

# Tech world in 2023



# NFTs & Digital Art

Carmen Ballesta Orta

# NON FUNGIBLE TOKEN

WHAT IS AN NFT?

An NFT is an electronic note in an immutable and decentralized database (the blockchain) that determines the ownership of a certain asset, in favour of a specific person, allowing its transmission to other people, confirming the change ownership in that database.

## FUNGIBLE TOKEN

Fungible refers to something that can be replaced by something similar. A fungible object or token is synonymous with another element of the same thing, for example one euro can be replaced by another.

## NON FUNGIBLE TOKEN

Non fungible, is simply an object or thing that cannot be replaced. For example a work of art, since this is unique and can not be replaced by another. It has its own characteristics that make it unique.

# AREAS OF USE



**ART**



**MUSIC**



**FASHION**



**SPORTS**



**VIDEOGAMES**



**COLLECTIBLES**



**REAL ASSETS**



# NFTs FEATURES

01

## UNIQUE

As unique as the creator wants

03

## TRANSFERABLE

Peer to peer

05

## INTEROPERABLE

Among servers

02

## REGISTERED

Transactions will always be registered in the blockchain

04

## SCARCE

Before, the digital world was lacking of scarcity.

06

## PROGRAMABLE

It allows to incorporate specific features, ex.: royalties for the creators



# EVOLUTION OF WORLD WIDE WEB

WHAT IS AN NFT?

WEB 1. The web of the links.

WEB 2. The web of the likes

WEB 3. The web of the tokens

The internet dissolve our geographic boundaries

NFTs dissolve economic  
boundaries



# THE RENAISSANCE

DIGITAL ART

- 01.** Digital art has been around for many years. Thanks to blockchain technology, gone are the days of the internet being a giant copying machine, of intermediaries taking a larger cut than the creators, and of artist not receiving royalties.
- 02.** Guaranteed proof of origination, ownership and royalties of digital content. Non Fungible Tokens are allowing everyone to own their own data, starting with art, it is revolutionizing how value is created online and how digital labour is monetized.
- 03.** The central role that social networks play in society, artists connect directly with their collectors and they feel that they have a personal relationship with them.
- 04.** The metaverse: a persistent digital universe that mirrors our world, but is becoming as diverse and awe-inspiring as the natural world.



NFTs have had an exponential growth during the last two years, surprising the vast majority of the public with their explosion, and like any new market, it is stabilizing and will continue to do so until the whole of society has fully integrated them into their lives, since As we have seen, NFTs can be established in many different fields and will be of great use to our daily lives.





Ultimately, a Hybrid Model:

- Digital ownership
- Physical experience

What is certain is that NFTs, in all their uses, are here to stay, and will continue to evolve with us.



# Thank You

Carmen Ballesta Orta

@carballesta

*Obilum*

TAC  
/

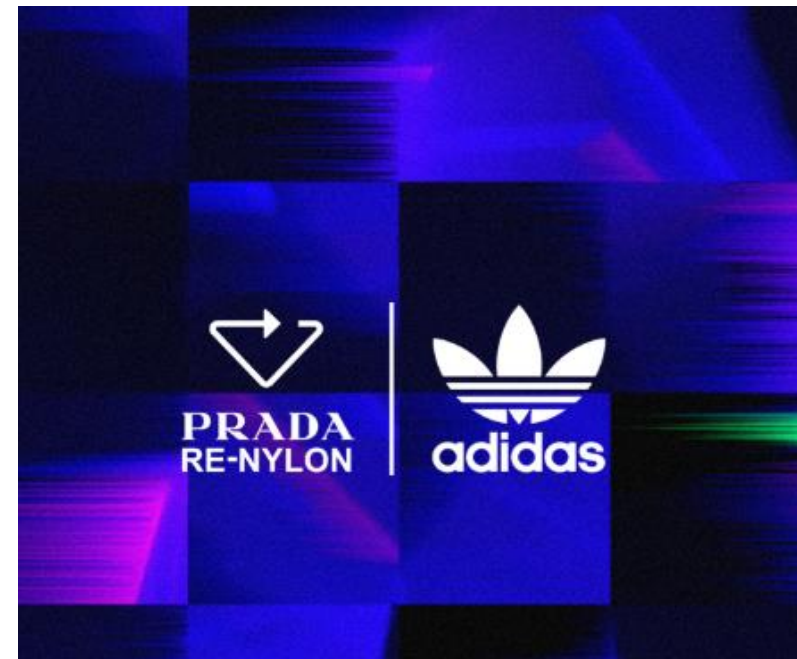
**PRADA**

MILANO

DAL 1913

**Video games and NFTs**

## Adidas for Prada re-source



3,000 community-sourced artworks have been minted as NFTs and compiled as tiles in a single mass-patchwork NFT designed by renowned creative coder and digital artist, Zach Lieberman.

