

Focus

Museums in the era of Web3

Exploring new ways of collaboration and interaction with audiences

National Museum Zurich

06.09.2023

Use Case 1

**Fundraising with NFT in the Metamuseum:
first experiences with a pilot project**

Thomas Soraperra

Commercial Director of Kunstmuseum Bern and Zentrum Paul Klee

At the beginning there is an analogue problem...



...which needs to be solved



Project “Zukunft Kunstmuseum Bern”

Reasons for the renovation

The expansion from 1984 is in urgent need of renovation. Otherwise it might have to be closed. Efficient and resource-friendly operation mean that the renovated building complex and new replacement building will offer more space for culture while still keeping operating costs stable. Unless its infrastructure is improved, the Kunstmuseum Bern will no longer be competitive.

Participation – with and for the people of Bern

The Kunstmuseum Bern is shaping its future in close dialogue with the people of Bern. The Museum issued an invitation to participate in an open dialogue on the topic. It also talked to the people of Bern and visitors at public panel events, workshops, in surveys conducted during the “A Night at the Museum” event, and online to establish which needs the museum building of the future needs to meet. At the same time, some 50 workshops were conducted with the associated foundations, support associations, political representatives, businesses, the neighbouring police force as well as special-interest associations to provide information about the goals and opportunities of the Kunstmuseum of the future.

What the new museum offers

Brightly lit exhibition rooms, a redesigned entrance and foyer zone, a modern events room, an opening toward Hodlerstrasse and the hillside on the Aare as well as digital and analogue art education: the museum of the future will facilitate new culture and art experiences for a broader, more diverse public. The focus will be on meeting visitors’ needs.

Sustainable and environmentally friendly

Renovation, conversion, new building and operation all meet climate protection and energy efficiency criteria. The new Kunstmuseum is a “sustainable Museum” and embraces sustainability in another sense (economic, ecological, social): by optimising its costs over the course of the building’s lifecycle and making a positive contribution to the region’s economy.

