



AESTHETES®

email: info@aesthetes.art
web: aesthetes.com

WHITE PAPER

Bridging Fine Art & Blockchain

January_2023



Page of Contents

About Us	Page 05	MICHELANGELO	Page 22
Our Philosophy & Vision	Page 05	LEONARDO	Page 25
Market Description	Page 07	The Burning Collections	Page 27
Problems to Solve	Page 08	Fine Art Tracking System	Page 29
Our Solution	Page 09	AI for Art	Page 31
NFTs Marketplace	Page 11	XRPToday & Amagz+	Page 32
Phygital NFTs	Page 13	Project RoadMap	Page 33
PhygitalTwin NFTs	Page 15	Disclaimer	Page 35
Pure Digital NFTs	Page 16		
Blockchain Networks used	Page 17		
Collections	Page 17		
Phygital Payments	Page 18		
Community Rewards	Page 18		
Emerging Artist elevator	Page 19		
Fine Art online Gallery	Page 20		

About Us

Aesthetes is an Italian startup, born to **democratize the Fine Art** industry and disrupt the barriers that hold back Artists and collectors in becoming an important part of it.

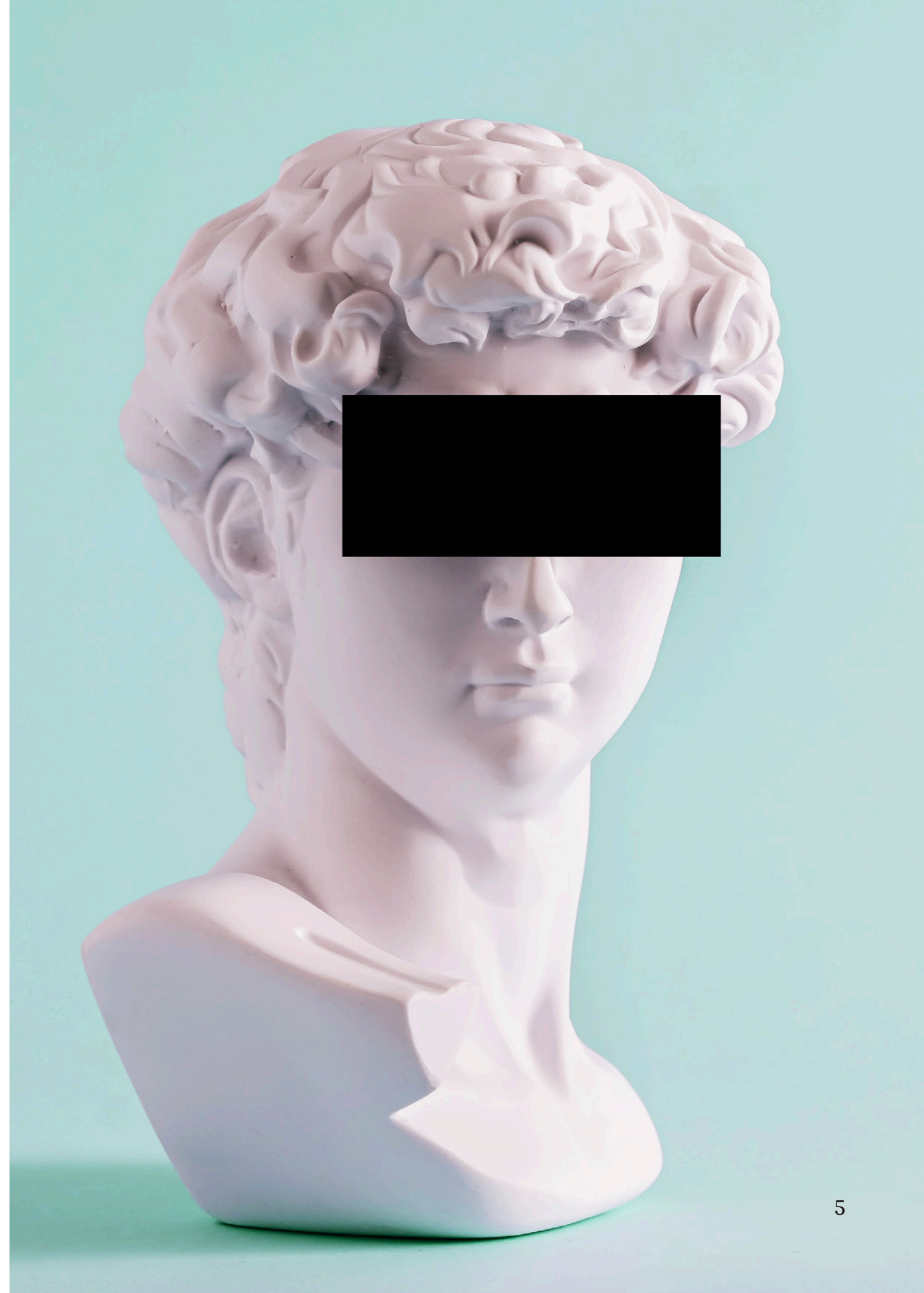
Aesthetes is one of the few NFTs Marketplaces around the world to be a V.A.S.P.

Aesthetes is also a comprehensive ecosystem that offers **360-degree solutions** to take advantage of the many opportunities offered by the blockchain.



Our Philosophy & Vision

We want to bring the **rarity and uniqueness** that distinguish the Physical Art to the digital environment, introducing to established and emerging Artists the blockchain industry and offering new opportunities to international Collectors.

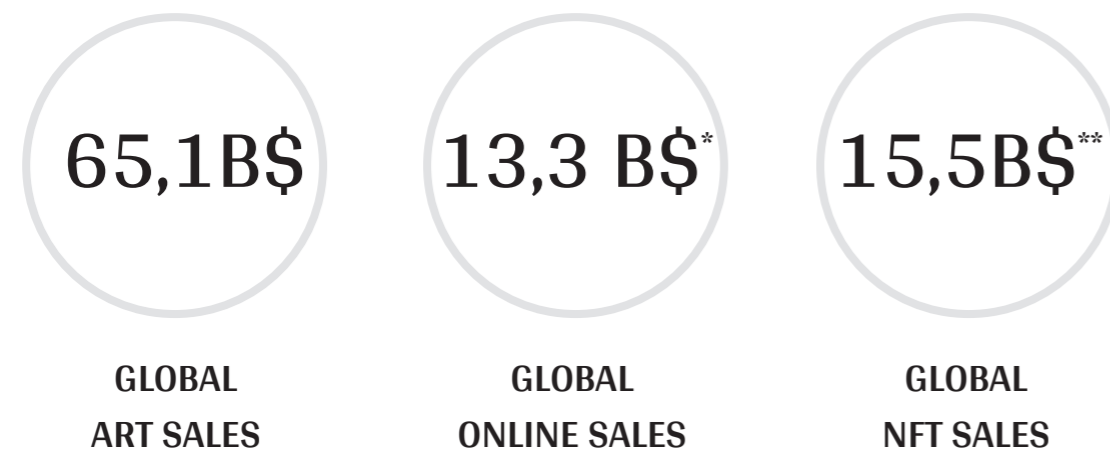


Market Description

The Market



Market Trends



*Data from Art Basel + UBS 2022 Report"
** Data from Nonfungible + BNP Paribas 2022"

Problems to Solve

Historically, the world of art has always been fascinating but **not very accessible**, a niche market with high barriers to entry not only for collectors but also for Artists. **The problems encountered are not limited to the purchase and sale of works but to the entire Art ecosystem.**



HIGH PURCHASING AND TRANSACTIONS COSTS

High purchasing prices and **high commissions** charged by galleries and other intermediaries.



