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# PIXEL TOOLKIT

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## Pixel Toolkit

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# Introduction

The Toolkit serves as the primary product of the Pixel project, a Small Scale Cooperation Partnership in the vocational education and training sector (KA210-VET) funded under the Erasmus+ Programme, aimed at supporting business creation, innovation, and growth by taking advantage of blockchain technology and in particular NFTs.

At the European level, initiatives and policies are being formulated to support and promote the digital transformation of the Culture and Creative (CC) Sectors, recognizing its significance for economic growth, cultural diversity, and social cohesion. These efforts aim to harness the potential of digital technologies to enable innovation, sustainability, and resilience in the CC sector fostering the adoption of digital tools for artistic creation and distribution.

The potential of blockchain and Non-Fungible Tokens (NFTs) for improving the resilience and opportunities of the CC Sectors lies in their ability to revolutionize various aspects of the industry. Blockchain technology offers decentralized and transparent systems for managing intellectual property rights, facilitating fair compensation for artists and establishing trust in transactions. NFTs, as unique digital assets authenticated on the blockchain, enable creators to monetize their work, establish provenance, and engage with a global audience.

By leveraging blockchain and NFTs, the CC sector can overcome traditional barriers to entry, such as intermediaries and geographical limitations, while unlocking new revenue streams and avenues for creative expression. This technology has the potential to democratize access to cultural and artistic content, empower creators, and foster innovation in the CC sectors.

This Toolkit is designed for freelancers and individual artists, professionals, and companies working in the CC sector with contents, materials, and tools supporting proper and safe access and use of blockchain and NFTs.

The methodology employed in producing this document is as follows:

- Focus groups were conducted in each participating country (Italy, Bulgaria, and Lithuania) to highlight the most relevant and common topics, contents, and tools related to the use of NFTs for CC companies in the partner countries. A total of 15 respondents, including freelancers, individual artists, and professionals working in the CC sector participated in these activities.

- The lead partner, Learnable, compiled all the findings and generated a comprehensive report summarising the key insights.

- The structure of the Toolkit was defined and shared with the partners. Subsequently, the contents of the Toolkit were developed through collaborative efforts among the Pixel partners, with each contributing to its creation based on their respective expertise.

The Toolkit is structured into distinct chapters, covering the following themes:

1. The benefits of blockchain and NFTs for CCI and companies, freelancers and individual artists: This chapter shows methods to increase visibility and broaden audience reach using NFTs, with a focus on both companies and individual artists. Additionally, it includes exploring the use of NFTs to protect copyright and intellectual property rights, with practical illustrations. Furthermore, it examines different avenues for monetization facilitated by NFTs, such as direct sales, royalties, and collaborations, and offers an extensive list of monetization strategies.

2. How to properly access and use NFTs (practical guide): This chapter serves as a guide for navigating the complex world of NFTs. It explores the fundamentals of NFTs, including crypto wallets and digital art marketplaces, offering step-by-step instructions for minting NFTs using Phantom Wallet on Mallow.art marketplace.

3. Business development and resilient strategies using NFTs: This chapter introduces different approaches to using NFTs for fostering business growth within the culture and creative sectors. It explores the application of NFTs in marketing, brand development, and community interaction, particularly emphasising social media tactics and collaborations.

Furthermore, it investigates innovative NFT applications beyond digital art, spanning music, performance arts, gaming, royalties, collectables, and social impact endeavours. Additionally, it examines how NFTs bolster economic resilience for artists and creators by diversifying income streams and broadening market access. Lastly, it addresses environmental concerns linked to blockchain technology, exploring sustainable practices and eco-conscious solutions.

4. Case Studies: Offering real-world insights, this section presents exemplary case studies of successful NFT projects, offering valuable insights and inspiration for freelancers and individual artists, professionals, and companies working in the CC sector in proper and safe access and use of blockchain and NFTs.

Whether you are an artist, gallerist, or any other professional working in the CC sector, you can use this Toolkit to comprehend how to use NFTs and enhance your competitiveness. Continue reading to explore the valuable insights and resources provided in each chapter.



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# Unlocking the World of NFTs: Exploring Crypto Wallets and Digital Art Marketplace

## The Rise of NFTs

An NFT, or Non-Fungible Token, is a unique digital asset representing ownership or proof of authenticity of a specific item. Most commonly, NFTs are .gif or .jpg files, music, or videos, but essentially they can even be tickets, social media posts, or domain names.

Digital art is currently a topic of extensive conversation, driven by artists globally who are creating and selling their original works. Unlike cryptocurrencies, each NFT is unique and has its distinct value, making it one-of-a-kind and irreplaceable. Even if two NFTs are digital artworks of the same artist, they can have different properties, such as rarity, provenance, or attached rights. While there may be complex terminology surrounding NFTs, they do have the potential to revolutionize the art world by democratizing access to art, empowering creators with new revenue streams, providing secure ownership verification through blockchain technology, and fostering a vibrant community of digital artists and collectors.

Anyone with internet access can become an artist, collector, supporter, or enthusiast. Unfortunately, NFTs are frequently dismissed or belittled, with some people not recognizing them as 'real' art. As a result, local NFT communities are rare or non-existent. Creators often attract their unique audience and no matter what your interests or style preferences are, there is something for everyone. Therefore the audience for NFT creators primarily includes digital artists, content creators, collectors, investors, and enthusiasts interested in digital art and blockchain technology.



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## Understanding NFT Storage and Wallet Options

NFTs are stored on blockchain networks, which are decentralized digital ledgers that record transactions across a network of computers. Specifically, the ownership and metadata of NFTs are stored on the blockchain, ensuring transparency, security, and immutability. NFTs can be held in crypto wallets, there are 2 types hardware and software, also known as hot and cold wallets.

Hot wallets are software applications that allow users to interact with their NFTs, view their collections, and manage their assets. These wallets provide a user-friendly interface for accessing and transferring NFTs while utilizing the underlying blockchain technology for security and verification.

A hardware wallet is a physical device that stores the private keys to your cryptocurrency funds away from the internet, therefore, is mostly used to protect high-value crypto assets long-term.

So if you are just curious about the NFT space, the first thing you should do is create a software wallet. There are a few popular sites to do that, and it is completely free, but you should check out a few to find which has the most functionality and fits you the best.

Phantom <https://phantom.app>

Metamask <https://metamask.io>

Coinbase Wallet <https://www.coinbase.com>

Exodus <https://www.exodus.com>

Trust Wallet <https://trustwallet.com>



## Navigating NFT Marketplaces: Buying, Selling, and Minting

To buy or sell NFTs, firstly there's a need to understand where you can do that and how. When creating an NFT it is necessary to choose the right NFT marketplace for you, depending on your needs.

