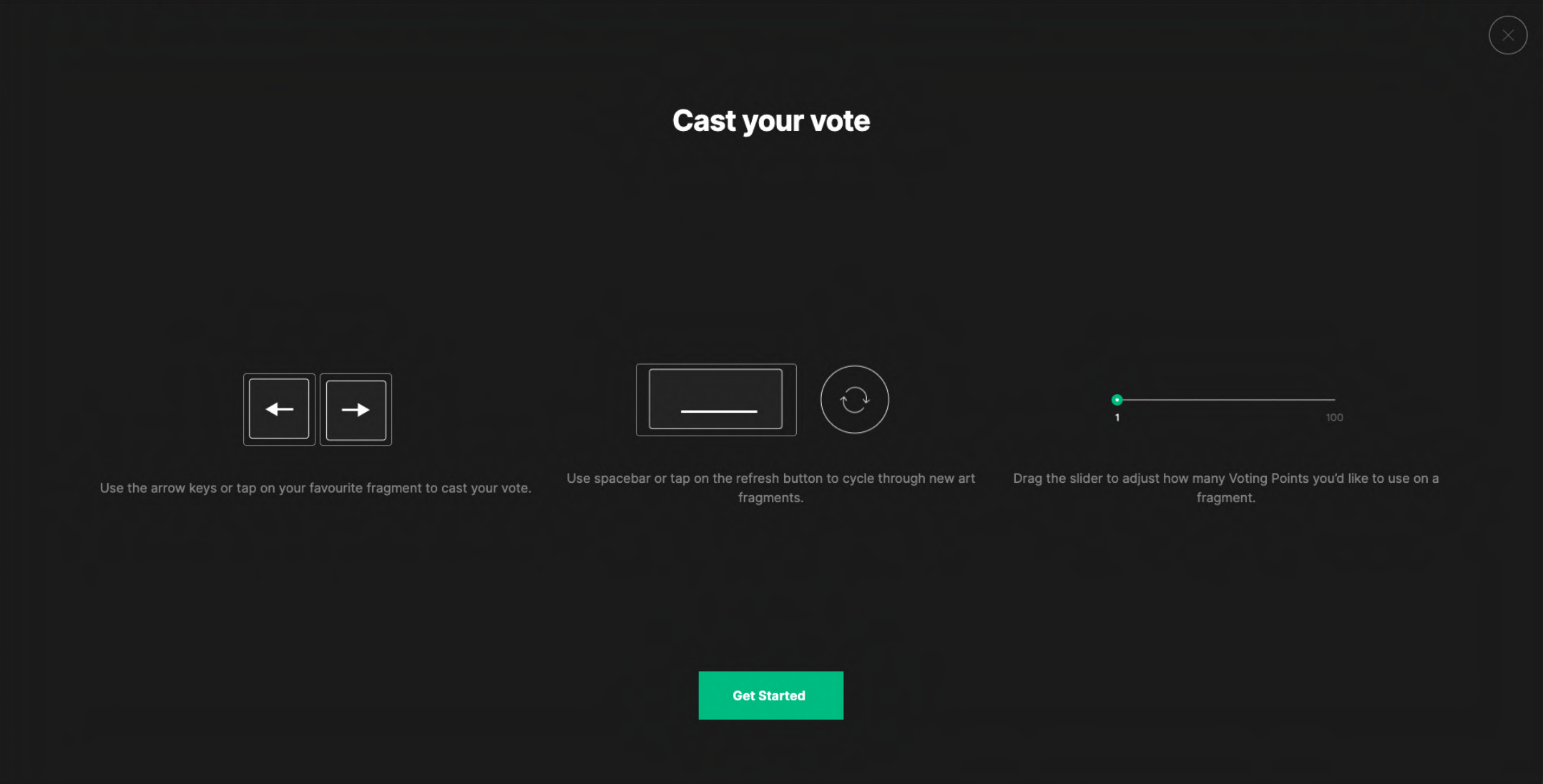
Genesis Period

Botto

View

Sale Price:
100Ξ








Botto

InsightsLeaderboardLIVEAuctionBondsDrops

Wallet Connected






Voter Leaderboard

Round 45 Ends0d : 6h : 45m : 45s

Fragments

Voters




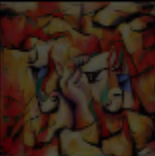
jestoc.eth: Round Favorites
































Expose Stream

This art fragment first appeared in round 3. Your vote trains Botto's algorithm and helps decide what artwork will be sold in the next auction!