Lieberman's final NFT has been auctioned on SuperRare, a pioneering marketplace for curated NFT artworks. A majority of the proceeds from the auction went to Slow Factory, a non-profit organization and institute working to create education to drive meaningful solutions and inclusive communities.

# RIDERS REPUBLIC (UBI SOFT)

1ª edizione (2021-2022)



2ª edizione (2023)



Project for the creation of skins and facilities branded Prada available in the UBI SOFT's game Riders Republic.

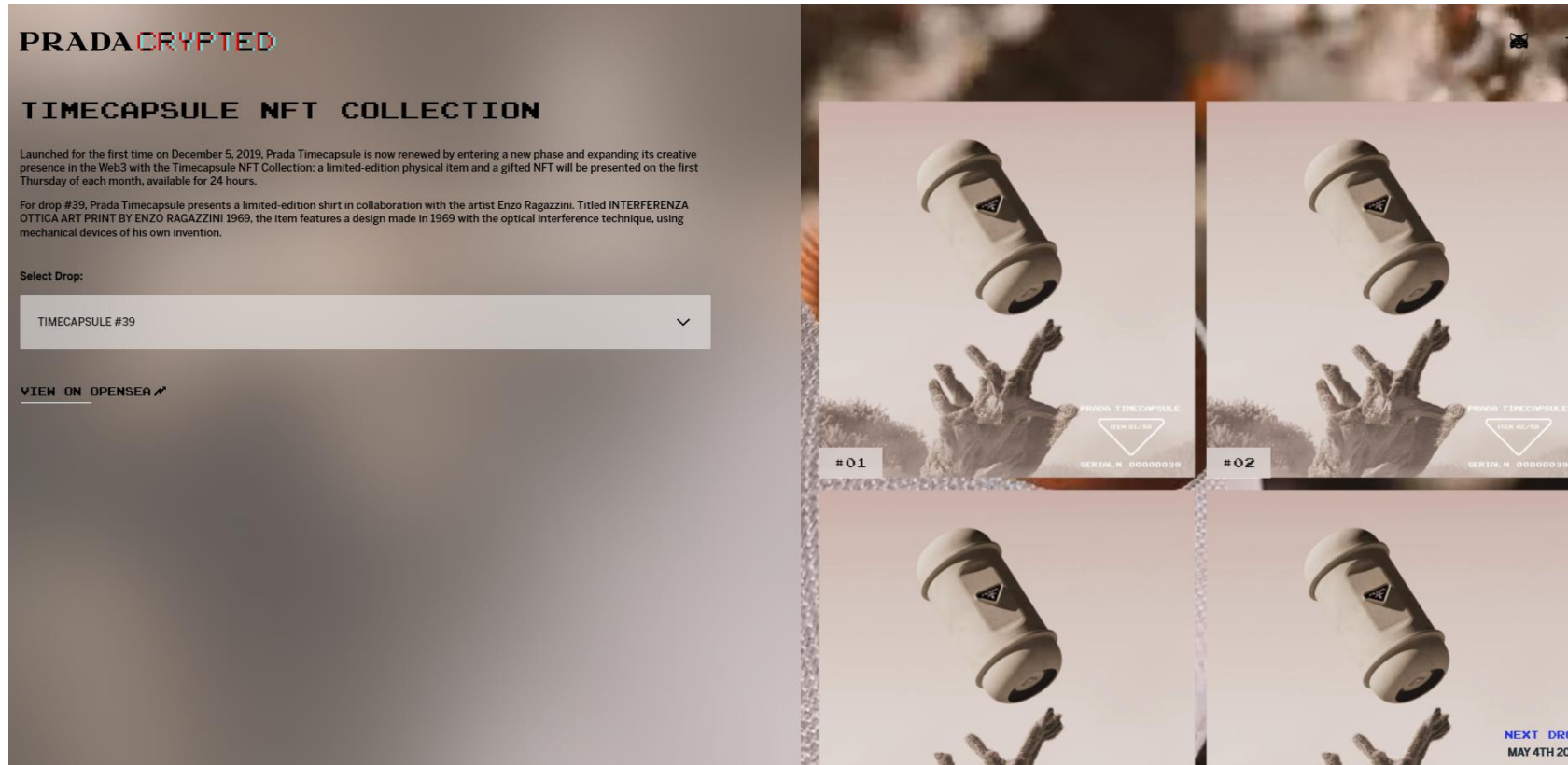
# META AVATAR

2022-2023



Project for the creation of 4 digital looks available in Meta's avatar store.