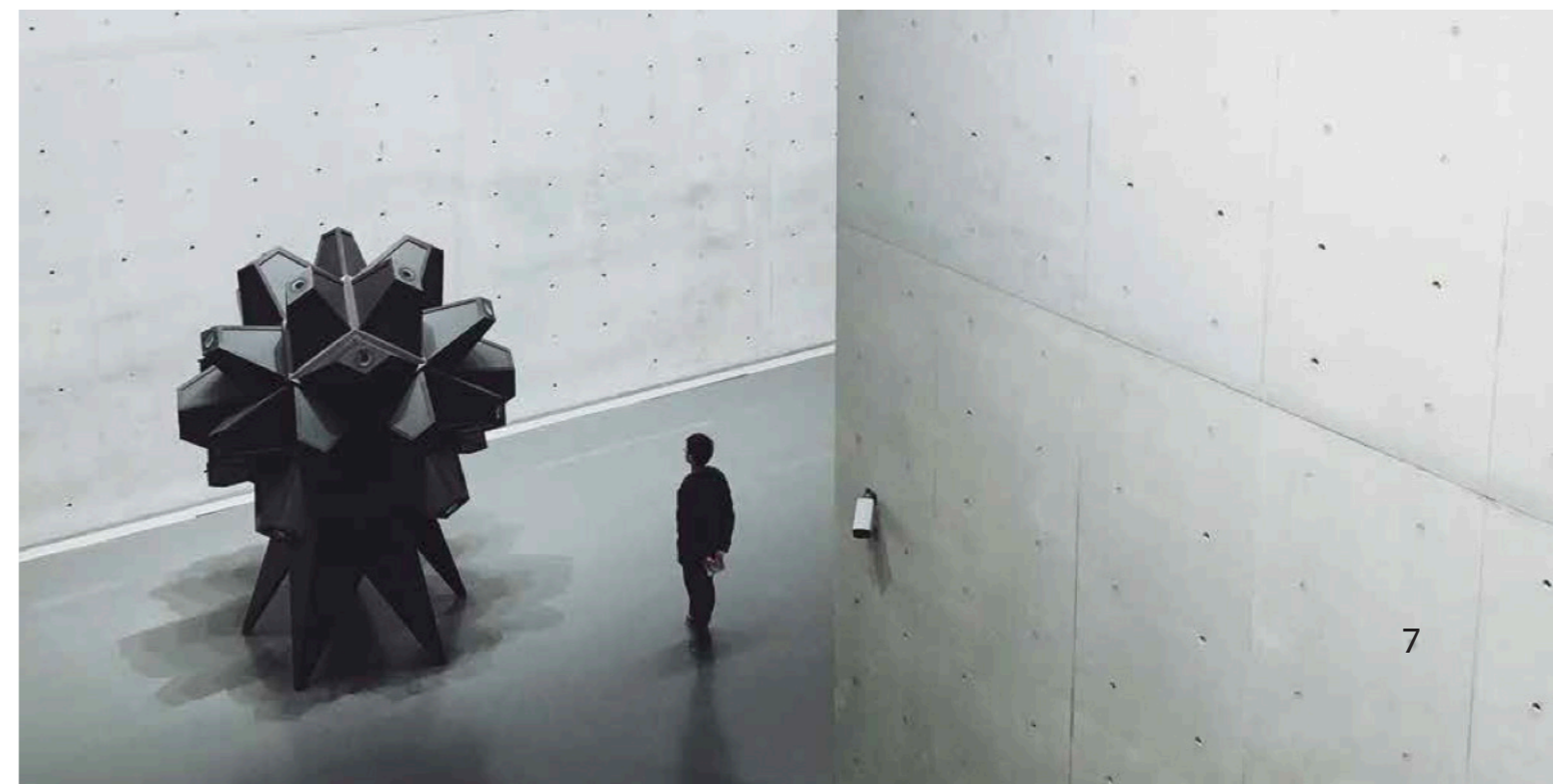
LIMITED ACCESSIBILITY

High barriers to entry resulting in the **exclusion of a large number of investors.**



ARTWORKS ORIGIN NOT ALWAYS TRACKED

Risk of buying **imitations or unauthorized copies.**



Our **Solution**

A new ecosystem to democratize the Art industry by creating a liquid and transparent market where everyone can buy and sell digital and physical art easily and in a immediate way