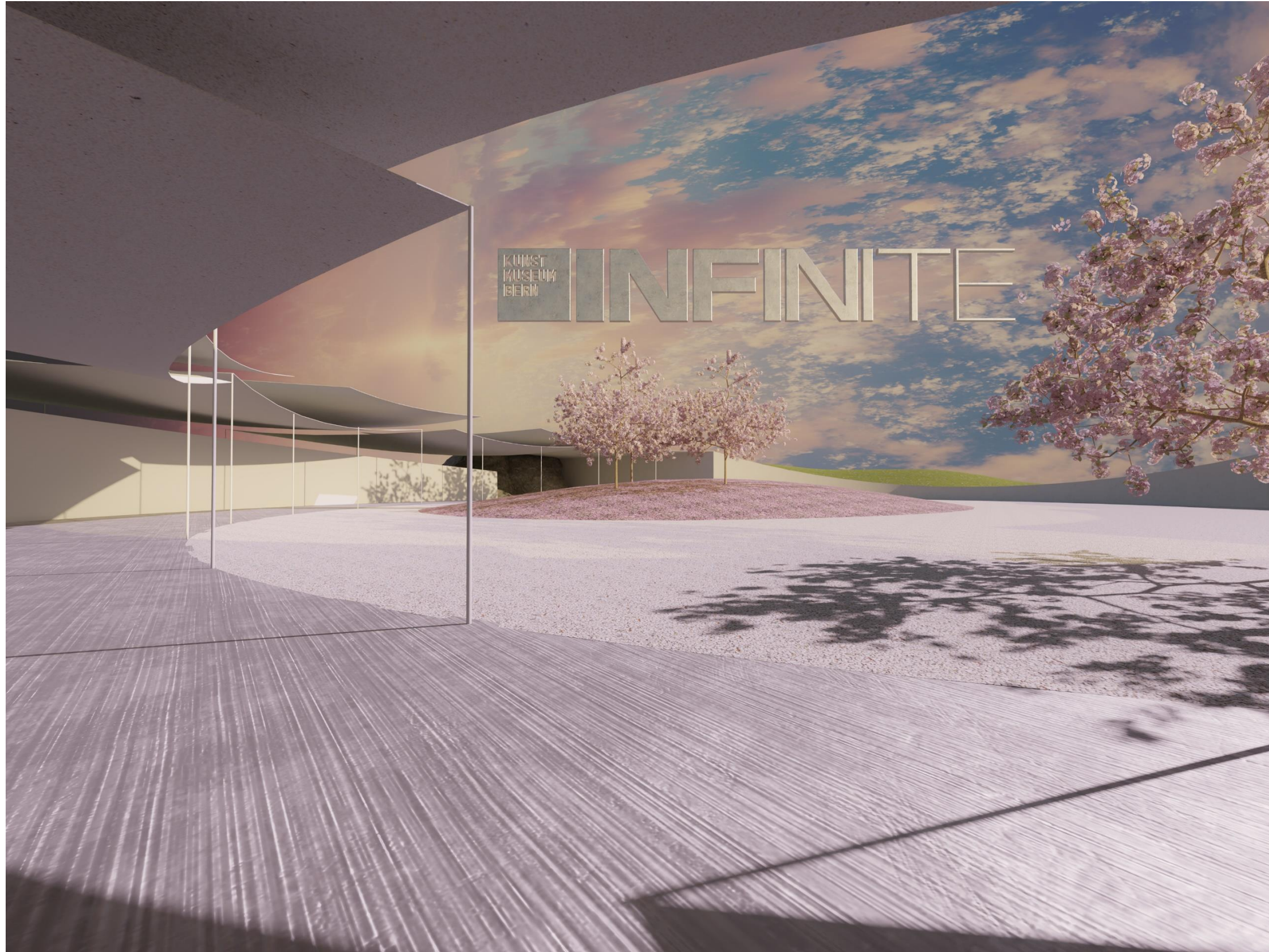
Financed through a collaborative effort

The renovation project is a joint effort. It was developed in collaboration with partners and is now intended to be financed jointly by the public sector, private sponsors, and businesses. Everyone will benefit from a renovated Kunstmuseum with greater flair. In a first, innovative step, the fundraising project [Kunstmuseum Bern INFINITE](#) was launched in May 2023.



- Innovative fundraising project
- INFINITE is helping to finance the new building project «Zukunft Kunstmuseum Bern» with the support of furrerhugi and Tokengate
- Purchasable NFTs
- Selected artists create digital artworks from our collection
- A step towards the future of Kunstmuseum Bern, which will make new artistic experiences, encounters and education possible on site and in virtual space.

KUNST MUSEUM BERN INFINITE



We had private sponsors

to develop a new fundraising project (MVP)

to learn more about the possibilities of blockchain technology

to make first experiences with the metaverse

FUNDRAISING WITH NFTS

Our Idea

Novel approach to Fundraising through NFT

Original new artwork, purchasable NFTs

- Unique and tradable assets: The blockchain technology enables the certification of digital artworks