# PRADA Timecapsule NFT



Prada has presented the new Timecapsule NFT Collection. Each drop is linked to both a limited edition physical product and a gifted NFT. Each drop is launched on Prada Crypted, the NFT's area of Prada's official website.

# Survey on NFT marketplaces

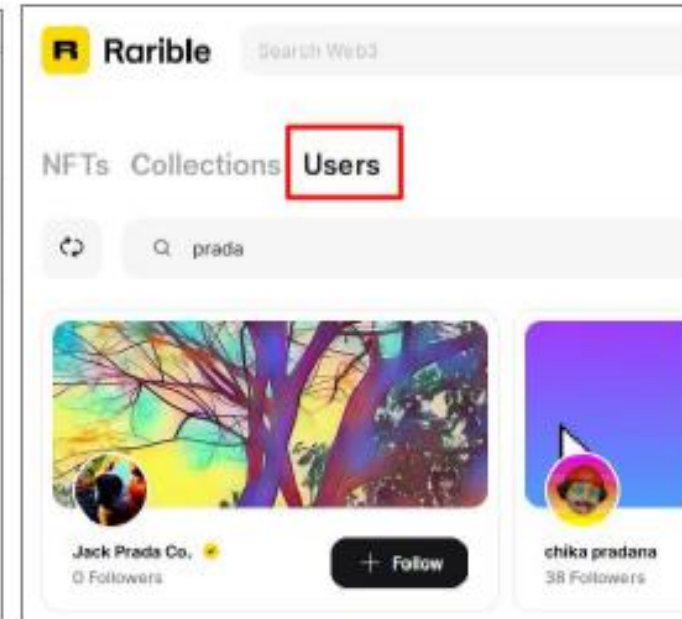
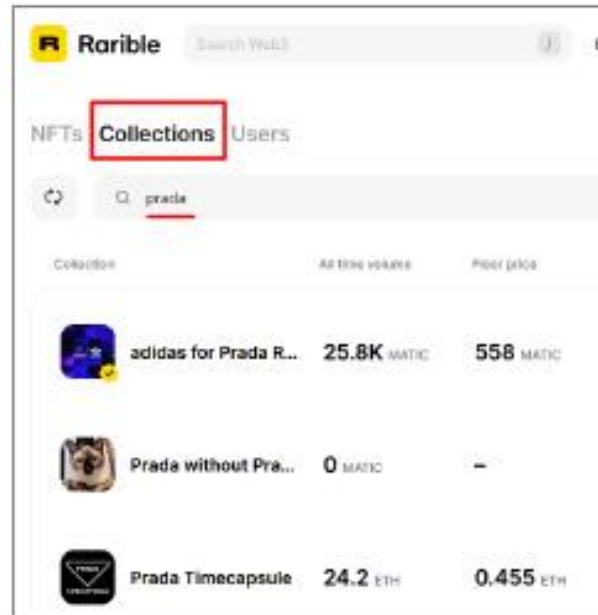
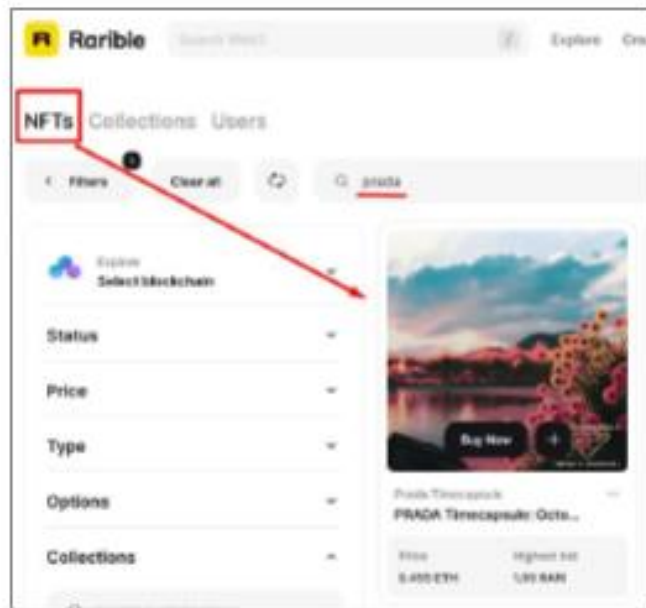
NFT platforms covered in the survey:

