TO**K**ENIZANDO
MANIFIESTO CULTURAL

LAB**moøn**
— BLOCKCHAIN
projects

FOR THE UNIVERSALITY OF ART

CULTURE MANIFESTO 'TOKENIZING'

Tokenizing is a nonprofit, sociocultural movement derived from the initiative from the consulting firm specializing in crypto art KRIPTIE'S, as a **promoter of projects for artistic-cultural innovation and dissemination around digitization and the NFT space**, aimed at students, creators, collectors, companies, public institutions, and society, in general.

Global society has made significant progress in its digitization process in recent years, accelerated because of COVID-19. Technology, norms, and forms of this new digital society were already among us —three decades ago, we announced the new Digital Age thanks to the technological evolution and the access to information made possible by the Internet— but it has been the pandemic that has pushed us to assimilate it massively, adapting quickly our needs and habits, both personal and professional, individually and also as a group.

A striking example is a radical change in the consumption patterns of leisure and art, especially in the new generations, directly impacting the cultural offer of the cities and, therefore, in their industry. Another factor is the demand exercised by Gen Z artists and video creators for their active participation in the development of cities and in the reinvention of museums and artistic-cultural spaces.

And all this, in turn, is affecting the markets on a global scale, pushing the industry to a double process of adaptation and use of the new opportunities that have arisen, in an act of resilience as a key and necessary value at this time. UNESCO itself has defined the context currently facing the cultural and creative industry; a scenario marked by the incessant globalization and the concentration of value in powerful digital platforms.

Thus, the strong emergence of NFT technology and its particular application to the guarantee of authorship and ownership of any digital element, takes us to a globalized market art, extremely agile and immediate, without distances, supported by new forms of expressions and experiences previously unimaginable. We are on the verge of a new period of **universality of art**, both in its creation and in its consumption.

Our society is already prepared for this scenario, although its reinforcement requires the participation of the private sector and the reinvention of public administrations, framing activities and projects of social impact and reach, in the digital environment, that contribute to the generation of talent, as well as the consumption and the maintenance of the necessary industries.

In this revolution, there is only room for inclusive leadership that links the creation of artistic talent and technological creativity, from the generation of common spaces of experimentation between new creators —artists and technologists— and industry, while at the same

time, we provide citizens with tools to its daily consumption and enjoyment; in a coordinating exercise rarely experienced by the diverse members of our society.