Voted



Top 10 Voters (Round)

Voter	Unique Votes	VP Spent	Top Fragments
jestoc.eth	828	2910	    
darthencryptus.eth	721	4632	    
willmatic19.eth	116	11600	    
namax.eth	90	9000	
0x1d...978C	36	2604	
quimp.eth	34	3391	   
0x33...9E87	30	3000	   
0x03...A1A7	29	2900	    

CONNECT WALLET



[L O S T P O E T S]

ACT III

DISCOVER

1 PHOENIX · 2 POETS · 3 ORIGINS

3.3 — [LOSTPOETS] (2021): Gamification

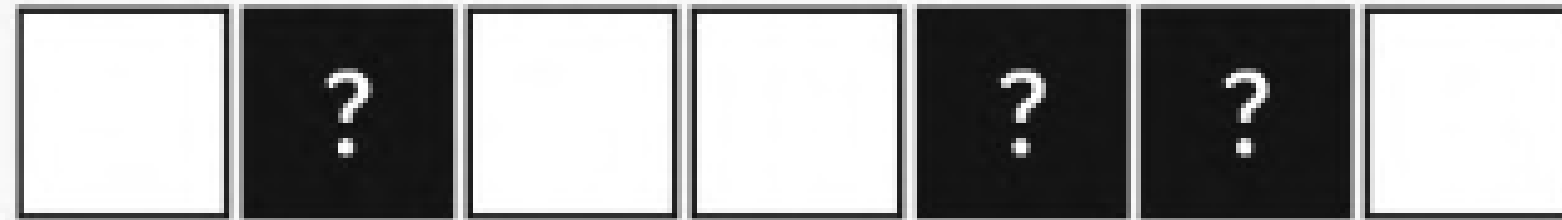


[LOSTPOETS] 1/2



ACT II: THE REVEAL

Choose one of two. Exchange or retain Pages.



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

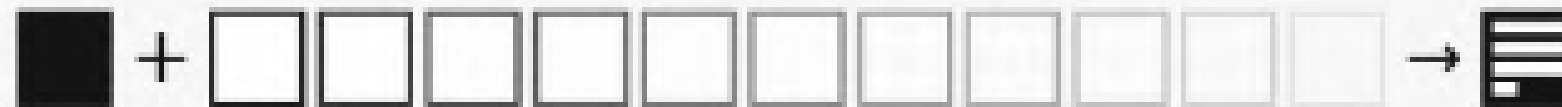
Poets are Poets, and Poets need poetry, and poetry needs words. After all, who could understand poetry that isn't written in words?



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 hears it.

The Secret Roadmap



PROLOGUE

Project Introduction.
48 hour pre-sale countdown starts.



ACT I: THE SALE

48 hour sale starts.
\$ASH holders are rewarded.



ACT II: THE REVEAL

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



ACT III: THE EXPLORER

Collectors understand mechanisms.
Some poets are named.



ACT IV: THE TWIST

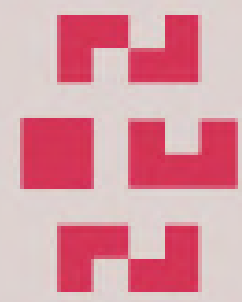
Remember, this is a Pak project.
Anything can happen.



EPILOGUE

Final form is reached (365 Days).
\$ASH is enabled for all Poets.

DESIGNED BY PAK
PROGRAMMED BY MAX BOLD



Treasury ≡ 22,705

DAO

Docs

Discourse

Playground

Connect



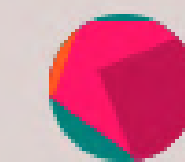
April 13, 2022

Noun 273

Winning bid

≡ 61.00

Winner



vault.poap.eth



Born April 13, 2022



Held by vault.poap.eth



Bid history



Etherscan



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

Playground

The playground was built using the [Nouns Protocol](#). Noun's traits are determined by the Noun Seed. The seed was generated using [nouns-assets](#) and rendered using the [nouns-sdk](#).