NFT marketplaces usually have a minting manual, which helps to understand how to exactly mint your artwork on the platform. In short, when using an NFT marketplace, one uploads their digital creation, and the platform assigns it a unique digital certificate of authenticity, which is the NFT.

This certificate proves ownership and uniqueness, just like a certificate of authenticity for a rare physical item. Once minted, these NFTs can be bought, sold, and traded on various online marketplaces.

Some marketplaces to check out:

Mallow. <https://www.mallow.art>

OpenSea <https://opensea.io>

Rarible <https://rarible.com>

Known Origin <https://rarible.com>

Magic Eden <https://magiceden.io>



# The Benefits of Blockchain and NFTs for CCIs

Blockchain and Non-Fungible Tokens (NFTs) are revolutionising the Cultural and Creative Industries (CCIs), offering unprecedented benefits to companies, freelancers, and individual artists.

These technologies enhance visibility, secure intellectual property rights, and open new avenues for monetization. Here's how:

## Enhancing Visibility and Reach

### **Social Media Presence**

Artists and creators can use social media platforms to showcase their NFT creations, tapping into the virality of digital trends. For companies, this means leveraging brand accounts to highlight NFT collaborations. Freelancers can use personal profiles to share their digital art journey, engaging followers with behind-the-scenes content.

### **Participation in NFT Communities**

Engaging with online communities dedicated to NFTs, like VeeFriends, Rarity Sniper, or OpenSea, can significantly increase visibility. Companies can sponsor events or discussions, while freelancers and artists can participate in forums, share their work, and collaborate with peers, fostering a sense of community and support.

### **Targeted Advertising**

Both companies and independent creators can benefit from targeted ads that reach potential buyers interested in NFTs. Platforms like Instagram and Twitter offer tools for finely tuned campaigns, making it easier to connect with a niche audience.



## Copyright and Intellectual Property Rights

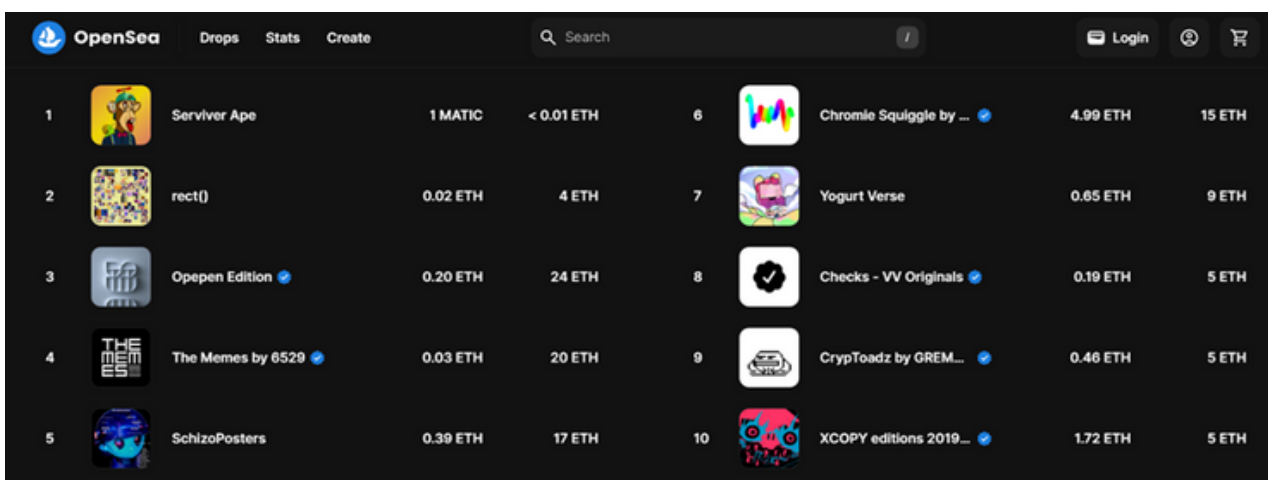
NFTs offer a blockchain-based mechanism to secure copyright and intellectual property rights. For example, artists can mint NFTs of their work, creating a verifiable and tamper-proof record of ownership and copyright. This protects the creator's rights and assures buyers of the work's authenticity. Concrete examples include digital artists who have successfully fought copyright infringement through blockchain records.

## Monetisation Opportunities

NFTs introduce multiple revenue streams for creators and CCIs, from direct sales to royalties from secondary markets.

### Direct Monetization

Artists can sell their work as NFTs on various platforms like OpenSea, Rarible, or Foundation, often at a higher price point due to the uniqueness and verifiability offered by blockchain technology. Companies can also launch exclusive NFT collections, tapping into existing fan bases.



An example of artists selling their NFTs on the OpenSea platform.



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## Collectability

NFTs' unique nature makes them highly collectable, driving demand and potentially increasing value over time. This aspect benefits all creators, as collectors seek rare and original pieces to add to their digital collections.

Top NFT Collections

All Chains 24h 7d 30d All

#	Name	Chain	Volume (All Time)	Est. Market Cap	Floor Price	Avg. Price (All Time)	Sales (All Time)	Assets	Owners	Owners%
1	Terraforms	Ethereum	4,541,379.72 ETH	13,248.03 ETH	1.33 ETH	125.3 ETH	36,245 + 0.00%	9,911	1,954	19.72 %
2	Meebits	Ethereum	3,685,612.54 ETH	18,770 ETH	0.749 ETH	61.05 ETH	60,366 + 0.00%	20,000	6,449	32.25 %
3	BoredApeYachtClub	Ethereum	1,844,372.02 ETH	123,930 ETH	12.95 ETH	33.96 ETH	54,305 + 0.00%	10,000	5,319	53.19 %
4	MutantApeYachtClub	Ethereum	1,307,917.55 ETH	42,055.94 ETH	1.9649 ETH	10.02 ETH	130,482 + 0.00%	19,492	11,369	58.33 %
5	CryptoPunks	Ethereum	1,196,290.01 ETH	477,265 ETH	41.5 ETH	49.04 ETH	24,395 + 0.00%	10,000	3,607	36.07 %

An example of NFT collections listed by sales volume (meaning the most valuable) on the CoinMarketCap platform.

## Exclusivity and Membership

Offering exclusive content or memberships through NFTs creates a sense of belonging and loyalty. Artists and companies can offer holders access to private events, early content releases, or special merchandise, fostering a community around their brand or art. Several compelling reasons are driving brands to adopt NFTs for membership programmes, and here are the key points:

### Eliminating Counterfeits

Traditional membership cards are prone to being duplicated or stolen, which allows unauthorized access to exclusive benefits. However, NFTs secured by blockchain technology eliminate the possibility of counterfeiting. The authenticity and ownership history of any NFT can be transparently verified on the blockchain, ensuring that only rightful members access the perks.

### Enhanced Membership Experiences

Memberships based on NFTs enable brands to offer a wide array of unique online and offline benefits.