1	<a href="https://app.axieinfinity.com/marketplace">app.axieinfinity.com/marketplace</a>	18	<a href="https://looksrare.org/">looksrare.org/</a>
2	<a href="https://bakeryswap.org/#/explore">bakeryswap.org/#/explore</a>	19	<a href="https://objkt.com/explore">objkt.com/explore</a>
3	<a href="https://binance.com/it/nft/home">binance.com/it/nft/home</a>	20	<a href="https://draftkings.com/marketplace-welco">draftkings.com/marketplace-welco</a>
4	<a href="https://crypto.com/nft">crypto.com/nft</a>	21	<a href="https://solsea.io/marketplace-statistics">solsea.io/marketplace-statistics</a>
5	<a href="https://foundation.app">foundation.app</a>	22	<a href="https://solanart.io">solanart.io</a>
6	<a href="https://ftx.com/NFTS">ftx.com/NFTS</a>	23	<a href="https://okx.com/it/web3/nft/featured">okx.com/it/web3/nft/featured</a>
7	<a href="https://jump.trade">jump.trade</a>	24	<a href="https://nft.coachella.com/marketplace">nft.coachella.com/marketplace</a>
8	<a href="https://market.decentraland.org">market.decentraland.org</a>	25	<a href="https://bybit.com/en-US/nft/market">bybit.com/en-US/nft/market</a>
9	<a href="https://mintable.app">mintable.app</a>	26	<a href="https://kraken.com/it-it/nft">kraken.com/it-it/nft</a>
10	<a href="https://nbatopshot.com">nbatopshot.com</a>	27	<a href="https://sandbox.game/en/shop">sandbox.game/en/shop</a>
11	<a href="https://nft.coinbase.com/shop">nft.coinbase.com/shop</a>	28	<a href="https://makersplace.com/marketplace">makersplace.com/marketplace</a>
12	<a href="https://niftygateway.com/marketplace">niftygateway.com/marketplace</a>	29	<a href="https://roblox.com">roblox.com</a>
13	<a href="https://Opensea.io">Opensea.io</a>	30	<a href="https://minecraft.net/it-it">minecraft.net/it-it</a>
14	<a href="https://rarible.com">rarible.com</a>	31	<a href="https://gallery.metamirror.space">gallery.metamirror.space</a>
15	<a href="https://solanart.io">solanart.io</a>	32	<a href="https://tofunft.com">tofunft.com</a>
16	<a href="https://stashh.io/marketplace">stashh.io/marketplace</a>	33	<a href="https://rosart.io">rosart.io</a>
17	<a href="https://superrare.com">superrare.com</a>	34	<a href="https://spacecrypto.io">spacecrypto.io</a>
		35	<a href="https://cryptospacewar.com">cryptospacewar.com</a>