Generate Nouns

Background

Random

Body

Random

Accessory

Random

Head

Random

Glasses

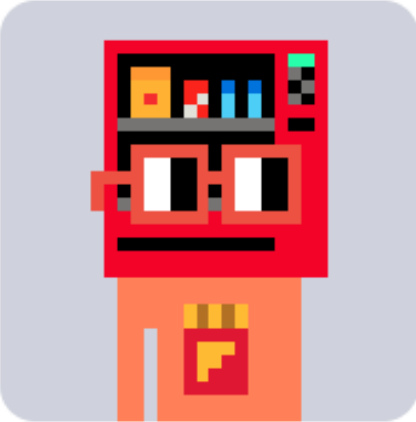
Random

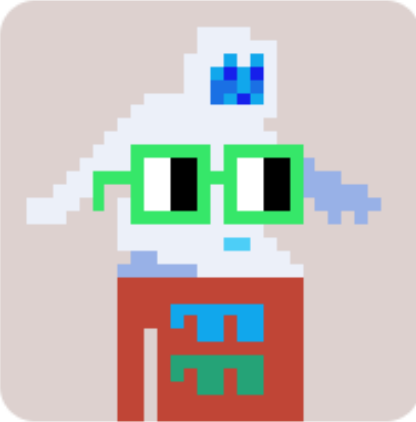
Upload Custom Trait


Choirir un fichier


Aucu... choisi


You've generated 0 years worth of Nouns










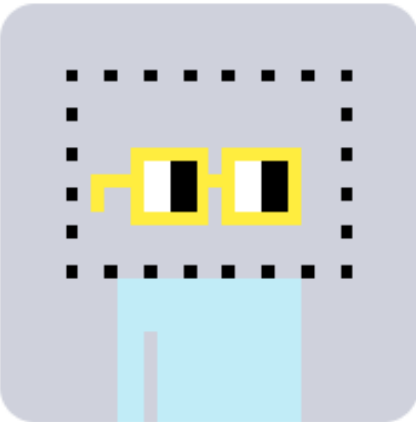











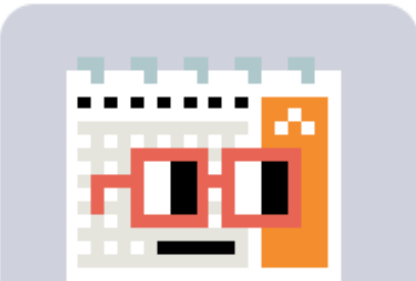








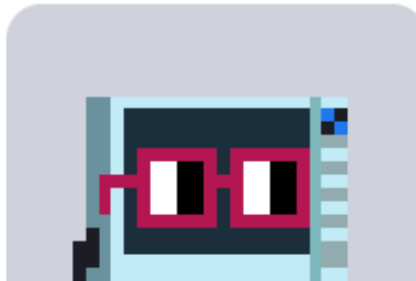














Treasury Ξ 27,720

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

Ξ 27,720 | \$43,491,791.00

This treasury exists for Nouns DAO participants to allocate resources for the long-term growth and prosperity of the Nouns project.

Proposals

Connect wallet to make a proposal.

Submit Proposal

133 SharkLabs -- A nounish incubator by SharkDAO

Defeated

132 Nouns x Dopamine

Executed

131 Nouns Animated Short Film with Los Angeles Red Carpet Premiere

Canceled

130 Nouns Almanac Second Edition

Defeated



Sign Up

Log In



all categories ▸

all tags ▸

Latest

Top

Categories

Topic

Replies

Views

Activity

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



1

2.3k

Sep '21

Small Grants - Nouns Fair @ ETH MX

NounsDAO Proposals



6

142

10h

Weekly Discord Community Calls / Ask Us Anything Events (Trial Extension)