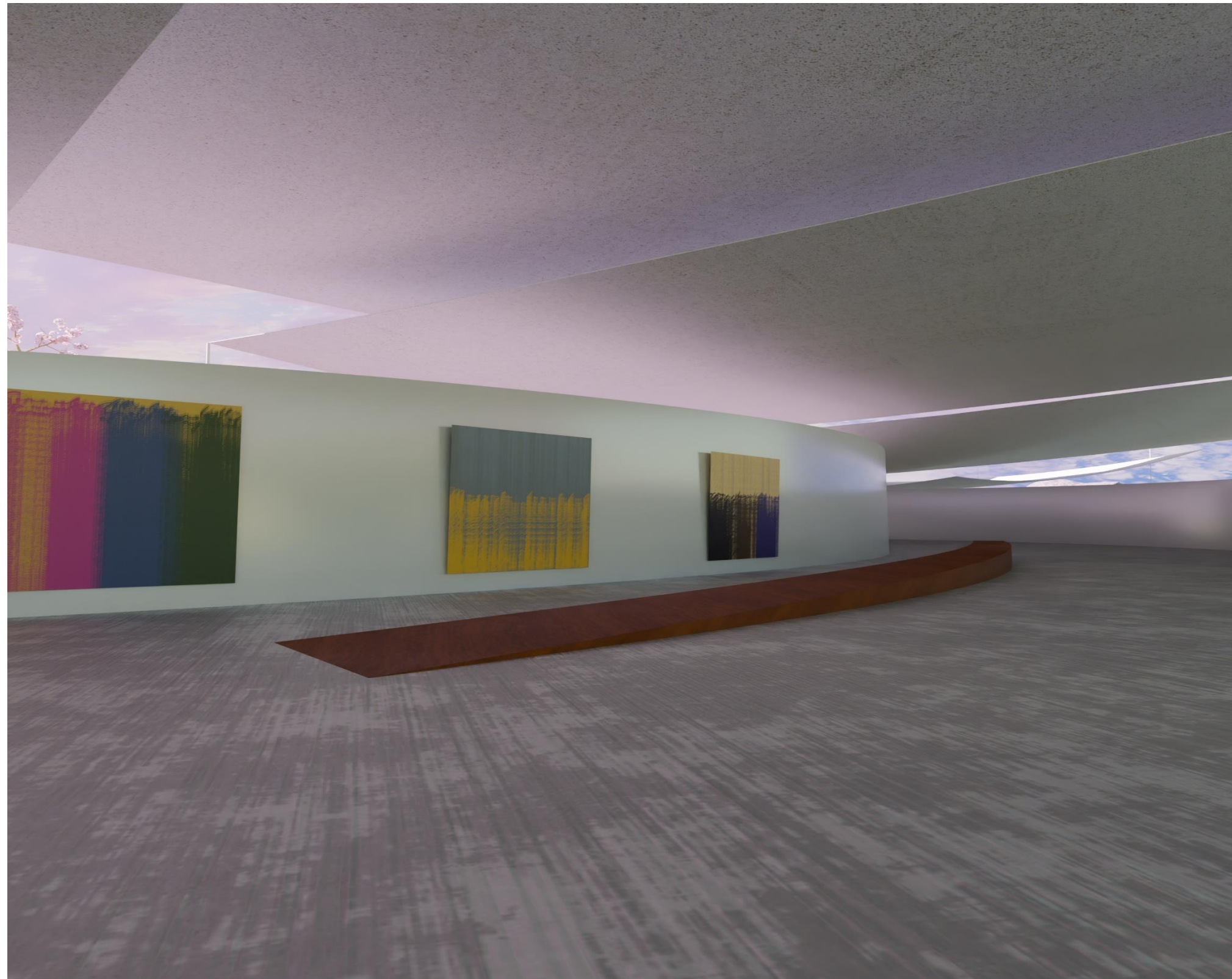
Sponsors are supporting the Kunstmuseum Bern

- Sponsors want to co-create not just to donate money for a project
- Sponsors are interested in the metaverse and want to support Kunstmuseum Bern into virtual space

Shared revenue

- The proceeds from the sales go to the participating artists and the planned building project «Zukunft Kunstmuseum Bern».

EXPERIENCE & EXPLORE ARTWORKS IN VIRTUAL SPACE



Curatorial concept

- The Kunstmuseum Bern is dedicating homages to artworks from its collection
- Selected artists create digital artworks as NFTs
- the first homage was dedicated to the Emmental-born painter and art theorist Johannes Itten
- in future, additional works from our collection are to be digitally interpreted and presented



Johannes Itten
(11.11.1888 – 25.03.1967)
Horizontal-Vertical, 1915
Oil on canvas
73.7 x 55 cm

Johannes Itten's painting, constructed from abstract bars, was particularly well suited to being appropriated by Sasha Stiles, since it follows apparently logical compositional rules that were easily translatable into algorithms. Also the twelve-tone music of which Itten was such a fan is systematically readable.

Nina Zimmer

Director Kunstmuseum Bern Zentrum Paul Klee



Sasha Stiles

is an American poet and artist.

She is a pioneer in generative literature and blockchain poetry and has exhibited and given lectures in numerous countries.

She is the co-founder of *verseverse*, which is a platform for text-based, crypto-native art and has a mission of building the future of literature on the blockchain.

In 2022, she became the first writer to bring AI-powered literature to a major auction house when her poem, “COMPLETION: When it’s just you,” sold at Christie’s. She recently collaborated in projects with *artblocks*, *artcrush* and *playrecordmint* among many others.