NFTs MARKETPLACE

The first Phygital NFTs marketplace, for cutting edge FineArt collectors

FINE ART ONLINE GALLERY

An online FineArt gallery, for traditional collectors

LEONARDO

Become an Art creator minting your own collection

MICHELANGELO

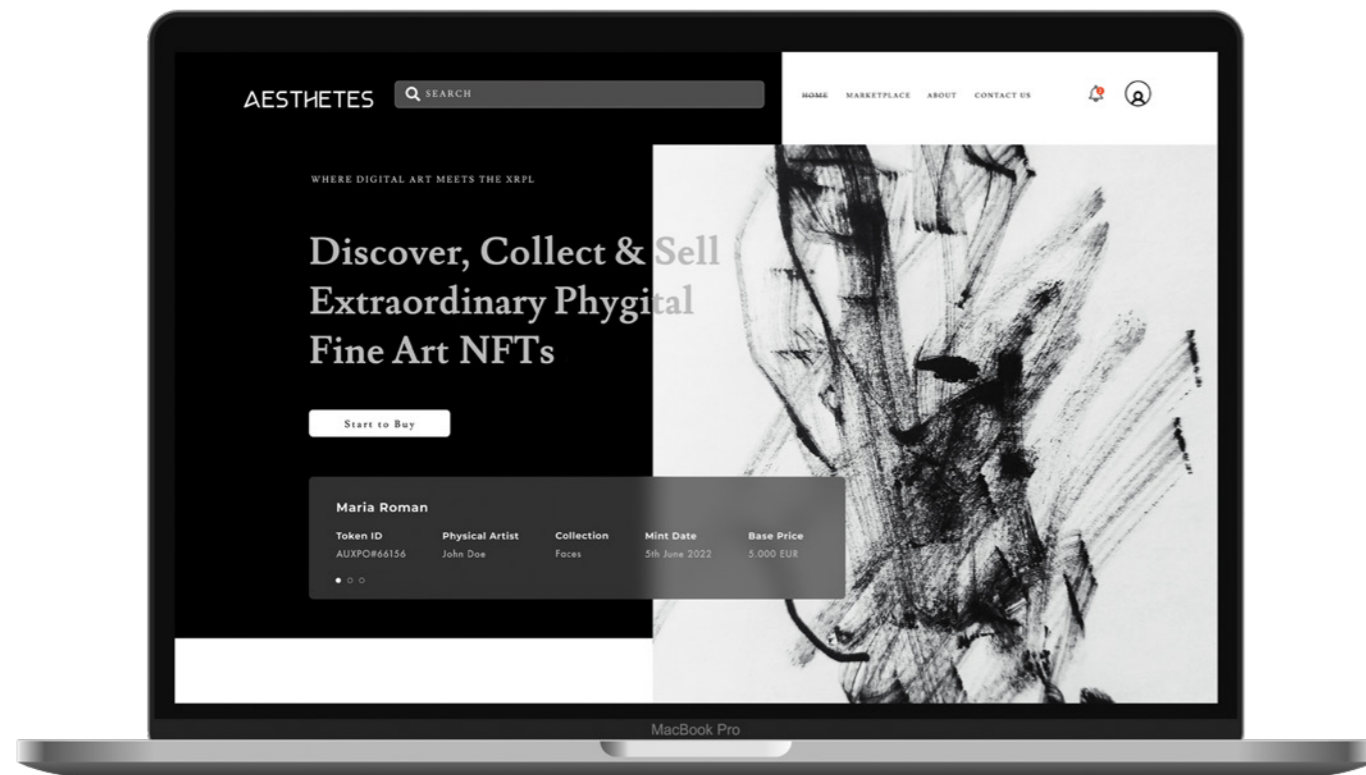
Our Art Space in the Metaverse

FINE ART TRACKING SYSTEM

Our B2B Solution fo Art Galleries and Art dealers



NFTs Marketplace

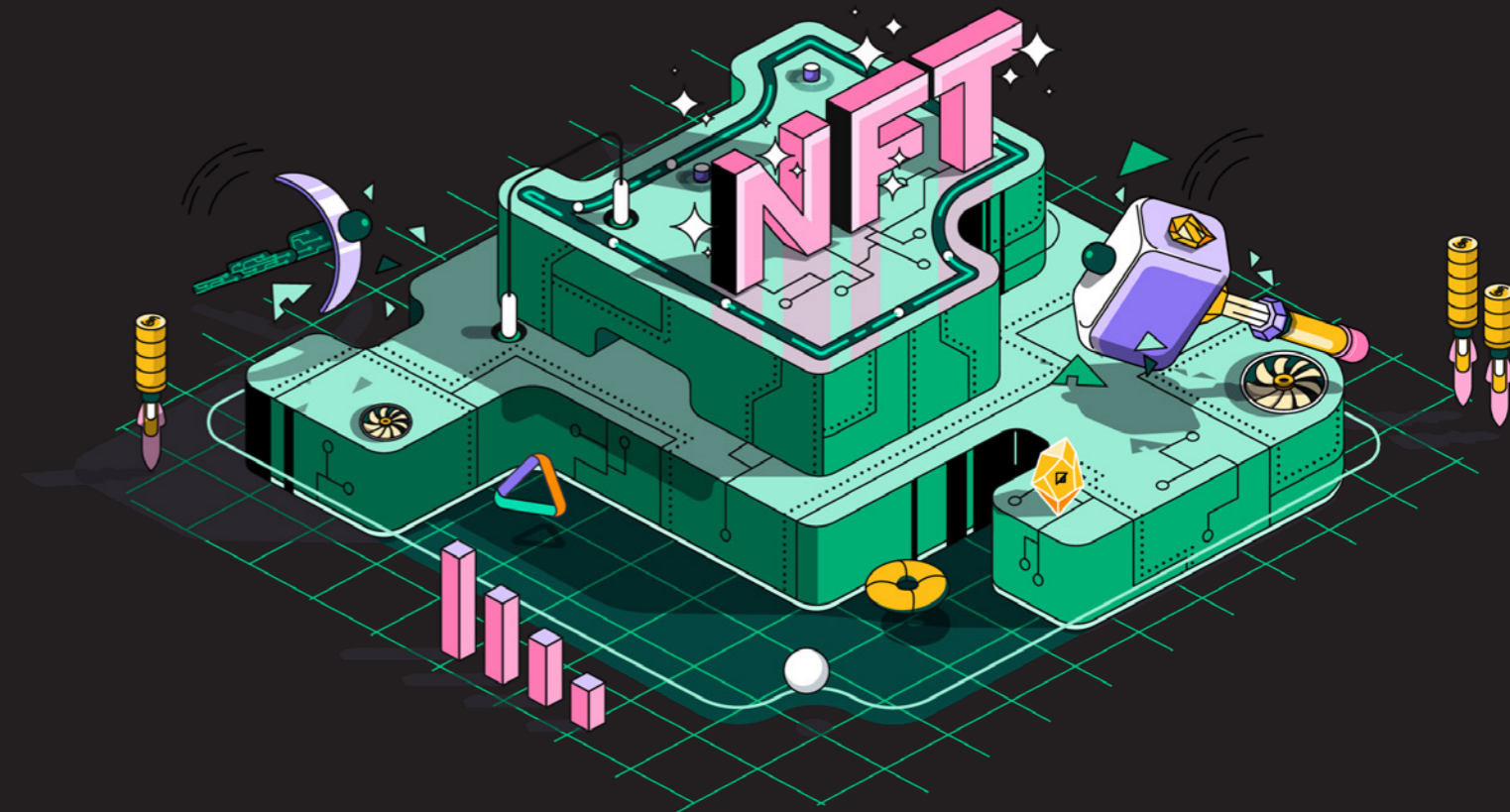


We have created a new and independent platform where Artists and collectors can buy or sell artworks in a quick and easy way.