Small Grants



0

34

13h

Noggle NBA Jersey Patch Sponsor

NounsDAO Proposals



2

32

15h

Nouns Basketballs 🏀

Small Grants



2

30

15h

Proposal: Regional Colors 🌴

NounsDAO Proposals



10

249

17h

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

17h

Introduce Yourself

Introductions



113

3.1k

19h

Nouns x Media Monks – Art Basel activation 🌴

NounsDAO Proposals



0

33

20h

Xanadu x Nouns: Mega Episode + Real-time Nouns World Toolkit

NounsDAO Proposals



23

643

21h



Treasury \equiv 22,705

DAO

Docs

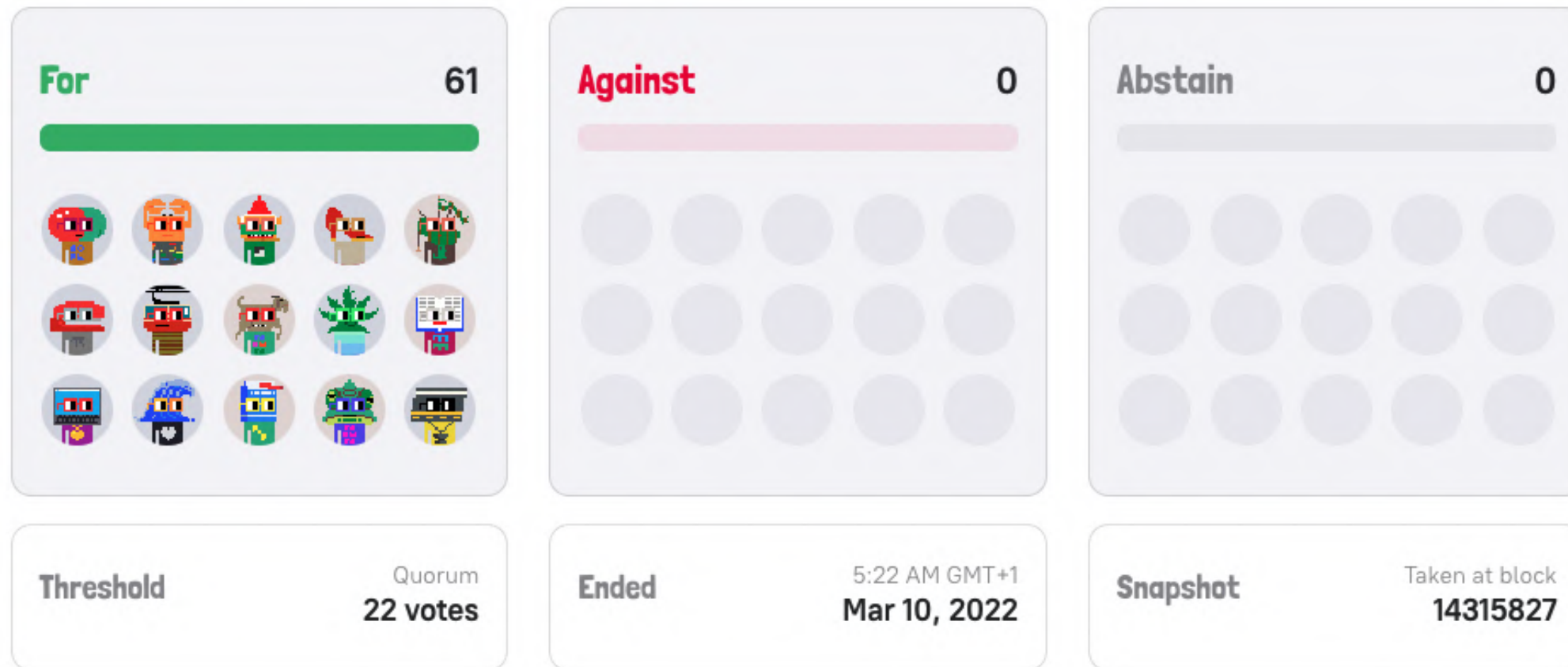
Discourse

Playground

Connect

← Proposal 42 Executed

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. [0xA59B29d7dbC9794d1e7f45123C48b2b8d0a34636](#).transfer(100.0 ETH)

Proposer

[0xd3e2e76e4Ab0322614fe7aaA3be0B04beD83d0D0](#) at [0x380d4](#)

[Discord](#) [Twitter](#) [Etherscan](#) [Forums](#)

01 **ON-CHAIN**

→ Information must be stored on-chain in order to ensure the perenity of the work

02 **PARAMETRABLY**

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

03 **COMMUNITY**

→The artwork encourages collective participation and community building.