These can include access to exclusive events, special discount codes, behind-the-scenes content, limited-edition merchandise, and even voting rights, creating a more engaging and valued member experience.



*An example of Adidas Virtual Gear, sold exclusively on the brand's Metaverse website.*

### **New Revenue Opportunities**

NFT memberships introduce innovative revenue streams for businesses through ongoing royalties. When a membership token is sold in a secondary marketplace, its original creator can receive a percentage of the sale price, creating a continuous income source from the initial membership offering.

# Business development and resilient strategies using NFTs

Marketing and Brand Building: insights on using NFTs for marketing, brand building, and community engagement, including social media strategies and collaborations.

## **Storytelling on Steroids**

Every brand has a story, but not every brand can make you a part of it. Enter NFTs, the ultimate tool in immersive storytelling. Imagine a comic book series where owning a particular NFT lets you decide the fate of its characters or a fashion brand that offers digital wearables for your online avatar as part of its latest collection. NFTs allow brands to craft narratives that aren't just seen or heard but experienced and owned.

## **Building Communities, Not Just Customer Bases**

The real magic of NFTs in marketing lies in their ability to forge communities. It's one thing to have customers; it's another to have advocates, enthusiasts, and co-creators. Brands leveraging NFTs for community engagement are finding themselves at the helm of vibrant ecosystems. Spaces like VeeFriends, Rarity Sniper or OpenSea, are where fans can trade, share, and even contribute to the brand's narrative. Social media strategies incorporating NFTs turn passive followers into active participants, creating a feedback loop of engagement and loyalty.



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Innovative Use Cases: innovative applications of NFTs within the CCIs, beyond digital art—such as in music, performance arts, and virtual events.

### **Music: Beyond the Physical Album**

Gone are the days when music was confined to physical media or fleeting digital downloads. Today, NFTs are turning songs, albums, and even unique sound experiences into collectable, tradable assets with a life of their own. Imagine owning a one-of-a-kind live performance by your favourite artist, or an exclusive track that only exists as an NFT. These digital treasures offer fans a new level of connection and artists a novel avenue for creativity and revenue.

### **Gaming: Play, Own, Earn**

In the gaming world, NFTs are revolutionising the concept of ownership and play. Imagine a game where every weapon, character, and piece of land is an NFT, owned and traded by players in a global marketplace. This isn't just about having the coolest gear; it's about investment, strategy, and a whole new layer of gameplay. Gamers are no longer just players; they're collectors, traders, and stakeholders in the game's universe.

### **Royalties: Creators in Control**

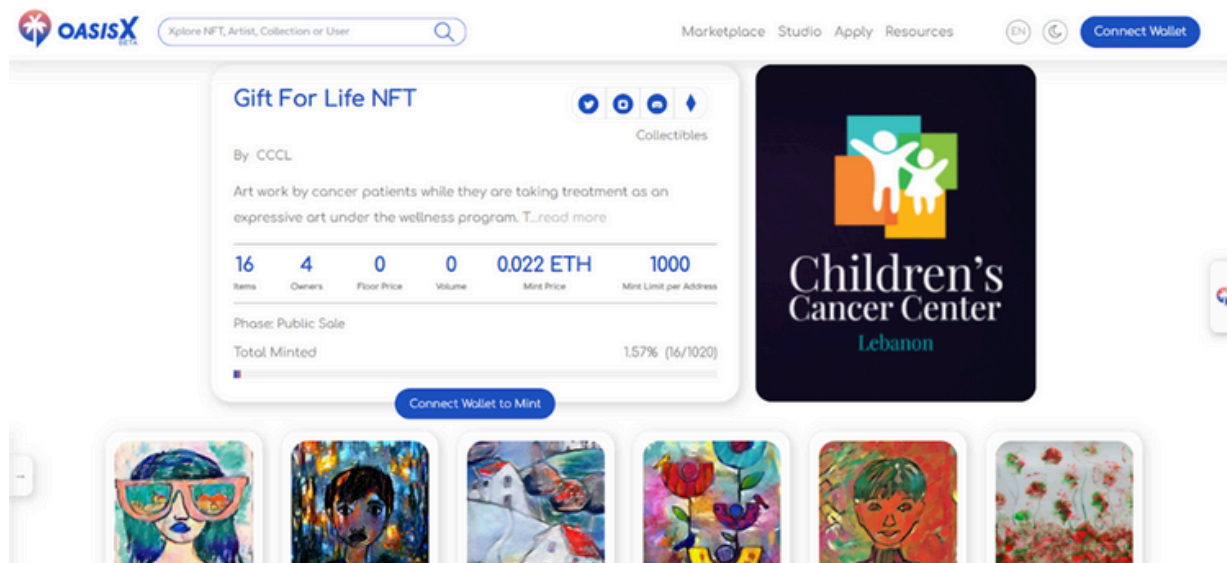
NFTs are rewriting the rulebook on royalties, ensuring artists and creators get their fair share every time their work is sold. This blockchain-based innovation means that a piece of art, a snippet of a song, or even a meme can generate earnings for its creator, not just once, but perpetually. It's a game-changer that empowers creators, ensuring their talents are rewarded in perpetuity.

#### **Collectables: Digital Desirables**

In the world of NFTs, anything can be collectable: from digital trading cards commemorating historic moments to virtual pets with unique traits. These digital assets offer a new form of hobbyism, blending the thrill of collection with the nuances of digital ownership. It's a universe where rarity, beauty, and value are not confined to the physical world.

## Social Impact + Social Causes: Tokens for Change

Perhaps most inspiring is the use of NFTs for social impact and charitable causes. Imagine an NFT art auction where the proceeds fund reforestation efforts, or a series of collectibles designed to raise awareness for social justice. Through blockchain technology, philanthropy becomes transparent, direct, and engaging, allowing creators and collectors alike to make a tangible difference in the world.



*An example of NFTs for a social cause: The Children's Cancer Center of Lebanon asks children to create pieces of work which are then turned into NFTs and sold to raise funding for the Center.*



Building Resilience: how NFTs contribute to economic resilience for artists and creators, emphasising diversification of income and access to global markets.

### The Art of Income Diversification

In the realm of NFTs, creators are no longer at the mercy of single income streams. Picture an artist not just selling paintings but also offering digital collectables, virtual experiences, and even tokens that grant special access to future works. This isn't just diversification; it's an economic revolution.

Each piece, each token, represents a building block in a diversified portfolio, creating a steadier, more resilient income. Gone are the days of the starving artist, replaced by the thriving creator, navigating the digital economy with savvy and flair.

### Global Galleries: Access to World Markets

The digital nature of NFTs means that an artist's work can be discovered, appreciated, and purchased by anyone with an internet connection. This global marketplace is like a 24/7 art fair, buzzing with activity from New York to Tokyo, offering exposure that physical galleries could only dream of.