The Ecosystem is intended to serve several art shareholders like Art Galleries, Museums and Foundations with the aim to disseminate art awareness in a deep way around the world.

aesthetes.com

Features



- 1** 3 different kinds of NFTs:
Phygital
PhygitalTwin
Pure Digital
- 2** *High efficiency* Blockchains used to mint
- 3** A *diversified collection* designed to suit all budgets
- 4** *Payment gateways* suited for both traditional and crypto collectors
- 5** *Community participation* and involvement rewards
- 6** Emerging Artists elevator through the community vote

Phygital NFTs

#01

ARTWORKS SELECTION

We work as art curators, selecting and offering high-profile works of art.

#02

UNIQUENESS IN THE UNIQUE

Unique licensed digital art-pieces are generated from the combination of the physical artwork, a 16-K scan of the artwork along with advanced animation and 3D rendering.

#04

PHYSICAL ARTWORKS CUSTODY

Artworks are managed and safeguarded by Aesthetes according to the highest quality and safety standards. To serve this purpose, Aesthetes is supported by leading logistical partners.

#03

FRACTIONAL OWNERSHIP

For each artwork We create a predetermined amount of NFTs whose holders will be granted the 100% ownership of a digital artwork and the fractional ownership of the related physical one.

#05

SALE OF THE PHYSICAL OEUVRE

After 5 years from the beginning of the Communion, the Physical Artwork is sold and the revenues are shared among the related Phygital NFTs holders.

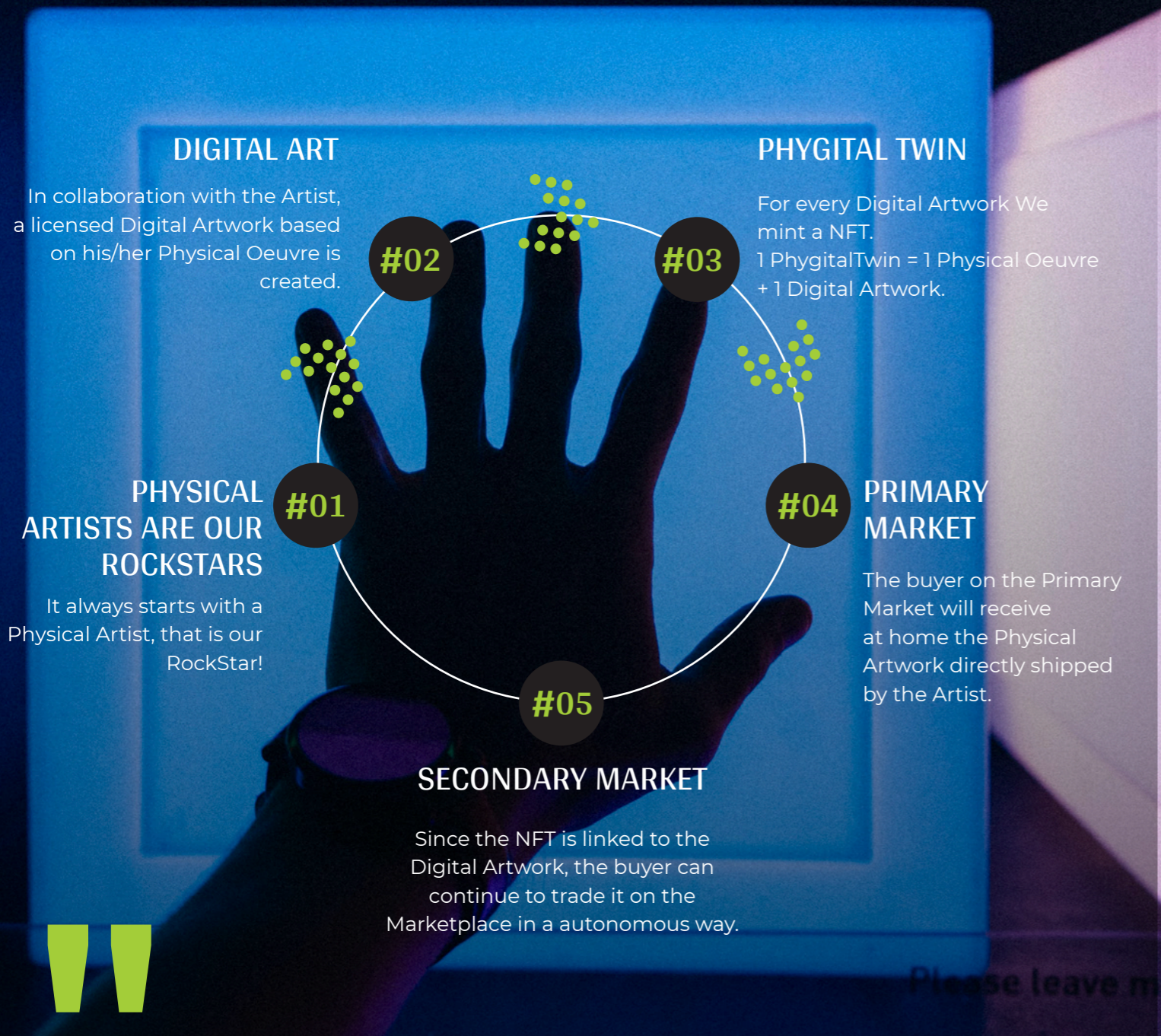
#06

FROM PHYGITAL TO DIGITAL

Once the Physical Oeuvre is sold, Phygital NFTs holders still continue to own the Digital Artworks.