TOKENIZING + SPACE ^KAPSULA
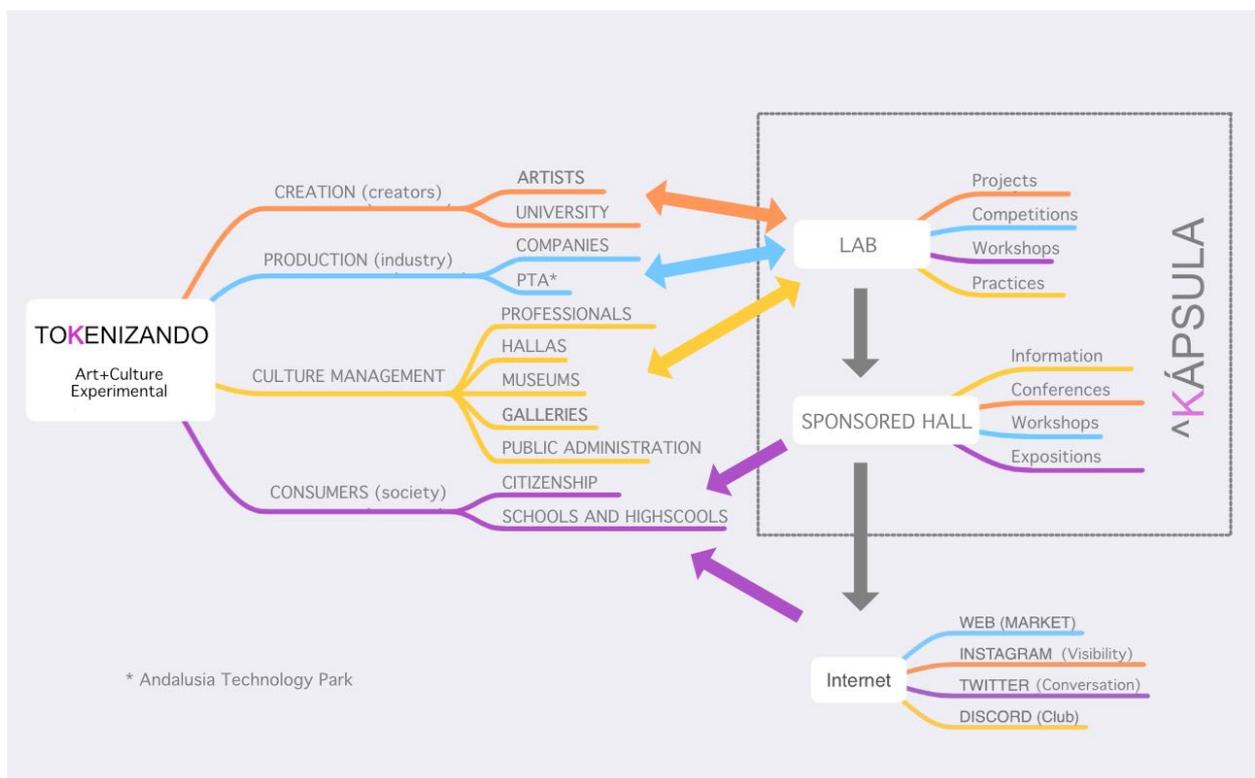
Collaboration and synergies model in the generation and exploitation of digital talent. Kriptie's © 2021

Tokenizing promotes and demands the creation of specific plans that maintain, strengthen and consolidate, from an integrated approach, the needs and opportunities of the cultural and creative industries, as well as:

- Promotion of local creative talent. Protection and promotion of cultural content and its creators.

- Creation of original contents and promotion according to the Internet and digital assets.

- Increase the digitalization and online experiential consumption of cultural content.

- Provide technological infrastructure integrated into the developments of the cities that allow the promotion and exhibition of digital content.

- Facilitate and promote access to the segment less accustomed to this form of participation.

- Adapt the business model in which digitalization favors the creation of new markets.

- Encourage the creation of joint ventures that combine creativity and technology.

- Promote the shared use of knowledge and data that allow competition with large online platforms.

- Tax incentives for investments in the cultural and creative industries.

At last, implement the Tokenizing movement means acting according to the following decalogue defined in line with the values of the digital society:

I. Culture and arts are not pieces, they are an asset that belongs to Humanity.

II. In the digital society, access to this valuable asset to learn and enjoy is free, ubiquitous and gratis.

III. Digital society does not understand ballot boxes for knowledge; Internet broke with that decades ago. Culture and art, as an asset of Humanity, should accompany us wherever we are.

IV. Technology is not just a medium; it is an artistic tool.

V. In the same way that creators need to know and learn application and modeling techniques of different materials —pigments, clays, concrete and polyester—, and they do not stop experimenting with them and taking advantage of their characteristics to innovate in their work, artists have to handle technology as naturally as charcoal, brush or spatula.

VI. Thus, the approach of the technical and humanistic disciplines is inevitable. And that is only possible at a training level.

VII. Schools, universities and the new industry of art (artistic-technological) have to strengthen links by taking advantage of this common space that *blockchain* provides.

VIII. And the business? Remember "markets are conversations" (Cluetrain-Manifesto).

IX. Pieces are susceptible to be commercialized and acquired; the citizens of the new digital society like to acquire, in a balanced way,

exclusive or shared ownership of it; or the enjoyment of those contents, works and services they provide; or simply to contribute to the continuity of the creator's production.

X. A conversation is a matter of two or more. Artist and work. Work and spectator. Spectator and spectator. Why not start talking to everyone?

#tokenizando