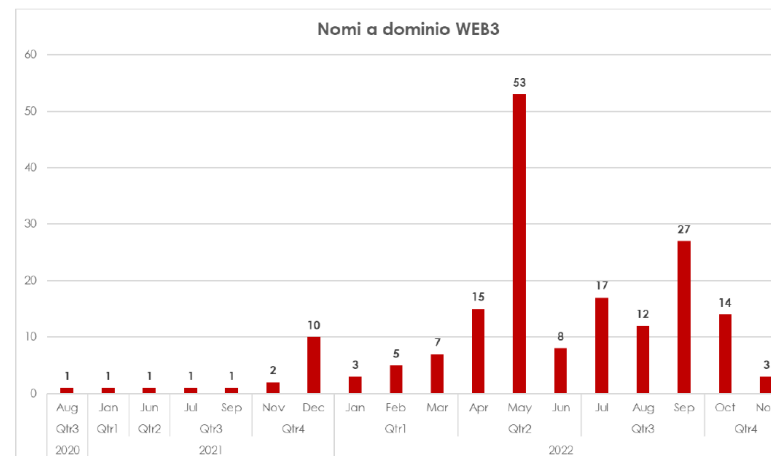
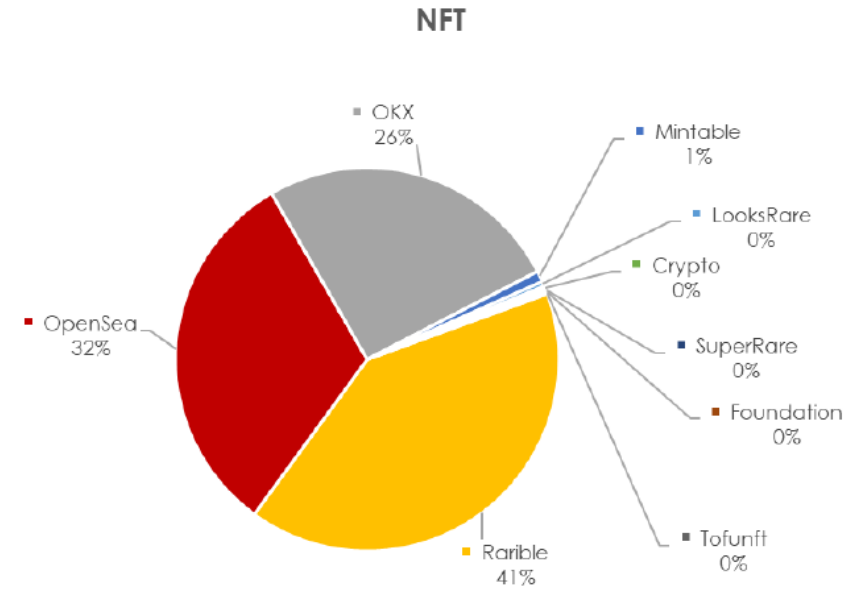
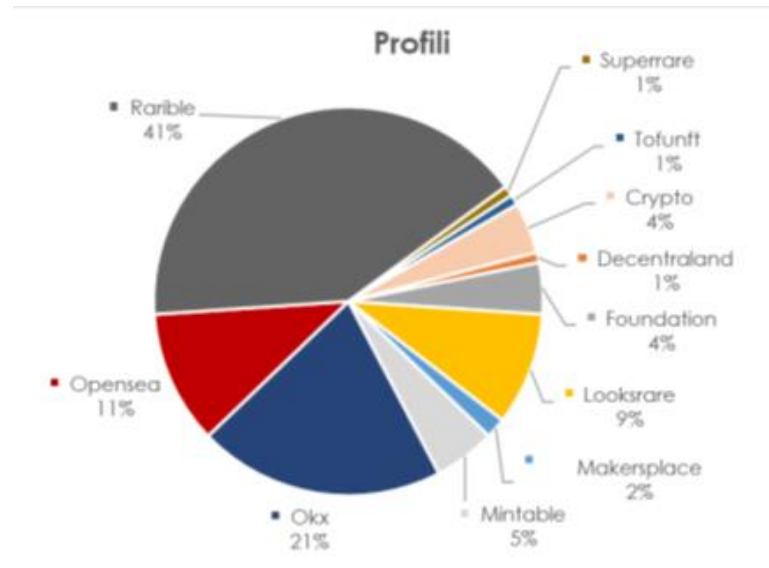
# Survey on NFT marketplaces

The survey covered the following contents available on the platforms: NFT, Collections, Users' accounts:




# Survey on NFT marketplaces

We identified 2464 unauthorized NFT, 117 unauthorized accounts and 181 unauthorized domain names web3 (on Ethereum).



# Examples of the detected infringing contents

ADVERTISEMENT



**Prada**  
Da Ayalaz

Prezzo **5** Compra

Tipo Camicia  
Generi All  
Aggiornato (da @JagoBoom)  
Descrizione Shirt

Prova 3D

☆ 21



Indietro

7 106 Condividi

Blockchain: **Crypto.org Chain**

Autore **Qanpiena**

5 Edizioni coniate

**PRADA POSTER** Marketplace

\$69

Prada Crypted

100 owned by 33537 17 views 1 favorite


Sale ends August 4, 2022 at 7:30am GMT+2

Current price **0.5** (\$542.00)

Buy now Make offer

Price History

ADVERTISEMENT



**prada runway**  
Da @Modianovas

Info Negozio Server

Descrizione

Linee Guida Età N/A

Attivo(a)	Preferiti	Visite	Creato	Aggiornato	Dimensione del server	Genere	Attrezzatura consentita
0	0	374	17/4/2020	18/4/2020	10	Tutti i generi	[X]

Esplora Roblox nella nostra Desktop app! Apri

Camila Tomes

[Puig Technologies - what is it? - YouTube](#)

Mark Prevezer

[Fame Factory Sizzle.mp4 \(sharepoint.com\)](#)