#	Market	Avg. price	Traders	% Traders	Sales	Volume	% Volume
1	Magic Eden Ethereum, Solana, Bitcoin	\$1.3k -4.34%	16.2k	+15.64%	22.2k -13.8%	\$28.16M	+28.77%
2	Blar Ethereum	\$3.25k +30.97%	2.2k	+11.95%	3.8k -12.61%	\$13.02M	+37.44%
3	OXI NFT Marketplace Ethereum, Solana, Bitcoin, Polygon, Arbitrum, Optimism	\$2.08k +18.2%	4.2k	+36.79%	4.0k +48.02%	\$6.86M	+43.79%
4	UniSat Bitcoin	\$2.54k -18.31%	1.9k	+1.38%	1.7k -14.3%	\$4.44M	+4.72%
5	OpenSea Ethereum, Solana, Bitcoin, Polygon, Arbitrum, Optimism	\$88.58 -9.25%	18.6k	-1.47%	39.6k +4.55%	\$3.57M	-16.64%
6	Tensor Solana	\$168.97 +101.56%	3.3k	-17.04%	6.7k -27.48%	\$1.14M	+43.04%

Top 5 global marketplaces according to DappRadar, 2024.



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Creators find themselves engaging with fans and collectors from diverse cultures, expanding their reach and influence far beyond their geographical boundaries. It's a brave new world where art transcends borders, and creators tap into markets previously beyond reach.



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Environmental Considerations: concerns regarding the environmental impact of blockchain technology and explores sustainable practices and eco-friendly blockchain solutions.

### **The Carbon Footprint Conundrum**

Imagine the blockchain as a bustling metropolis, with NFTs as its flashy, energy-consuming sports cars. Initially, this digital city had a bit of an energy problem, guzzling electricity like there was no tomorrow.

The reason? Most blockchains ran on a system called Proof of Work (PoW), a virtual equivalent of a never-ending, energy-hungry scavenger hunt. While securing the network and verifying transactions, it also had a less appealing side effect: a hefty carbon footprint, raising eyebrows, and environmental concerns.

### **Greening the Blockchain: The Shift to Sustainability**

But fear not, for our tale takes a turn toward sustainability. Visionaries and environmentalists within the community sparked a movement towards greener pastures, championing the adoption of Proof of Stake (PoS) mechanisms. Picture this shift as swapping out those gas-guzzling sports cars for sleek, efficient electric vehicles. PoS dramatically reduces energy consumption by replacing the competitive puzzle-solving of PoW with a more eco-friendly lottery system, where the "lottery tickets" are the coins you hold. This change isn't just good for our digital metropolis; it's a breath of fresh air for our planet.

### **Creativity Meets Conservation**

The fusion of creativity and conservation has sparked a renaissance of eco-conscious art. Artists are not just participants in the NFT space; they're pioneers of a movement that merges art with environmental activism. Imagine digital forests growing from each NFT sale, ocean cleanup projects funded by virtual galleries, and endangered species saved by the stroke of a digital brush.

# Behind the Scenes: NFT Case Studies

## NFT Artist - Hyblinxx\*: Crafting a Colourful World on Solana

The case study aims to explore Hyblinxx's transition from the tech marketing world to becoming a prominent NFT artist. It seeks to analyse how Hyblinxx leverages NFTs to share meaningful stories, foster connections, and make a positive social impact while achieving significant sales volumes in the Solana NFT community.

### Context and Background

Hyblinxx name belongs to a dynamic and visionary artist who is making an incredible mark on the Solana NFT community with their\* vibrant and expressive creations.

Hyblinx began crafting digital illustrations back in college, initially dabbling in art while immersed in the tech world. It wasn't until 2020 that they fully embraced platforms like Procreate on the iPad, which is still the platform of choice. Despite landing significant clients like the NFL and Netflix through their tech marketing stint, Hyblinxx yearned for more creative freedom. This led them to make a bold move: leaving the bustling West Coast behind, returning to the Midwest, and embarking on their journey as Hyblinxx. Since March 2022, Hyblinxx has been collaborating with diverse NFT artists and projects, bringing their unique creative vision to life.

### Description

Hyblinxx's use of NFTs within the Solana NFT community has been transformative for their artistic career.

"Becoming Blinxx," a series introduced on July 19, 2022, on an Exchange.art digital art marketplace, marked a significant milestone in their journey, transitioning into non-derivative NFTs. Hyblinxx introduced Blinxx, a character dealing with mental health and its impact on life and relationships. With colorful illustrations and relatable storytelling, Hyblinxx invites into a world full

of feelings, sparking important conversations and building connections.

With an initial listing price of 10 SOL, "Becoming Blinxx" quickly garnered attention and demand, culminating in a winning auction bid of 46.2 SOL. As of February 2024, Hyblinxx has expanded the "Becoming Blinxx" series to include four artworks, alongside another 11 series featuring varying quantities of art pieces.

To date, Hyblinxx's contributions to the Solana NFT community have resulted in a total sales volume exceeding 170.000 Euros. This community, known for its efficiency, cost-effectiveness, and supportive environment, contrasts favourably with traditional art communities, empowering artists like Hyblinxx to create, sell, and promote their artwork with greater ease and accessibility.



While Hyblinxx continues to mint unique art, their main focus lies with a project, "the HOODLUMs". The idea behind "the HOODLUMs" project is to blend the elements of fashion and nostalgic childhood themes and create an original storyline and fashion label for adults and children alike. This ambitious project not only showcases Hyblinxx's versatility as an artist but also underscores their dedication to making a positive impact.

Data from Exchange.art shows a total sales volume for "the HOODLUMs" reaching above 72 000 Euros, Hyblinxx's impact on the Solana NFT space continues to grow, inspiring creators and enthusiasts alike to push the



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boundaries of artistic expression and social impact. Central to this project is a philanthropic initiative, with a portion of proceeds directed towards supporting underprivileged children.

Hyblinxx uses social media platforms like X (previously known as Twitter), Instagram, and TikTok to share their artistic journey with a global audience. Through these channels, they offer insights into their creative process, provide updates on ongoing projects, and offer glimpses into their life as an artist. By combining art, storytelling, and charitable giving, Hyblinxx aims to create a meaningful experience that resonates with audiences on both a creative and humanitarian level.

#### Importance and Relevance

This case study holds significance in understanding the evolution of artists within the NFT space and their impact on communities. Hyblinxx's journey exemplifies the fusion of art, technology, and social impact, showcasing the transformative power of creative entrepreneurship. Moreover, The Solana NFT community's efficiency, cost-effectiveness, and supportive environment provided a contrast to traditional art communities, empowering Hyblinxx to create, sell, and promote their artwork with greater ease and accessibility. Beyond immediate financial success, Hyblinxx's contributions inspire creators and enthusiasts to explore new avenues of artistic expression and social responsibility, thus shaping the broader landscape of the NFT industry.

