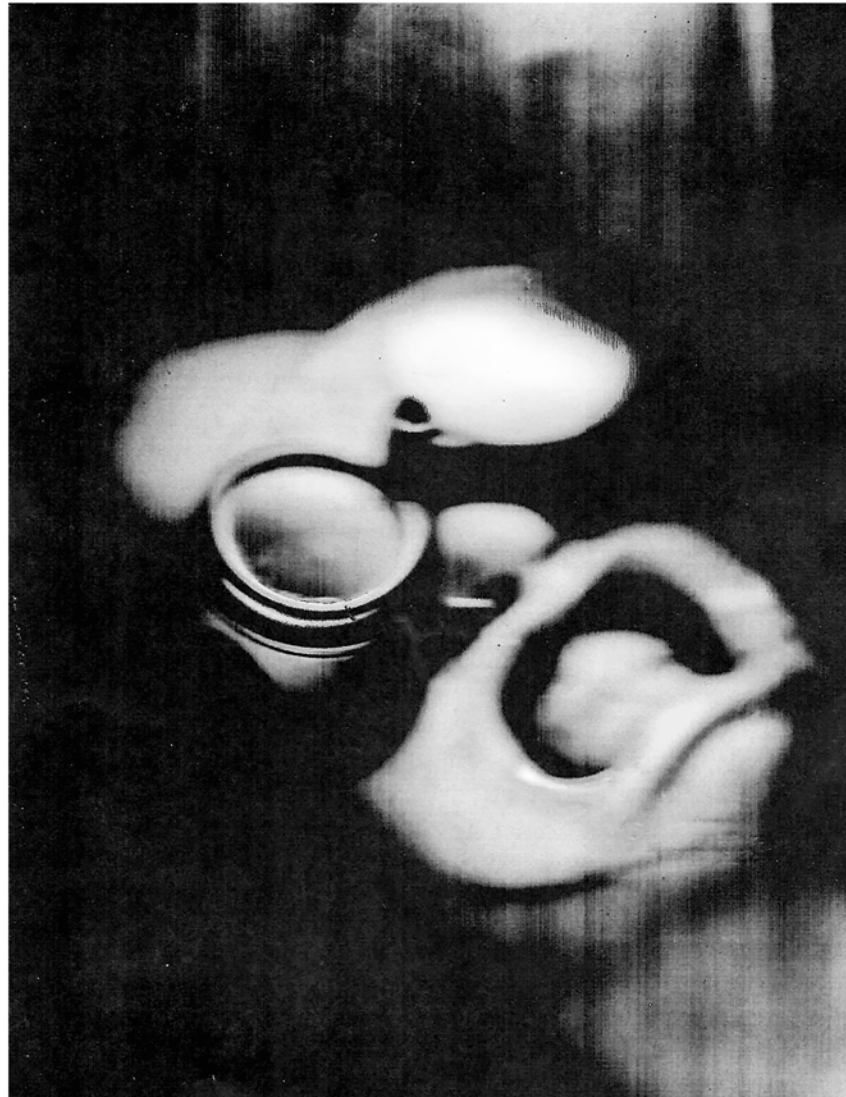


ZEROX

(a working title)

A collector involved NFT art project that questions the definition of photography and explores the value of blockchain signature through comparison of web3 and web2 collector benefits and participation opportunities.



The Artist

Brian Cattelle

Brian's passion for photography and self exploration has been a focus since high school, and he has been exploring image making as a way of life ever since. Brian entered into the NFT space with his Polaroid photo project "Gummo Land" a quirky visual experience that explores an alternative world. He is dedicated to producing work without artifice, work that often flies in the face of what's trending. The Web 3 space has provided him with the opportunity to dive deeper into who he is as an artist.

NFT art career highlights

Gummo Land - A collection of 50 NFT's - sold out

BARE USA - A collection of 100 NTS's -15+ Eth Vol

Speaker at NFT NYC 2023

Co-founder of the Black Box Gallery

Superchief/Time Magazines Foto Gallery NYC

SuperRare Artist

Worlds first NFT sale from mobile art van gallery

NorCal and Shill Episode 63



The Art

Zerox is a collection of images created through a photocopier. The collection started as a spin off from the Gummo Land collection, a sold out NFT collection of Polaroid images that celebrates the weird, awkward and strange. After creating Gummo Land I was left with a bunch of props, various masks and goggles etc... One of the props was an industrial photocopier. I soon found the other props had a second life when used with the photocopier creating a new collection of the weird awkward and strange. A collection significantly different from the first yet somewhat recognizable in the inexplicable feeling it elicit.