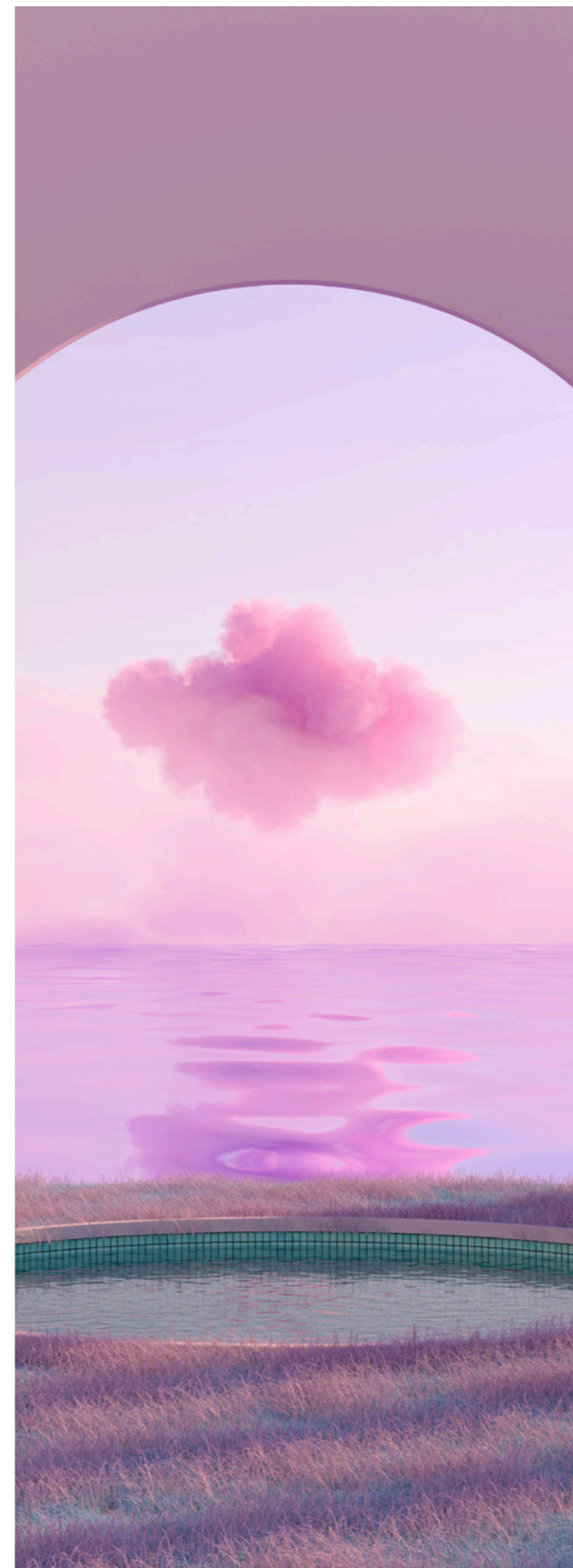
We are creating a new dimension of art, merging the physical with the digital side.

Phygital TWIN NFTs



Day by day, aesthetes.com is becoming a blockchain launchpad for physical Artists and Art Galleries.

Pure Digital NFTs



A curated selection of Digital Artists, because Digital Art is the new Contemporary Art.

#01 RIGOROUS ARTISTS SELECTION

In order to preserve the Art Value on aesthetes.com We carry out a rigorous Digital Artists selection.

#02 DIGITAL NFTs MINTING

In coordination with the Artist, We mint the NFTs that will be listed on aesthetes.com

#03 COMMUNITY ARTISTS LISTING

Beside Digital Artists selected by us, the Community will have the chance, using ELS as voting right, to vote its favorite Artists to list

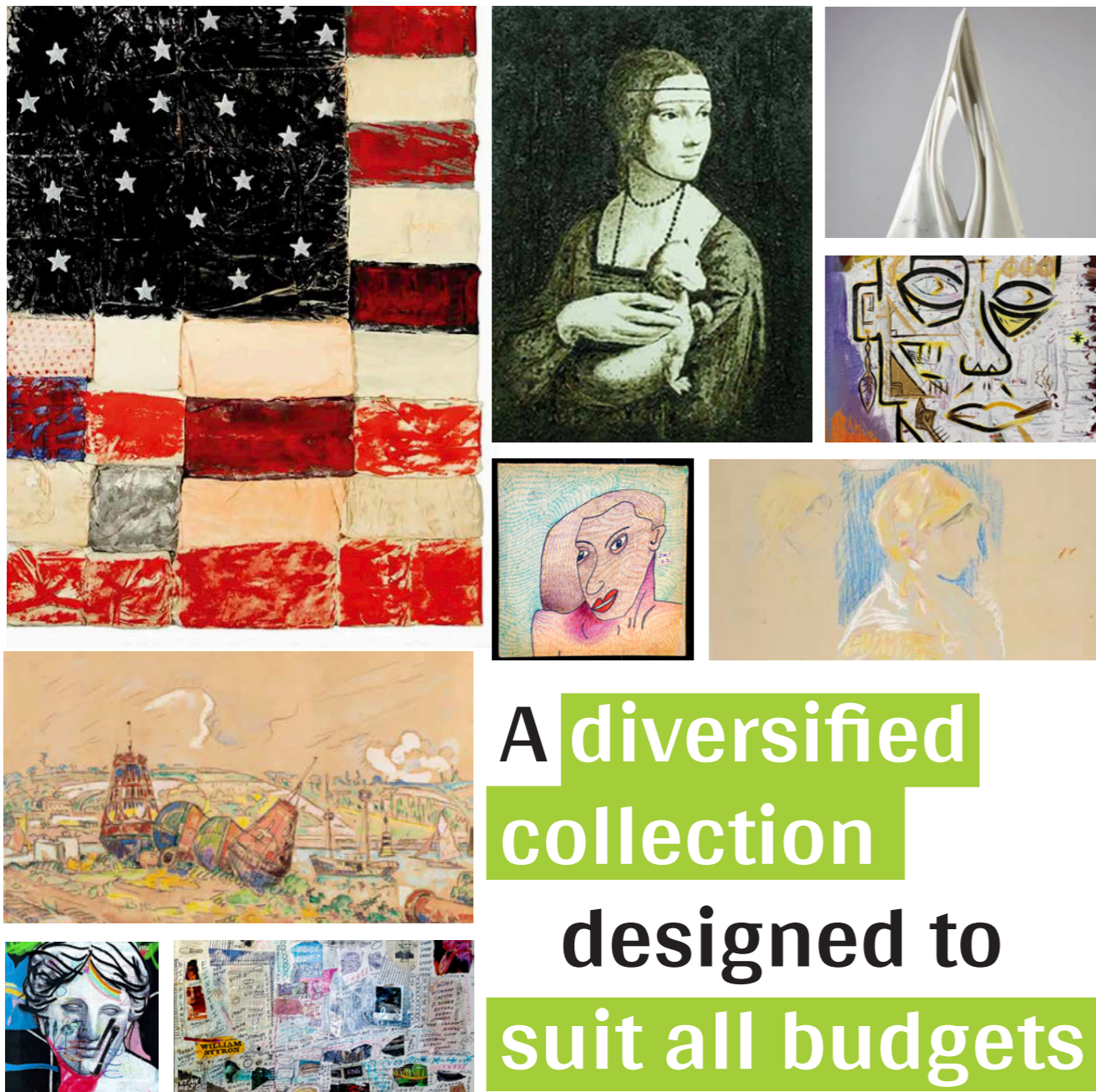


XRPL

We are a XRPL Validator



Songbird (2023)



A diversified collection designed to suit all budgets

PHYGITAL PAYMENTS IS OUR WATCHWORD



FIAT

We support WireTransfer and CC payments

ELS

there are dedicated items for the ELS Community, aka ELYSIANERS, at a 20/40% discount

XRP

a global and extremely efficient cryptocurrency

xATH

there will be dedicated items for the xATH Community, aka ATHENIANS, at a 20/40% discount.

For us, **staying among the Community is a "Mantra"**. We are a part of it. This is why, during the 2021/2022 We have carried our several **involvement activities with the Community** and many NFTs have been distributed.