\*Speaking about this artist, their gender is unknown, so in the text gender-neutral pronoun 'they' is used.

#### Resources:

<https://exchange.art/series/Becoming%20Blinxx/nfts>

<https://exchange.art/hyblinxx/nfts>

<https://exchange.art/thehoodlums/nfts>

<https://blog.exchange.art/get-to-know-hyblinxx/>

<https://twitter.com/hyblinxx>



## NFT Project - World of Women (WoW): Bringing women empowerment to the Ethereum

The case study aims to explore the success factors behind the World of Women (WoW) NFT collection, delving into its impact on the Ethereum blockchain and NFT marketplaces, the community dynamics driving its popularity, and the innovative features contributing to its growth as a platform empowering women through art and community involvement.

### **Context and Background**

World of Women (WoW) emerged as an innovative NFT art project, originating from a close-knit group of friends who launched it on July 27th, 2021.

This initiative brings together a collection of diverse women's tokens to the NFT ecosystem. The first collection, WoW, was created by Yam Karkai, an artist and a dreamer, the project's co-founder and creative director.

WoW's kickoff was driven by a vision to create an inclusive and diverse Web 3.0 project through its collection and community. At its core, WoW aims to create opportunities for everyone in the world to become owners, creators, and contributors towards Web 3.0.

From 4 friends sharing the same vision and coming together to launch WoW, those who share Yams' vision, have joined the team, which at the time includes 20 members in total.

### **Description**

WoW collection consists of 10,000 randomly generated digital tokens (each possessing varying levels of rarity as per their different traits), that exist on the Ethereum blockchain and are sold on the NFT marketplaces - OpenSea and LooksRare.



Notably, OpenSea data reveals that as of February 2024 WoW tokens boast approximately 5,500 owners, with a total sales volume of 84782 ETH (equivalent to about 230 million Euros) and an average price of WOW NFT stands at 1.125 ETH or about 3000 Euros. The highest recorded sale within the collection reached 260 ETH for token #9248.

Acquiring a WoW token grants ownership of the underlying artwork and its intellectual property. While tokens are initially accessible with a resolution of 800x800 on the website, ownership unlocks access to a high-resolution version at 4000x4000. Furthermore, ownership grants membership within the WoW family, offering exclusive access to community events and dedicated channels for promoting art and artists. Exceptionally rare NFTs may qualify owners for membership in the "Curators Club," which allows its members to participate in WoW Fund's activities. Embracing community involvement, WoW created the World of Women decentralized autonomous organization (DAWoW) to integrate community members into the processes of the project, aiming to democratize decision-making.

Structurally, WoW maintains a comprehensive website where information is revealed in-depth- <https://www.worldofwomen.art/>. WoW uses Instagram and Twitter as its main social media platforms to promote its content and share recent updates. Discord serves as the project's main communication platform to stay in connection with its community, featuring channels for announcements, giveaways, contests, and sales.

Guided by empowering women through art, the project accumulated widespread attention, boosted by strategic partnerships and supporting charities focused on women's empowerment. Initially pledging to donate 7.5%



of primary sales from its inaugural collection to organisations such as She's The First, Too Young to Wed, and Strange Cintia, WoW has expanded its philanthropic efforts. Notably, after minting out WoW forged numerous additional partnerships in support of honourable causes.

“The main reason why the World of Women NFT collection increased in popularity is due to the fact that it showcased just how strong of a female community there is within the crypto sphere.” by Milko Trajcevski, Invezz. Following its initial success, WoW came out with a collection titled WoW Galaxy in 2022, a continuation of the first collection by Karkai.

### **Importance and Relevance**

The WoW NFT project represents a significant advancement in promoting diversity, empowerment, and social impact within the Ethereum NFT ecosystem.

By leveraging the Ethereum blockchain and NFT marketplaces like OpenSea and LooksRare, WoW gained visibility and accessibility to a global audience of collectors and investors. The platform's transparency, security, and permanence ensure the authenticity and ownership of each WoW token, instilling trust and confidence among buyers. Additionally, the platform's features, such as exclusive membership benefits and community engagement opportunities, foster a sense of belonging and incentivize participation, driving further adoption and growth of the WoW ecosystem.

Resources:

<https://nftnow.com/guides/the-ultimate-guide-to-world-of-women-a-pillar-of-inclusivity-in-nfts/>

<https://opensea.io/collection/world-of-women-nft/activity>

<https://www.worldofwomen.art/>

<https://www.diva-portal.org/smash/get/diva2:1696858/FULLTEXT02>

## The Metaverse Revolution: Redefining Furniture Design with Virtual NFTs

The case study aims to explore the impact and significance of selling virtual furniture as non-fungible tokens (NFTs) in an online auction.

### **Context and Background**

The case study is set in the context of the digital art and design industry, where traditional concepts of ownership and sales are being disrupted by blockchain technology and NFTs.

Andrés Reisinger is an Argentinian designer and his project, "The Shipping," represents a pioneering effort in this space, where virtual furniture pieces are tokenized as NFTs and auctioned online. This innovative approach challenges conventional notions of physicality and ownership, opening up new possibilities for artists and designers to monetize their digital creations.

### **Description**

Andrés Reisinger's project, "The Shipping," involved the auction of ten pieces of virtual furniture as NFTs on the online marketplace Nifty Gateway. These virtual items, including chairs, tables, and storage units, were created using digital rendering techniques and could be placed in any shared 3D virtual space or "metaverse."

Each item was tokenized as an NFT, providing proof of ownership and authenticity verified on a blockchain.

The auction garnered significant attention, with the virtual furniture selling for a total of over \$450,000 in less than 10 minutes. The highest-priced item, a custom piece designed in collaboration with the buyer, fetched \$67,777.



*The virtual Pink Table was sold for \$5,000*



*The Matsumoto bench is also among the pieces that will be made in the real world*

In addition to the virtual versions, five of the furniture pieces, including the "impossible objects" like the bubblegum table and deflated balloon couch, will be turned into physical objects and sent to their respective buyers.

Reisinger's project highlights the potential of NFTs to revolutionize the art market, enabling artists to directly connect with global audiences and retain greater control over their work and profits.

