Swisscom TV opens first blockchain-based art gallery

Art comes to the TV with the Swiss app «NOOW»: limited works from selected artists available exclusively on Swisscom TV. A blockchain-based system in the background guarantees the ownership rights for buyers and payment for artists.

Screens are increasingly used for digital art in hotels, restaurants, offices and private spaces. Changing sequences or animations create a unique ambience – a moving form of art. Yet a lack of copy protection systems and distribution platforms means that these works are often used illegally. The young Swiss company dloop has changed this by launching a platform that allows art to be distributed and financed simultaneously. As of tomorrow, NOOW will be available as an app exclusively on Swisscom TV (UHD-ready TV-Box from Swisscom) and will include 100 works by 30 international artists – selected by curator Stefanie Marlene Wenger: «This is about more than creating a virtual gallery; the next step will be to include curated exhibitions on the platform and a close collaboration with galleries.» With over 300 channels, a huge selection of films, series and sports on demand, plus great apps, Swisscom TV offers its customers the best entertainment – now including digital art for the living room.

Blockchain enables limited edition digital artworks

The NOOW app enables viewers to select the pieces and purchase a certified copy. A conscious decision was taken to limit the number of works. «Swisscom TV is one of the first providers in the world to offer art on the TV screen. We are delighted to have Swisscom on board for this courageous project», says dloop CEO Tom Rieder. «NOOW is making digital art into a collector's object and creating a value for it.» Digitisation has enabled digital art to be copied without any reduction in quality, essentially eroding the value of an original. With NOOW, however, the owner receives a

certificate of authenticity and knows how many copies of a work exist. Basel artist Jonas Baumann also sees the benefit of expanding distribution channels: «NOOW helps me to bring art to the screen. It also offers new creative opportunities to experiment with animated images and offer them to a wider audience.»

Swisscom innovation programme leads to spin-off

The company behind NOOW is dloop Ltd. The start-up was created as a spin-off from Swisscom's internal innovation programme «Kickbox», in which employees can contribute their own business ideas. NOOW uses ERC 721 smart contracts, which are based on the ethereum blockchain technology, to certify its works of art. The digital certificates of authenticity can be transferred easily by buyers and artists to new users.

Want to experience NOOW live?

You are warmly invited to this evening's preview, from 5.30 pm in the Galerie Kate Vass, Feldeggstrasse 88 in Zurich. Jonas Baumann (artist), Marlene Wenger (curator) und Tom Rieder (CEO dloop) will be available to answer questions.

Register at vernissagenoow.eventbrite.com

Berne, 22 May 2019