

NFT ART



INTRODUCTIE

We currently live in a, mostly, centralized world. Governments control our borders, banks control our finances, massive media companies spoon-feed our entertainment.

Ultimately, small groups of key corporate decision-makers influence the lives of most people on earth.

However, in recent years, this has begun to change

concept of “decentralization” began as quite a utopian notion. Fighting against “the man” and the “powers that be” for some kind of

anarchic freedom. Counter culture movements from the late 1960s to 1990s began glamourizing these ideas as seen in films such as *Revolution* (1968),

Hair (1979), *The Doom*

Generation (1995), and dozens more. Eventually, intellectuals began to take the collective rage of their generations and form it into various potentially viable means for social change.

One of the first tangible examples of decentralization came about in the early 2000s with the concept of the “digital nomad.” Popularized through Tim Ferris’ hit book: *The 4-Hour Workweek: Escape 9–5, Live Anywhere and Join the New Rich* (2007). Ferris’ book glamorized the notion that almost any modern-day



job, for the most part, can be out-sourced to the extent that anyone could, according to Ferris, work as little as 4 hours a week, even in the most demanding of corporate positions. This idyllic concept paired with the promise of joining the “new rich,” lit fires underneath a whole new generation of digital entrepreneurs creating “leaner” and more “iterative” startups. And, ironically or not, this generation now populate the better part of Silicon Valley and Venture Capital Funds worldwide. One of the technologies that came out of this generation and its innovation push was the concept of blockchain, one of the primary subjects of this e-book. However, with the still relatively new world of the internet being established over the '90s and 2000's many ignored this technology as secondary to the amazing world of the “surface-web” or “open” internet that we know and love. For quite some times the success of smartphones, e-commerce, live streaming, and many other internet staples seemed to

overshadow blockchain tech. The only place where blockchain and other new technologies began to be explored was in a part of the internet known as the “Dark Web.

Mostly used for drug deals, criminal activities, and the sharing of banned documents and government secrets; this “dark web” was only accessible through “private” systems, such as the Tor Browser, an anonymous internet browser running on an overlay network of over seven thousand relays. Or, put simply, a decentralized browser where your IP address and personal information remained entirely private through a process similar to blockchain. It was on the “dark web” that many of the initial conversations about blockchain, cryptocurrencies, and decentralized technology began being openly discussed out of fear of being shut down by surface-web monoliths like Facebook or Google. In fact in 2009, when Bitcoin was launched, it could only be bought and traded through the dark-web and, thereby, through the use of a private browser such as *Tor*.

Since then, the world of cryptocurrency has come a long way - from being a means of facilitation for criminals to being the backbone of Elon Musk’s fortune and more people have begun to take the time to learn about blockchain technology and how it can help facilitate a multiplicity of services and transaction protocols that exist across sectors today.

The purpose of this document is to, in as accessible a manner as possible, inform readers about blockchain technologies, cryptocurrencies, NFTs and Virtual Fashion through these examples and more we hope to show our world will, most likely, continue to shift towards a more decentralized model where technology will be used more as a tool to support our physical lives than as a distraction from them. Before we get into specifics, it should also be noted that this space is changing rapidly. This document was originally written in March of 2021 and has already needed to be updated to remain relevant in May of 2021. However, just to be clear, this is a general introduction into the NFT space as per May of 2021 and should remain relevant for at least several months to a year. Afterwards, this document will hopefully act as a means to retain some of the early history of this space



DEFINITIONS

Hypermodernity: The concept that technology has reached a point where it is developing at a rate at which we cannot clearly identify what our future will look like.

Cryptography: The Oxford Dictionary defines this term as “the art of

writing or solving codes.”

However, in the world of decentralized finance, it mainly refers to the use and study of secure techniques and means of relaying information privately.

Blockchain: A decentralized, digital, chain of records with no single owner. Each block needs to verify the authenticity of a previous block. Applicable to payment processing functions, transactions, exchange of health or personal records, information, documents, value, etc.

The “Decentralized Web”: A segment of the internet born out of a need to oppose the small group of massive corporations who currently control the majority of the “surface- web.” The “decentralized web” started being built on private platforms through apps like the “Tor” browser, but over time, new companies were built up with the goal to shift power from companies to individuals. The fundamental pillars of the “decentralized” web include privacy, security, encryption, and lack of the “big-brother-esque” hand-holding we see in the majority of sites within the open web.

Open Source: The concept of being entirely transparent - websites that are “open source” typically allow for anyone to see the code behind their site and/or service. In the world of cryptocurrency, almost every company prides itself in being open source - giving away their code end so that others can create new and better services and companies. Blockchain-related sites and companies typically end their site with the “.io” tag to let consumers know that they identify as “open source.”

Cryptocurrency: Forms of decentralized, digital currency built through blockchain technology in which transactions and records are maintained and verified using cryptography. Cryptocurrencies are not controlled by any form of centralized authority and are entirely open source. The most popular current application of this technology is Bitcoin with Ethereum and other contemporaries gaining significance and market share with the growing popularity of NFTs and other forms of