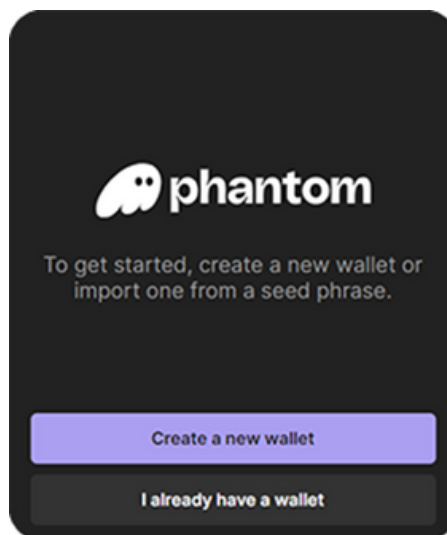
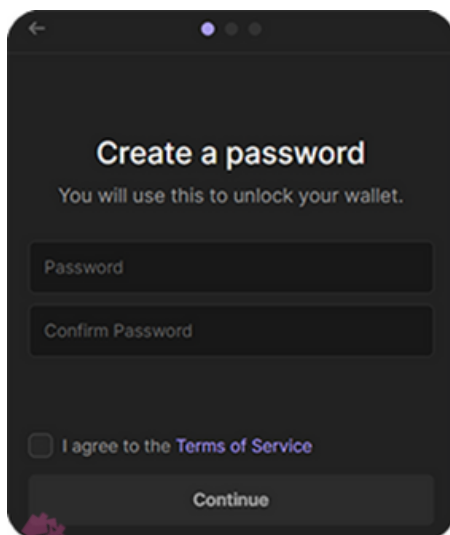
The transparent and secure nature of blockchain technology ensures the authenticity and uniqueness of each virtual item, preventing replication or forgery.

This case study is significant as it exemplifies the transformative impact of NFTs on the art and design industry, particularly in the context of virtual assets and digital creativity. Reisinger's project demonstrates the potential of NFTs to redefine notions of ownership, value, and authenticity in the digital age, offering new opportunities for artists and collectors alike. The success of "The Shipping" underscores the growing acceptance of digital assets and virtual experiences, signaling a paradigm shift in how art is created, shared, and valued in the modern world.

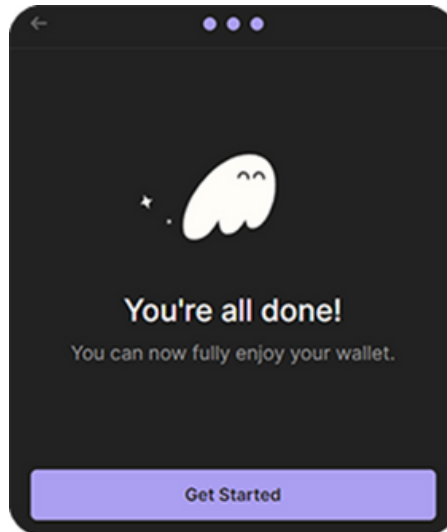
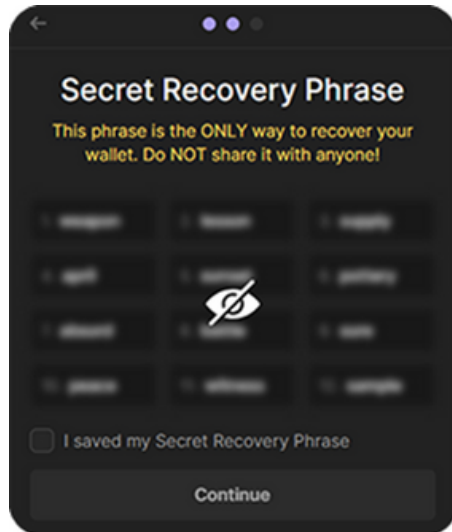
# Practical Guide and Show Case: Minting NFTs with Phantom Wallet on Mallow.art marketplace

## Create your Phantom wallet

- Download the Phantom app for your chosen device from here <https://phantom.app/download>
- Upon opening the app you will see a pop-up, choose “Create a new wallet”, then create a password and agree to the Terms of Service

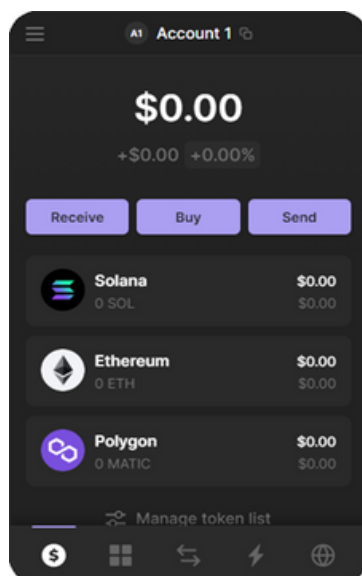


- Write down your secret recovery phrase and store it carefully, don't share your secret recovery phrase with anyone.



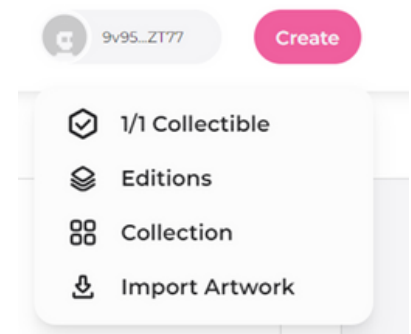
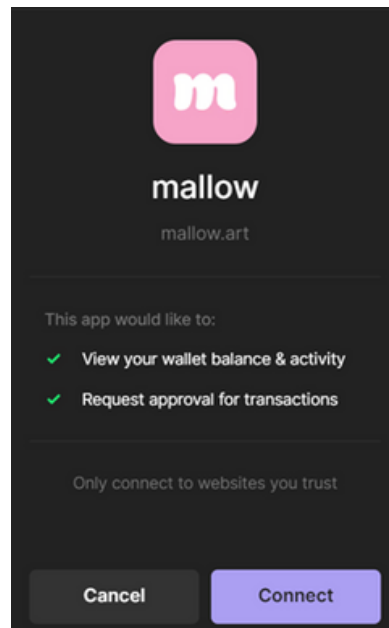
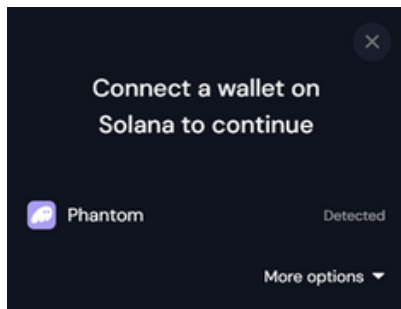
## Fund your wallet

- Now you will need to fund your wallet by buying some crypto, so press “Buy” and choose the token that you want to buy.
- Specify the amount of the token that you wish to buy and press Next. Choose to pay through a card or bank transfer.
- You will be asked to provide some of your personal information, as well as your card/bank information
- After completing all security checks, you will be able to fund your wallet.



## Create your Mallow.art marketplace account

- Sign in - <https://www.mallow.art/>
- Chose the wallet and approve the connection by pressing “connect”
- Select “create” in the upper right corner



- Strategize with yourself or your team about the idea, description, supply, marketing, etc. Choose an original art piece that you would like to turn into an NFT. Fill out the details and press “submit”. Here, our artwork “Ink” (supply - 10 editions, royalty - 10%) was created for this showcase.

artwork, giving collectors more context to the work. The video will be kept on-chain, giving other marketplaces the opportunity to adopt this new feature.