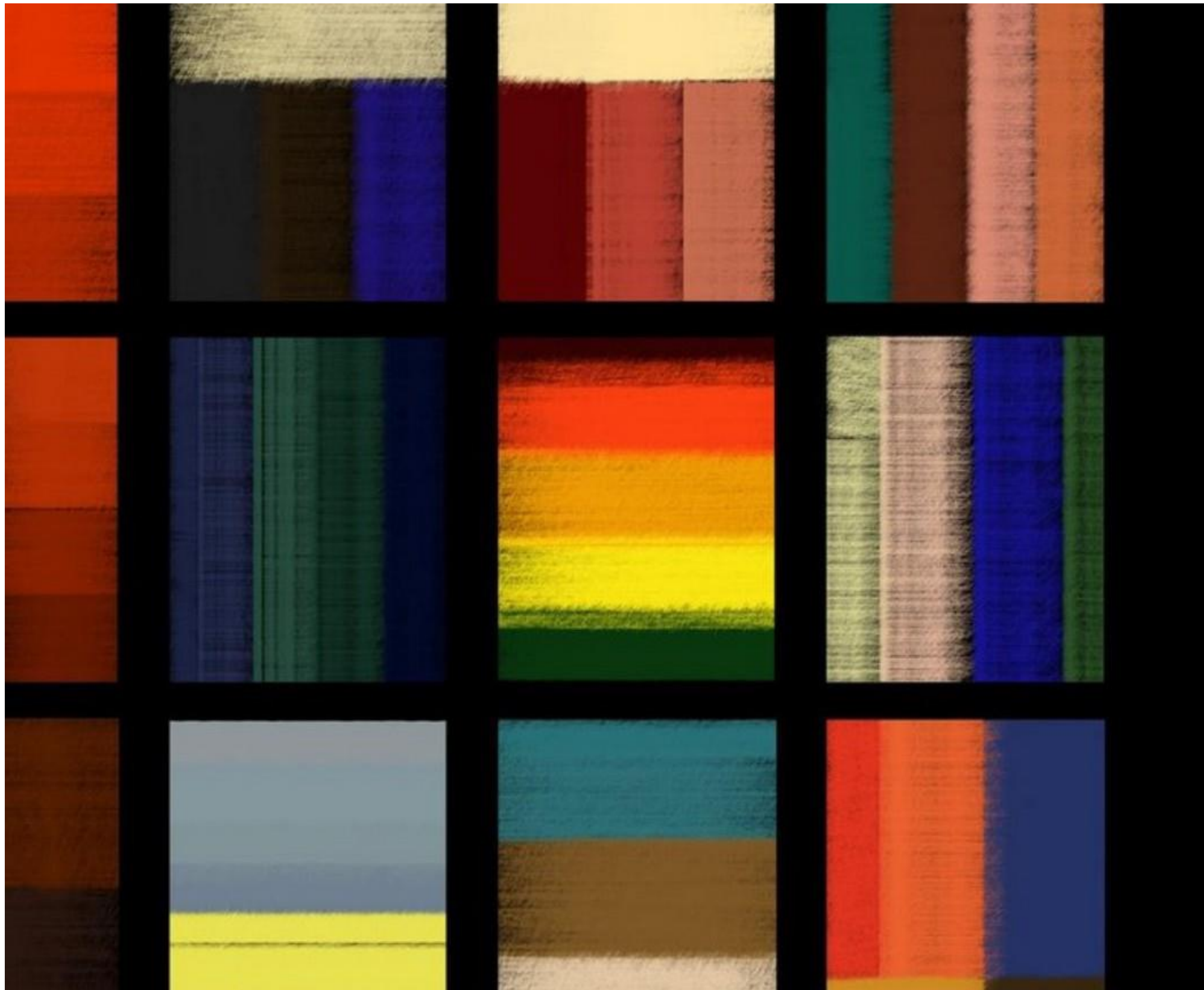


A EYE.
After Johannes Itten

By Sasha Stiles

On site Installation
within the exhibition
spaces

Virtual space within
the platform spatial



NFT Collector Set - A EYE- An Ekphrastic Poe...

An ekphrastic AI poem cycle in 12 parts, inspired by the color theories of Bauhaus artist Johannes Itten as well as the 2022 arrival of an intelligent machine system that can see “millions of colors.” Generative AI-powered text written by poet and artist Sasha Stiles.

by Sasha Stiles

[View](#)

Sasha Stiles

A EYE: After Johannes I...
USD 240.00

Sasha Stiles

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A EYE: After Johannes I...
USD 240.00

A EYE

The 12-piece series called "A EYE," explores Itten's theory of color and its significance for human emotions. Stiles also incorporates algorithmically generated verses, composed by a GPT-3 text generator and based on Itten's book "The Art of Color."

