

Vigee.Art

Where Art does Good

The Marketplace

[Vigee.art](#) is the first Social Impact Digital Arts Marketplace providing Artists a platform to contribute to their chosen Social Impact Projects and Charitable Foundations. Artists on [Vigee.art](#) trade Digital Artworks obtaining continuous Royalties with the greater benefit of Immutable Copyright Protection through Blockchain Technology and integration of [Creative Commons](#) Licensing.

This differentiates [Vigee.art](#) from currently available digital art marketplaces, which focus on profits rather than solidarity and lack a long-term positive Impact vision and provide no copyright protection mechanism.

It is also important to mention that [Vigee.art](#) has artists and art experts at its core, carefully judging quality of artwork traded in our ecosystem and ensuring a certain exclusivity. Everyone can tokenize on our platform (Copyright protection) but only verified artists completing [KYC \(Know your Customer\)](#) and portfolio review can trade on our marketplace. This ensures that we are fulfilling financial regulators expectations and also provide transparency across processes but still respect data privacy.

Why Now

The global artist community is showing greater interest in digital art marketplaces to publish and sell artworks, which also includes traditional galleries and curators. Many see it as an expansion factor but also marketing opportunity for physical paintings besides providing the opportunity for someone to own a digital original piece at lower cost and equally provide a contribution towards social impact and supporting foundations.

Platform Economics

Artists sell digital artwork, earn continuously royalties, support social impact and foundations.

Breaking numbers down:

Sales Price: Up to the Artist

Royalties: Up to the Artist (Max is 10%)

Solidarity: Up to the Artist (Selling) & Collector (Buying & Re-selling)

Platform Fees: 10% (Covers cost and growth of Ecosystem)

Good to know: We have no access to funds at any time as everything is transparently automated via blockchain based [smart contracts](#) and only receive platform fees issued directly to our digital wallet.

Use Cases

Artists

A possible Art sale Scenario

The journey of an artist on Vigee starts essentially with the onboarding process where an artist will get to know how to get his way around on the platform. Artists can then select their digital artwork to be tokenized, set royalties and proceed with the actual tokenization.

To be able to list and sell artwork on the marketplace you will have to become a verified Artist going through [KYC](#) and verification by our curator. This will render an artist into a verified and legally sound artist community member.

Collectors

A Collectors Perspective

Collectors can onboard, sale and trade artwork like artists, going through the [KYC](#) process. One doesn't exclude the other as artists can also be collectors and therefore the artist scenario would also apply.

Good to know: *Transaction fees are low and royalties will never be missed!*

Agents

Artist and Portfolio Managers

Artist Agents can connect a wallet and start trading digital art on [Vigee.art](#) like everyone else after [KYC](#). Some agents might manage and sell art in form of a service for their artists or clients. The commission is of course agreed between the agent and artist or client and can be defined as a secondary royalty.

Agents are very valuable, since they manage digital artwork for their artists and promote them in social media channels. Artists might prefer to focus on producing art and not necessarily check-in to the platform on a regular basis. Solidarity should also be given by agents based on the artists input since we are a place with focus on social impact.

Good to know: *Remember, Agents are people of trust, will be verified ([KYC](#)) by Vigee and act always in the interest if Artists!*

Charitable Foundations

Onboarding and Workflow

Foundations are proposed or selected by artists wanting to donate a part of their sales proceeds. This process is fully and transparently automated on [Vigee.art](#) thanks to blockchain based [smart contract](#) technology. Once a Foundation is proposed by an artist we perform a Know Your Business ([KYB](#)) verification for anti-money laundering conformity to ensure compliance with financial regulators.

Thereafter, a Foundation will require a digital asset wallet (.i.e. [Metamask](#)), in order to be able to obtain funds. Alternatively, we can offer custody, if a Foundation does not want to create a digital wallet. Written mutual consent is in this case required. Foundations agree also that Vigee.art is allowed to mention their names in hashtags, social media marketing, blog articles subject to review by individual foundations before publication.



Photo by [Tim Marshall](#) on [Unsplash](#)

Get in touch to find out more: support@vigee.art