Maximum size: 100MB. Supported file types: .mp4.

Drag and drop or click to browse

### Traits

Type a trait name and press enter

### Edition Type

Editions are created on demand. A Limited Edition is a set maximum determined by you. An Open Edition will allow an unlimited number of editions to be minted.

Open Edition  Limited Edition

### Maximum Supply \*

You can set this up to 10,000 maximum.

5  10  50

100  Custom

## Set your royalties

### Secondary royalty %

Typically 10-15%

%


### Wallet address

9v95KynnSt9h4VWGWNAeHXEGfrQ3LVE6Uf7q47HpZT77

[+ add another wallet](#)

- After submitting the details, you will be asked to confirm them and will be ready to mint your NFT

### Please confirm all details



**Ink** 0 ❤️

@mintink

Owner List price

@mintink Not listed

Collection:

Artwork Name:

Description:

Categories:

Tags:

Traits:

Max Supply:

Royalty %:

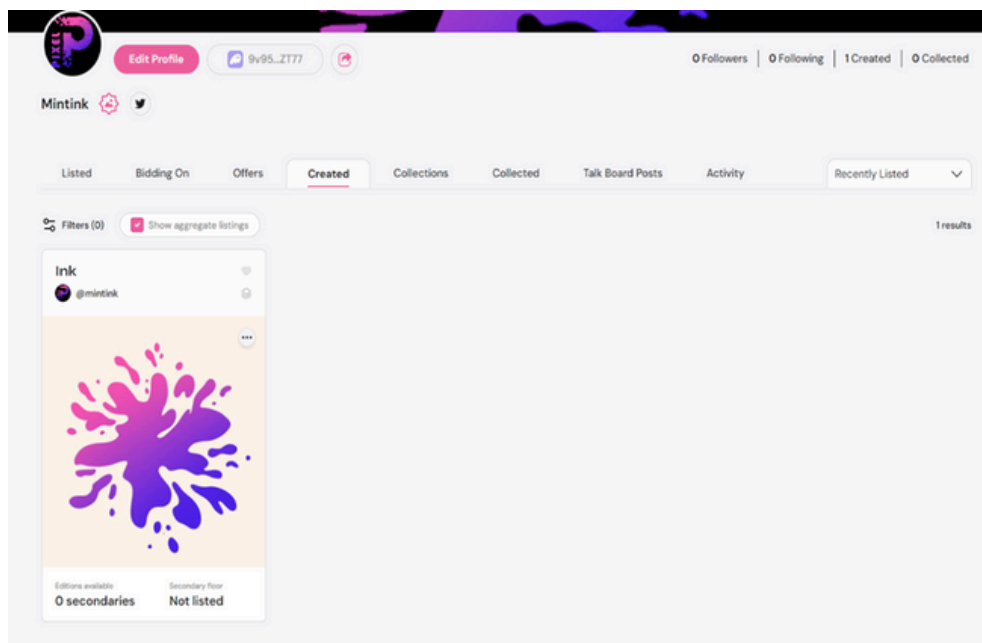
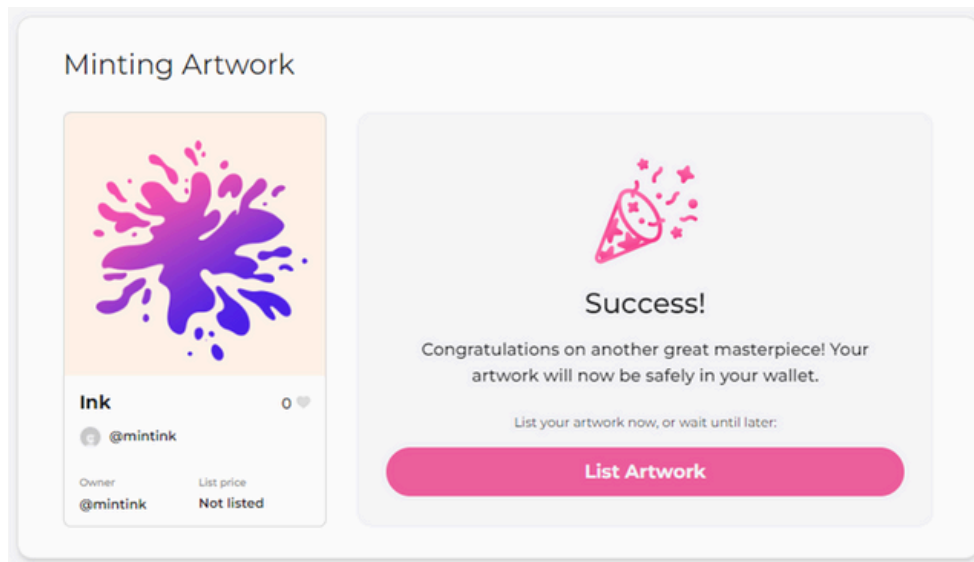
Royalty Wallets:

**Mint NFT**

Mint cost:	~0.033 SOL
mallow fee:	0.011 SOL
Metaplex fee:	0.01 SOL
Solana account rent:	~0.012 SOL
Solana transaction fee:	0.0001 SOL



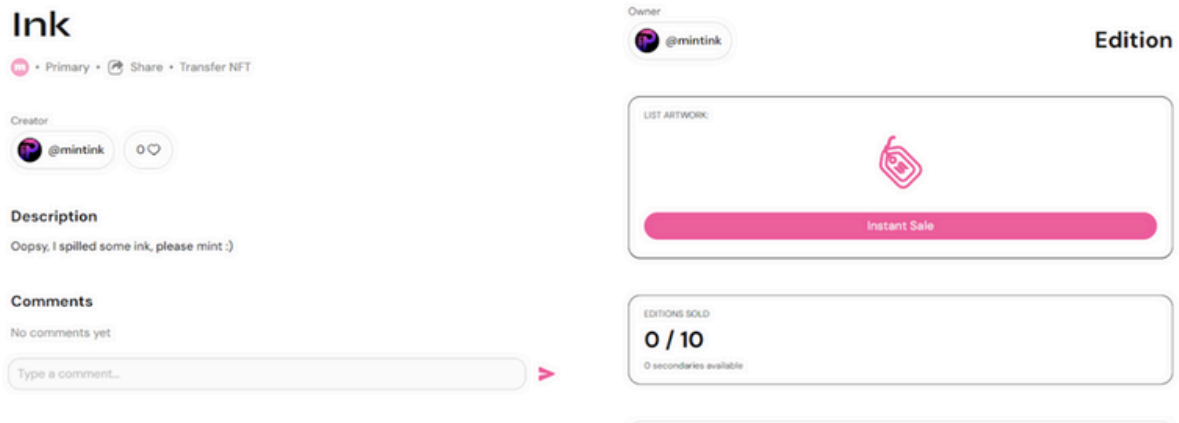
- After you have successfully minted your NFT, you still have to list it, so it becomes publicly available to buy. In the profile and under “Created” the artwork has appeared.