The color combinations from Itten's painting "Horizontal-Vertical" serve as a reference for the color scheme in Stiles' works, which are composed of continuously densifying text. The electronically compressed voice of the artist reciting the poem forms the third layer of the work.

The title "A EYE" is inspired by a neural network called A-EYE, which can recognize millions of colors through artificial intelligence. The 12-part structure of the series is based on Itten's 12-part color circle.

OUR ACTIONS

- We built a virtual space in spatial
- Developed a curatorial concept for commissions to NFT artists
- Founded the association «Virtual Art Circle»
- Launched the website kunstmuseumbern-infinite.ch
- Created special social media channels
- Sent out media releases about the project, drop and success
- Implemented mediation events on site, hybrid and digital



OUR EVENTS

LAUNCH

Kunstmuseum Bern INFINITE

23th May 2023

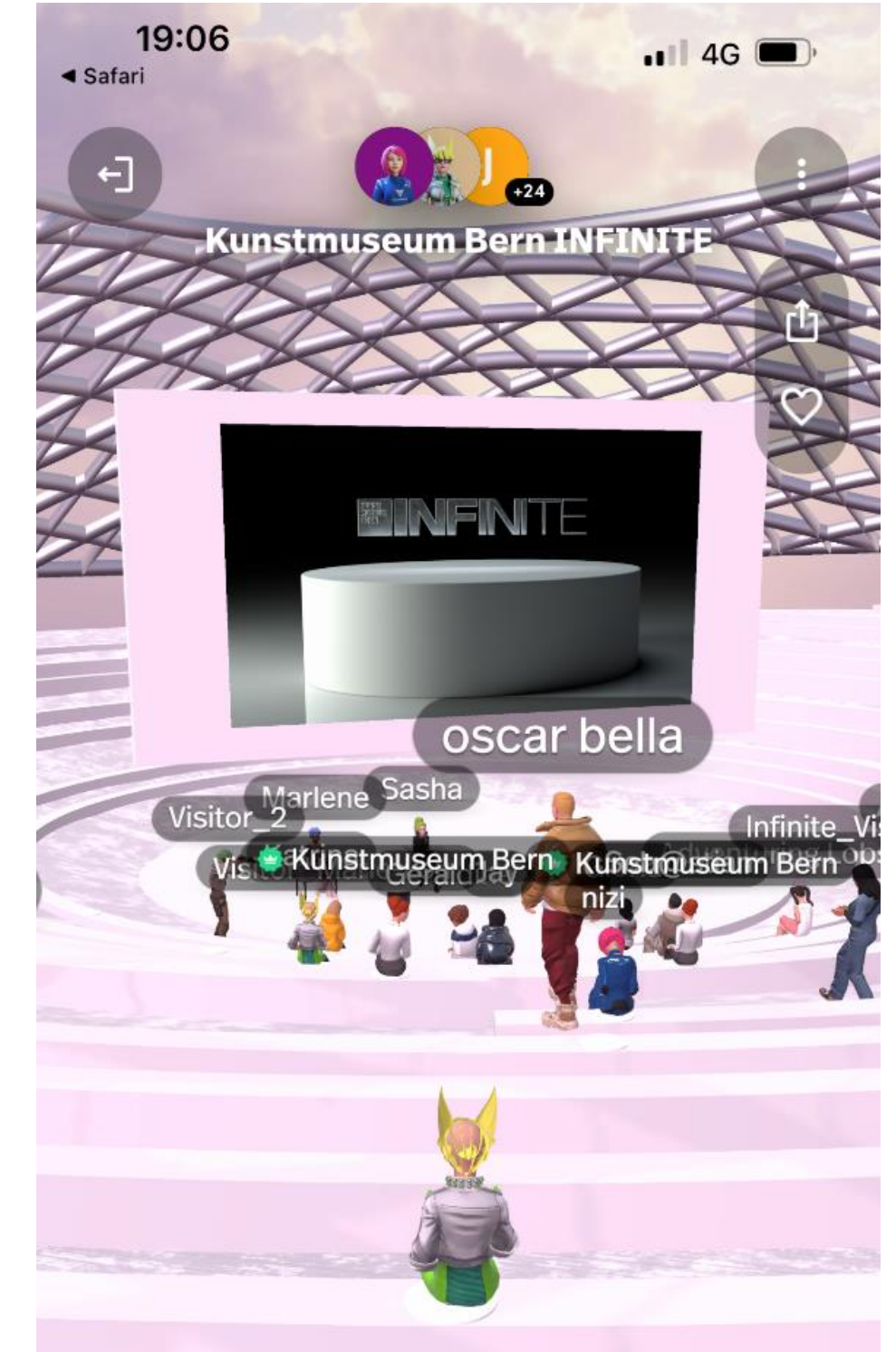
virtual in spatial and on site

DROP

Start of the first NFT online sale of
the Kunstmuseum Bern

20th June 2023

virtual



OUR EVENTS

ART AT LUNCH

Etienne Wismer discusses the artwork *Horizontal-Vertical* by Johannes Itten and presents the currently in virtual space exhibited homage by the artist Sasha Stiles.

5th July 2023

on site

ARTIST TALK

with Sasha Stiles, poet and AI researcher in conversation with Luba Elliott, curator specialising in AI art