Emerging Artists elevator (2023)

The Community will be able to vote their favorite Artists to list on aesthetes.com using ELS as Voting power.

FineArt online Gallery (2023)



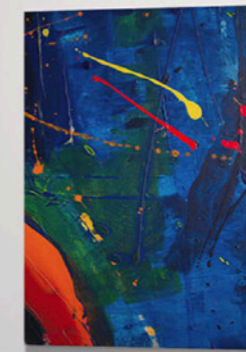
Best Artist Paintings

Latest Paintings Collection

Discover The World Through Original Paintings For Sale

SHOP NOW

🔍 Login 🛒 Cart



1

Physical FineArt for traditional Collectors

2

Payment gateways suited for both traditional and crypto collectors

3

A diversified collection designed to suit all budgets

5

OnDemand Opportunity to create a PhygitalTwin



MICHELANGELO: Our gallery in the **Metaverse** (2023)

It's called MICHELANGELO and it is going to be much more than a simple exhibition gallery of works of art: a space dedicated to the world of art at 360° with various initiatives and experiences designed for everyone.



**ART LABORATORIES,
TOUR AND MEETING
WITH THE ARTISTS**



**PRIVATE EVENTS,
VERNISSAGES AND LIVE
PERFORMANCES**



**FINE ART
MASTERCLASSES
AND WORKSHOPS**



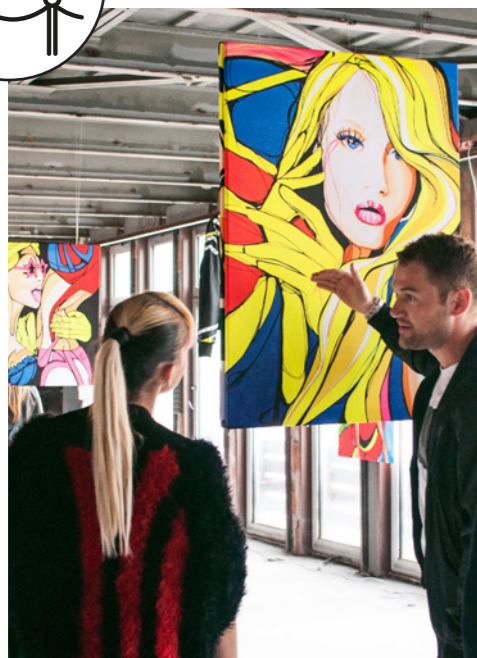
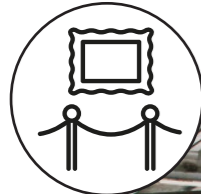
**CREATION OF SPACES
FOR ARTISTS, GALLERIES,
INSTITUTIONS**

A **launchpad** for Artists and Art Galleries

ART LABORATORIES TOUR AND MEETING WITH THE ARTISTS

We offer a space to the Artists, so they can organize virtual tours in their laboratories to show closely their own craft

- ✔ Direct contact with the Artists to know and learn from their techniques
- ✔ The opportunity for Artists to increase their potential visibility on a global scale
- ✔ Opening of new markets and partnerships for Artists and galleries



PRIVATE EVENTS, VERNISSAGES AND LIVE PERFORMANCES

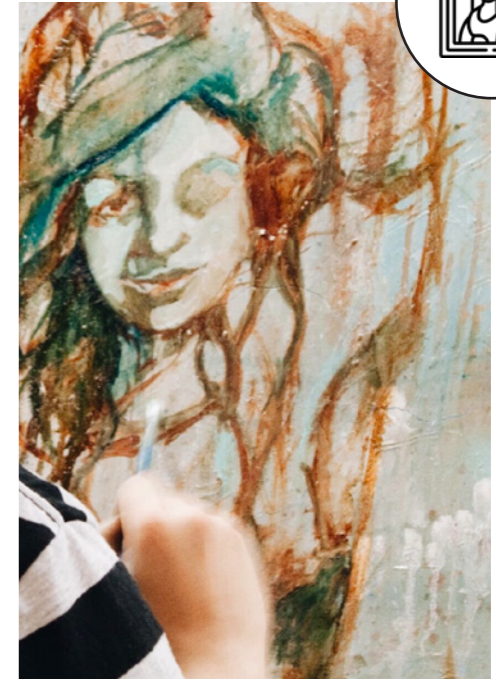
A network of exclusive events and live performances, with access granted by custom invitation, in which attendees will be able to interact with the community

- ✔ Taking part to unique events, by invitation only
- ✔ Live streaming in which the artist will create and sale directly their own work
- ✔ The opportunity for the Artists to build and consolidate a trusted customer base

FINE ART MASTERCLASSES AND WORKSHOPS

The aim of widening and deepening the knowledge in art and technology, with a B2C and B2B perspective

- ✔ Partnership with Art Schools
- ✔ Increasing art-literacy, and creation of new link between resources and firms
- ✔ The opportunity to share knowledge and experiences

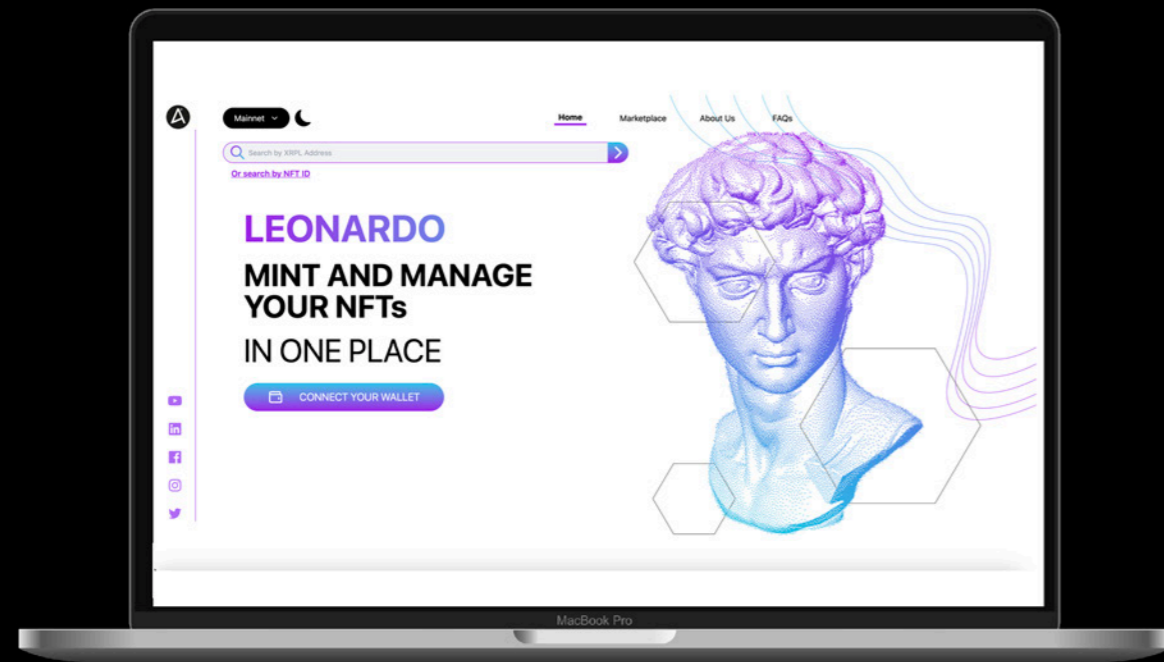


RENTAL OF VIRTUAL SPACES FOR MUSEUMS, GALLERIES, INSTITUTIONS AND ARTISTS

The establishment of an autonomous Art space lets:

- ✔ High visibility for Museums, Art Galleries and Institutions
- ✔ The opportunity to build custom environments for the Artists
- ✔ The occasion for every user to create spaces for events, shops and other initiatives

LEONARDO: Our **NFTs Managing tool** and **NFTs explorer**



XRPL NFTs Managing tool

Connecting your **XUMM** Wallet everyone can **visualize** and manage their own **NFTs**.



XRPL NFTs Explorer

Everyone could explore the whole **NFTs XRPL** world with **few clicks**.



XRPL NFTs Minter

Everyone could mint their own Art burning just **3 ELS**.



...2023

XRPL

We are implementing the **trading** functions **P2P** directly from the tool. Once implemented, there will be **0 ELS** fee on the minting, **BUT** for every trade the system will apply a **brokerage fee (0,589%)** that will be converted automatically in **ELS** and instantly **burned**.

Artists, after a **KYC** process, could become a **Verified Minter**.

SGB

We are implementing the **minting** and **managing** functions.

Everyone burning just **9 xATH** could mint its own Art.

The **burning collections**

#01 ARTWORKS CREATION

Our Artists create dedicated Digital Artworks Collections.

#02 RARITY

Every Digital Artwork is minted in a limited copy and some will be unique.

#04 BURNING PRICE

Once someone buys an Artwork, the amount will be automatically converted in ELS and burned.

#03 LEONARDO LISTING

Artworks are listed in LEONARDO, where everyone could join in an easy way.

#05 BURNING ROYALTIES

Royalties (1,5%) on every transaction will be automatically converted in ELS and burned.



Fine Art

tracking system (2023)



Blockchain Authentication & Extra contents

A B2B Tool for Artists & Art Galleries

#01

Product digital authenticity guarantee

Thanks to NFC technology it will be possible to give to the consumer true and unfalsifiable information.

#02

Explore rich content

Special contents could be inserted in the NFC and seen by the Physical Art owner.

#03

Brand strengthening

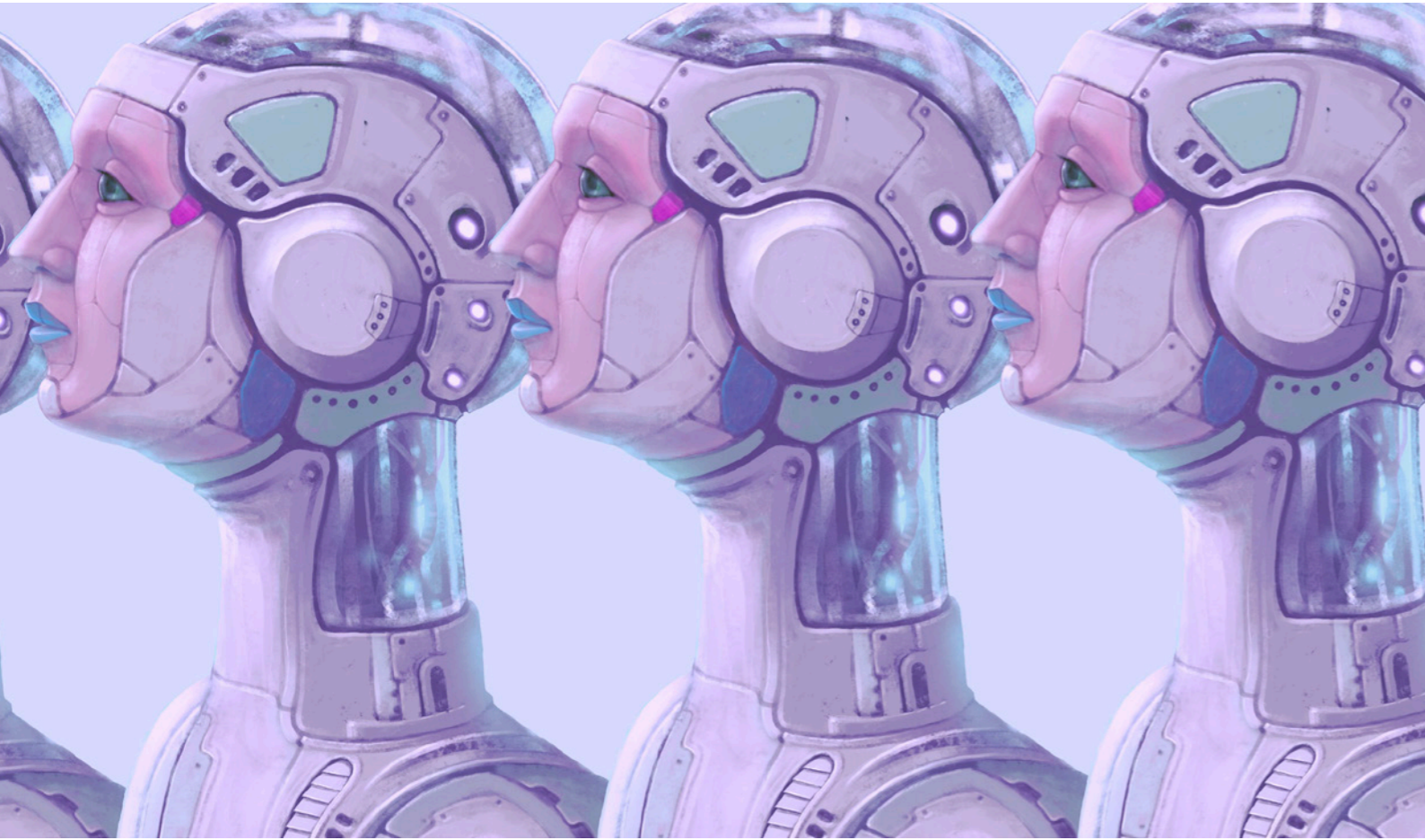
Better information about the Oeuvre and the Artist bring to a strengthening of the brand.