04 **FINANCIALIZATION**

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



FROM WEB3 TO SUPPLY CHAINS

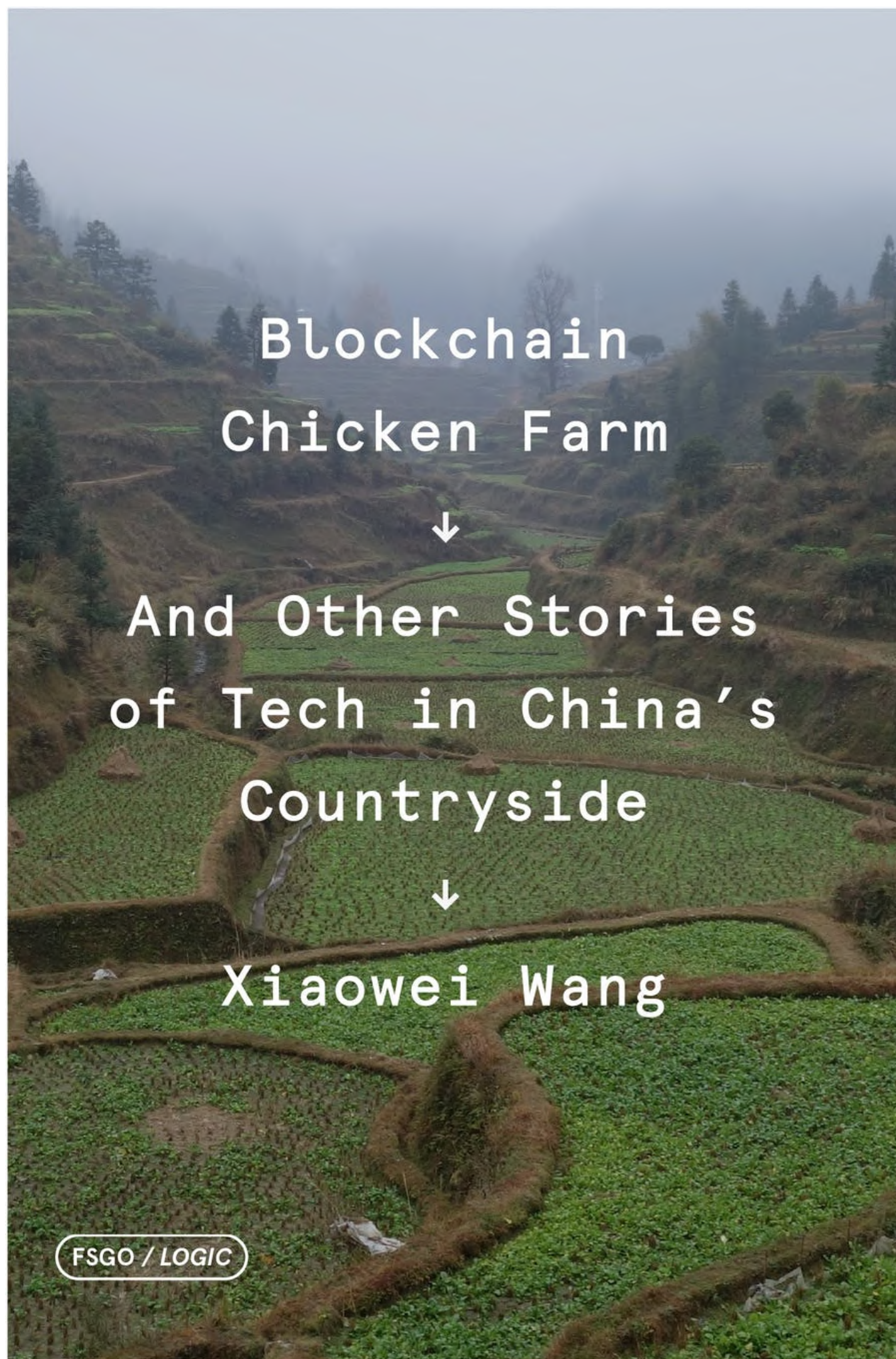
04/



4.1 — Gaming



4.2 — Luxury



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.

Conclusion