25th July 2023

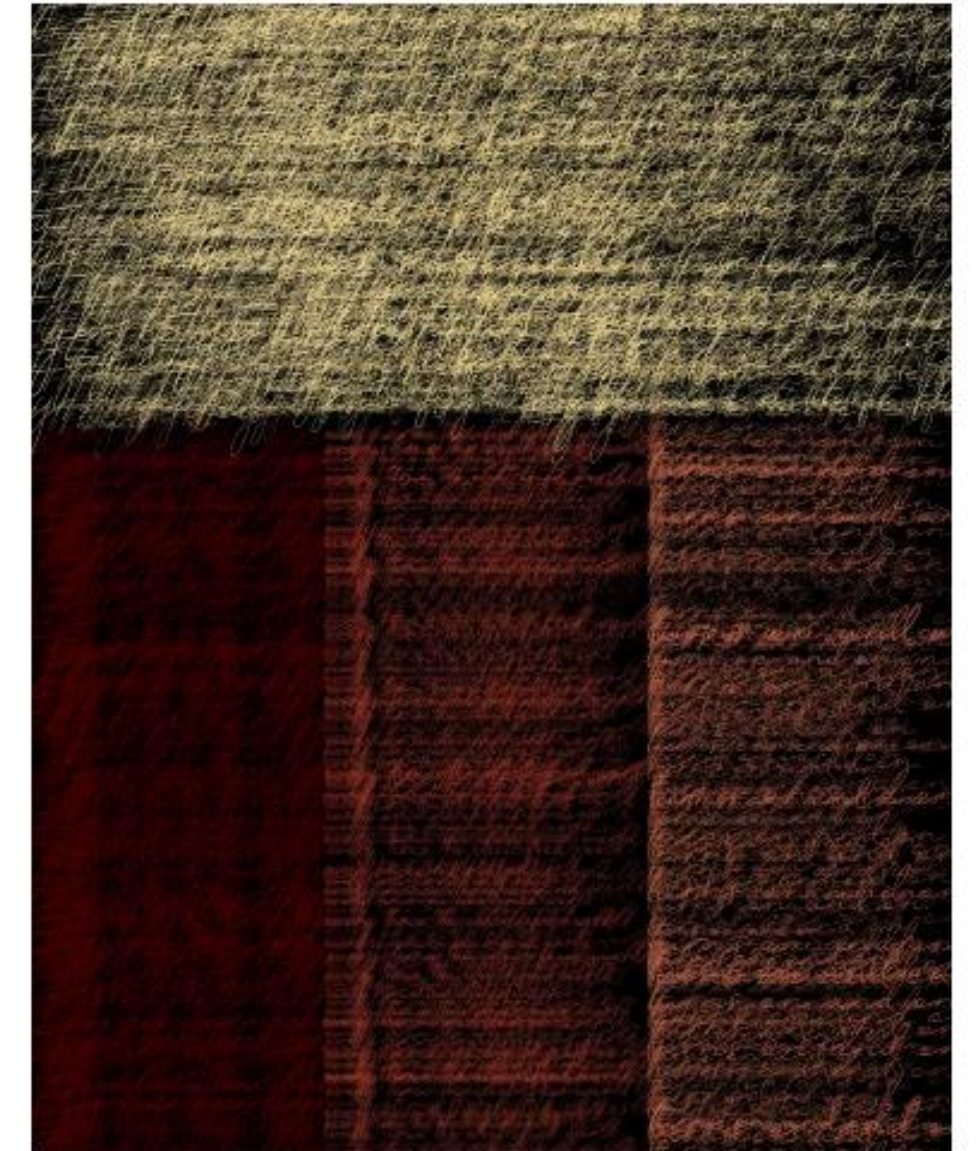
virtual



OUR SALES

- Edition total: 144 NFT * thereof 10 Collectors Packages à 12 NFT = 120 NFT * 24 single NFT
- Sale NFT (as of 7/1/2023): 10 Collectors Packages à 2400 USD, 6 NFT single à 240 USD

Ending 31 May 2024, 02:00 CEST



1 available

1 of 2 sold



1 NFT



Total price

USD 240.00

OUR WINS

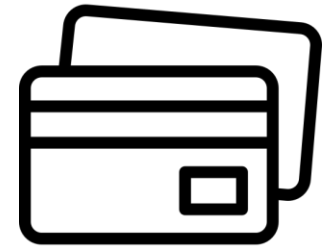
- Positive feedback on innovative spirit at the launch event of the project; well attended (approx. 100 people)
- Approx. 1200 visitors on the website
- Collector Packages sold well
- Artist has benefited from the collaboration
- Interest in project from the museum world
- Many learnings/experiences gained:
 - How to set up a virtual space and combine it with an on-site installation
 - Better insight into blockchain technology
 - First insights how the NFT Market is functioning



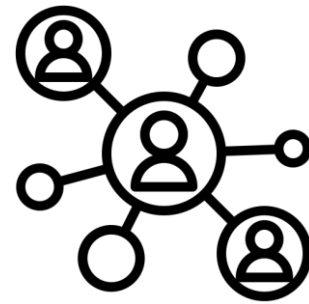
OUR POTENTIAL

- NFTs / cryptocurrencies have partly a rather negative connotation
- For museums its not easy to reach the NFT-community in social media:
twitter: 47 followers (organic); instagram: 144 followers (incl. paid post measures)
- the NFT-Market is down at the moment;
selling the MVP only succeeded by lowering the price
- Business model in the presented form has not proven itself:
It has become clear that patrons are still needed to operate the project as planned and to generate corresponding income for the “Zukunft Kunstmuseum Bern” project.
- Staffing and resources:
To establish such a project the resources and staffing have to be planned for a longer period

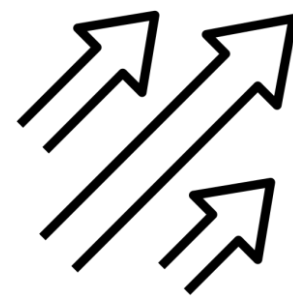
OPEN QUESTIONS



Money flow
to convert
cryptocurrency in
CHF



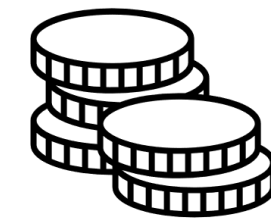
How to reach
specific NFT
communities in
social media ?



Competition with
classic
fundraising:
Coordination in
approach of
potential sponsors
imperative



Business plan
needs to be
rethought based
on experience
with MVP:
parts of patronage
for the project
come as a
donation to the
KMB.

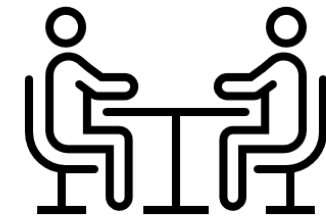


Cost and
resources have
to be planned on
longer term

NEXT STEPS



Evaluation of the
pilot project



Discussion with
our sponsors and
board how to
continue with the
project

Thank you for your attention.



Developed in cooperation with furrerhugi and Tokengate

The project is supported by the Cultural Foundation of the Bern Building Insurance. The GVB Cultural Foundation supports projects in the areas of culture, education, society and science that are closely related to the Canton of Berne – and have an innovative character.