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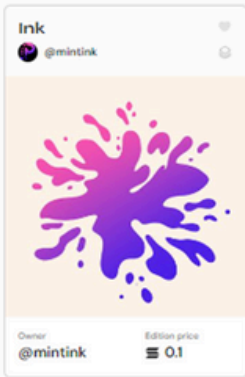
- After selecting your artwork, press “Instant Sale”



- Fill out more details - price, when the NFT is available to buy, the limit of your NFTs per wallet, decide about allowlist, rewards, and if the NFT includes physical artwork.

In our case artwork “Ink”:  
Price - 0.1  
Start time - Immediately  
End time - No End Time  
Buy limit per wallet - 1  
Allowlist - no  
Rewards - no  
Physical artwork - no

### Listing Details



**Set the price of your editions \***

Set a Price Set your own price for each edition.

Buyer Sets Own Price Buyer will be able to set a price they deem fair. They can also pay 0 SOL.

Free Buyer will pay only the minting fee and Solana transaction fee.

**Set the price for each edition \***

Minimum: 0.01 SOL

SOL

**Start Time \***

Immediately  15/03/2024, 3:00 PM

**End Time \***

No End Time  24 hours

36 hours  48 hours

1 week  16/03/2024, 2:12 PM

**Buy limit per wallet**

**Would you like to add an allowlist? \***

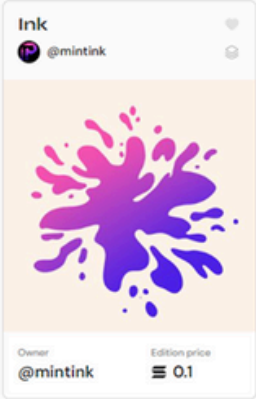
An allowlist is a list of wallets that have early or special access to mint these editions.

No  Yes

Rewards

- The last step is to confirm all the details and press “List”

Please confirm all details



Owner: @mintink  
Edition price: 0.1

Listing Type:

Listing Start:

Listing End Time:

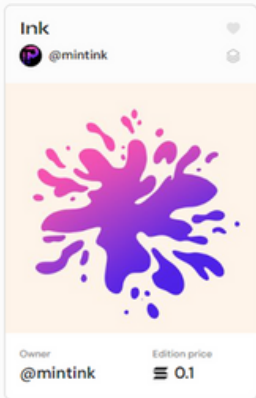
Edition Price:

Buy limit per wallet:


[List](#)

You will receive per sale:	<b>0.095 SOL</b>
mallow fee (5%):	0.005 SOL
Solana account rent:	-0.006 SOL
Solana transaction fee:	0.0001 SOL

Listing Artwork



Owner: @mintink  
Edition price: 0.1



**Success!**

Ink has been listed.

Listing start: Immediately

[View Listing](#)
[List another item](#)



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## Ink

Primary • Share

Creator

@mintink

### Description

Oopsy, I spilled some ink, please mint :)

### Comments

No comments yet

Type a comment...

### Tags

#mint #ink

### Categories

Digital Art Illustration

Seller

@mintink

### Edition

EDITIONS SOLD	EDITION PRICE
0 / 10	0.1 SOL
0 secondaries available	+ small fees listed below
<p>Cancel Listing</p>	

History	Provenance
@mintink listed as Buy Now on mallow	0.1 SOL
15 Mar 2024 • 14:09	\$6.93
@mintink minted artwork on mallow	
24 Feb 2024 • 18:05	

### Details

Medium	Image (PNG)	Mint Address	88EG_gZCH
Dimensions	2048 x 2048px	Update Authority	@mintink
File Size	561.2 KB	Royalties	10%
Immutable	No	Change	@mintink

- Once your artwork is listed, others are able to buy it. (Here, it is showcased how 1 edition of Ink NFT was bought, confirming the transaction through Phantom wallet)

The image shows a composite view of the Ink NFT page and a Phantom wallet transaction confirmation screen. The Ink page details are as follows:

- Title:** Ink
- Primary:** Yes
- Share:** Available
- Creator:** @mintink
- Description:** Oopsy, I spilled some ink, please mint :)
- Comments:** No comments yet
- Tags:** #mint, #ink
- Categories:** Digital Art, Illustration
- Seller:** @mintink
- Edition:** 0 / 10, 0.1 SOL
- History:** @mintink listed as Buy Now on mallow (15 Mar 2024 • 14:09, \$6.93), @mintink minted artwork on mallow (24 Feb 2024 • 18:05)
- Details:** Medium: Image (PNG), Dimensions: 2048 x 2048px, File Size: 561.2 KB, Immutable: No, Mint Address: 88EG\_gZCH, Update Authority: @mintink, Royalties: 10%, Change: @mintink

The Phantom wallet confirmation screen shows the following transaction details:

- Confirm Transaction:** mallow.art
- Estimated Changes:**
  - Unknown: +1 Unknown
  - Solana: -0.13521 SOL
  - Network Fee: 0.00011 SOL
- View advanced transaction details:** Available
- Buttons:** Cancel, Confirm



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- When NFT is sold, it is automatically transferred to the buyer's wallet and the set price (minus platform fee) is received by the artist.

## Ink

Primary Share

Creator



### Description

Oopsy, I spilled some ink, please mint :)

### Comments

No comments yet

Type a comment...

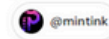
### Tags

#mint #ink

### Categories

Digital Art Illustration

edition



## Edition

EDITIONS SOLD

1 / 10

0 secondaries available

EDITION PRICE

0.1 SOL

+ small fees listed below

Buy limit reached

Total cost:

-0.133 SOL

Quantity:	1 edition
Artwork cost:	0.1 SOL
mallow fee:	0.01 SOL
Metaplex fee:	0.01 SOL
Solana account rent:	-0.013 SOL
Solana transaction fee:	0.0001 SOL

### History

Provenance

	Audr...4p2u bought Edition #1	0.1 SOL
	15 Mar 2024 • 14:32	\$17.07
	@mintink listed as Buy Now on mallow	0.1 SOL
	15 Mar 2024 • 14:09	\$16.93
	@mintink minted artwork on mallow	
	24 Feb 2024 • 18:05	

### Details

Medium	Image (PNG)	Mint Address	8KEG...gZCH
Dimensions	2048 x 2048px	Update Authority	@mintink
File Size	561.2 KB	Royalties	10%
Immutable	No	Owner	@mintink