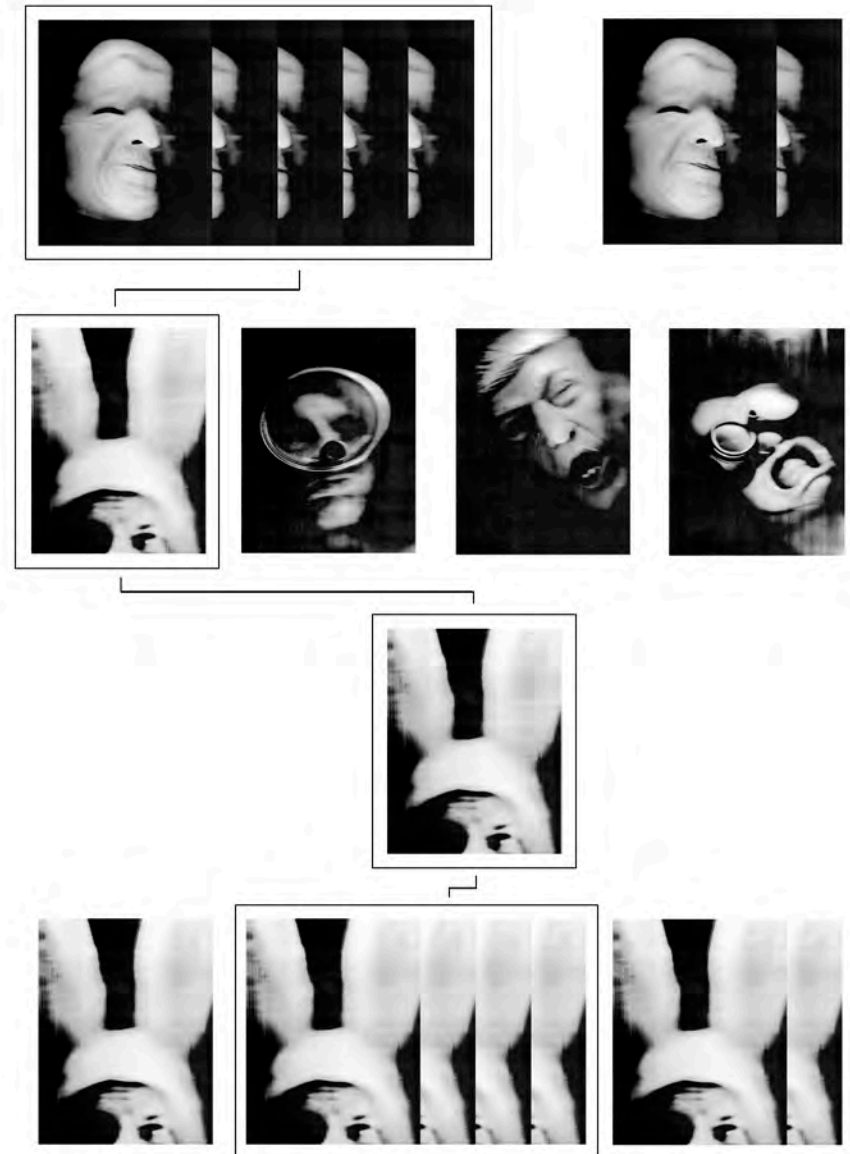
Zerox creates a unique, low quality output, which under normal circumstances, would be undesirable, but in this case is very much so. The low quality produced by the photocopier only add to desired look and feel of the art it self, it ads to the story, one might say the poor quality ads to the quality, like a pair of distressed jeans. This creates a unique situation in which the collector can print the work at home and expect to achieve the same genuine look and feel as they would find in a fine art gallery, but for a very low cost. The collector can choose to enjoy the art work in both digital and physical from without any further intervention from the artist.



The Mechanics

Collectors should have an opportunity to get involved as the technology allows for it, but they should not be overgamified, or made to jump through hoops in order not to miss out on anything or to maximize the value of their original purchase. The first step is to invite all past and current Brian Cattelle collectors to participate in the new project. All current and past Brian Cattelle NFT collectors can mint a free edition from any of the editions released. They can mint one NFT for each item they own, (not including this series), but they are restricted to only one per edition. This is a necessary safe guard so that a collector who owns 20 Brian Cattelle NFTs can not claim 20 NFTs from a single edition release. This number can be adjusted accordingly.

The collector who collects the most of an edition gets to choose the next image to be minted from a library of images in queue to be minted. At least 5 images will be in queue. The collector will also get a free mint of the new edition. In the event of a tie, two more collectors collecting the most editions, the tie will be broken by automated random selection code. Collectors are free to download their digital image and print it at home. They can choose to print off an image that includes the token ID or they also print off their token ID separate from the image to include with the image.



The Onboarding

The image will also be sold to Web 2 collectors as a downloadable file that can be printed at home or displayed digitally, but there will be no provenance attached to this, essentially monetizing right click save. If they want the provenance, typically a signature as they understand it, they will need to make the effort to purchase the NFT. This is an opportunity to introduce Web 2 collectors to NFTs and illustrate the purpose and value in them. Yes they get the same file the Web 3 collectors get with the same freedom to print. But they don't get the signature aka provenance, they don't have the opportunity to resell it, you don't get the opportunity to choose the next image to be released, and you don't get any freebies. This will be illustrated by a web page that has two columns with bullet points and check marks. We will be completely transparent with the web3 collectors about this and explain the mission behind it.

Benefits	Web 2	Web 3
Downloadable Image	✓	✓
Print for Personal Use	✓	✓
Digital Signature / Provenance	✓	X
Opportunity to Resell	✓	X
Participation in Collection Curation	✓	X
Opportunity to Earn Free Images	✓	X

The Significance

First and foremost the creation of art and new creative paths are the most significant. Demonstrating what can be produced with outdated and overlooked resources helps us all look a little deeper at the tools we have available to create and the stories we can tell with them.

Creating fine art that is truly accessible and affordable to all. The fact that the low quality adds to the overall quality allows for limitless possibilities in its distribution, creating an opportunity for direct sales from anywhere in the world for both physical and digital.

Introducing some of the benefits one would experience as an NFT art collector, affording an opportunity to turn skeptics into community members.

Giving collector's an opportunity to participate in the path of the project with out forcing participation for maximum value. This allows for a fun collecting experience with out the pressure.