Collateral projects



AI for Art



AI for Value creation

Aesthetes created in partnership with **Accenture Italy** a **proprietary AI G.A.N. algorithm** able to **reprocess artistic data feed and to generate an original and unique artwork** inspired directly by the physical masterpieces We fed the algorithm.

This process allow us to preserve the original artistic project and the artist's or designer's journey, and in the meantime to generate, together with the artist, something completely new and unique.

XRPToday

XRPToday.com is a **portal news about tech and blockchain** with a particular focus on XRP and the whole XRPL ecosystem.

There was a gap in the crypto communication.

We want to give voice to our preferred blockchain.

XRPToday.com



AMAGZ+

AMAGz+ is our Magazine where **We talk and discuss about the amazing and fascinating art world**, with a particular focus on Artists listed on aesthetes.com

artmagz.com

Project Roadmap

2022

- **XLS16 NFT Visualizer**
On xrplnft.art We released one of the first XLS16 NFT Visualizer.
- **XRPL Validator**
We are proudly running an XRPL validator since more than 1 year.
- **Ripple Grant awardee**
In March 2022 We have been awarded with the Ripple Grant Wave2.
- **XLSL20D NFT Visualizer**
In Q1 on xls20.xrplnft.art We released one of the first XLS20 NFT Visualizer, working at the beginning on Devnet.
- **XLSL20D NFT Minter**
In Q2 on xls20.minter.xrplnft.art We released one of the first XLS20 NFT Minter, working at the beginning on Devnet.
- **NFT Phygital Marketplace release**
On October We released our Phygital NFTs Marketplace on aesthetes.com.
- **AI for Art development**
After 9 months of collaboration We have developed our AI for Art.
- **Leonardo release**
On November We released LEONARDO, our NFTs Minting and Managing tool.
- **PhygitalTwin NFT release with physical Artists and Art Galleries**
We started the collaboration with several Artists and Art Galleries to list their oeuvres as PhygitalTwin NFTs.
- **XRPToday Release**
There was a gap in the crypto communication. XRPToday.com fills it.

2023

- **CURATED DIGITAL ARTISTS LISTED ON AESTHETES.COM**
For a better UX experience We will list Digital Artist directly on aesthetes.com
- **TRADING FUNCTIONS IMPLEMENTATION ON LEONARDO**
Every transaction will burn ELS as brokerage fee (0,589%)
- **RELEASE OF MICHELANGELO, OUR ART GALLERY IN THE METAVERSE**
We will hold private and community events on MICHELANGELO
- **IMPLEMENTATION OF LEONARDO WITH THE SGB NETWORK**
By burning 9 xATH everyone will be able to mint their own SGB NFT
- **IMPLEMENTATION OF AESTHETES.COM WITH THE SGB NETWORK OF OUR CURATED PHYGITAL AND DIGITAL NFTS**
xATH will be accepted as method of payment and We will reserve a 20/40% discount on dedicated items for the xATH Community aka ATHENIANS
- **ELS/ATH STAKING POOL FOR TIER1 USERS**
MVP will start with Tier1 users from selected countries.
- **FineArt Tracking system (B2B)**
The blockchain lets us to bring value to Artists and Art Galleries with the aim to preserve the originality of their oeuvre.
- **Strategic partnership with Fine Art shareholders like Artists , Art Galleries, Institutions and Museums**
Day by day, We constantly get in touch and work with several kinds of Fine Art shareholders.

Disclaimer

PLEASE READ THIS "DISCLAIMER" SECTION CAREFULLY.

NOTHING HEREIN CONSTITUTES LEGAL, FINANCIAL, BUSINESS ADVICE. THIS WHITEPAPER IS FOR INFORMATION PURPOSES ONLY AND MAY BE SUBJECT TO CHANGE WITHOUT PRIOR NOTICE.

THE COMPANY DOES NOT MAKE OR PURPORT TO MAKE, AND HEREBY DISCLAIMS, ANY REPRESENTATION, WARRANTY OR UNDERTAKING IN ANY FORM WHATSOEVER TO ANY ENTITY OR PERSON, INCLUDING ANY REPRESENTATION, WARRANTY OR UNDERTAKING IN RELATION TO THE ACCURACY AND COMPLETENESS OF ANY OF THE INFORMATION SET OUT IN THIS WHITEPAPER.

THE COMPANY ACCEPTS NO LIABILITY FOR DAMAGES, WHETHER CONSEQUENTIAL OR INDIRECTLY, OF ANY KIND ARISING FROM THE USE, REFERENCE, OR RELIANCE ON THE CONTENTS OF THIS WHITEPAPER.

THIS WHITEPAPER MAY CONTAIN REFERENCES TO THIRD PARTY RESEARCH, DATA AND INDUSTRY PUBLICATIONS. NO WARRANTY IS GIVEN TO THE ACCURACY AND COMPLETENESS OF THIS THIRD-PARTY INFORMATION. NEITHER THE THIRD-PARTY INFORMATION, ITS INFERENCES NOR ITS ASSUMPTIONS HAVE BEEN INDEPENDENTLY VERIFIED.

NO SOLICITATION OF SECURITIES. THE DOCUMENT DOES NOT CONSTITUTE AN OFFER OR SOLICITATION TO SELL SHARES OR SECURITIES. IT DOES NOT CONSTITUTE OR FORM PART OF AND SHOULD NOT BE CONSTRUED AS ANY OFFER FOR SALE OR SUBSCRIPTION OF OR ANY INVITATION TO BUY OR SUBSCRIBE FOR ANY SECURITIES NOT SHOULD IT OR ANY PART OF IT FORM THE BASIS OF OR BE RELIED UPON IN ANY CONNECTION WITH ANY CONTRACT OR COMMITMENT WHATSOEVER.

FOR THE PURPOSE OF MAKING AN INVESTMENT DECISION OR OTHERWISE, THE COMPANY'S WEBSITE, THIS WHITEPAPER, OR ANY OFFERING DOCUMENTS DO NOT CONTAIN ANY LEGAL, TAX, OR FINANCIAL ADVICE REGARDING NFTS AND CRYPTO TOKENS AND POTENTIAL PURCHASERS SHOULD REFER TO THE APPLICABLE PROVISIONS OF THE SECURITIES LEGISLATION IN THEIR RESPECTIVE JURISDICTION FOR THE PURPOSE OF THE PURCHASE OR CONSULT WITH A LEGAL, TAX, OR FINANCIAL ADVISOR.

BEFORE ONBOARDING ON AESTHETES.COM PLEASE READ OUR TERM OF SERVICES.





Email info@aesthetes.art

Website www.aesthetes.com

Address Milan, Italy

