Exploring the Decentralised Web – Friends of HEK DAO and other experiments

Sabine Himmelsbach, Director HEK (House of Electronic Arts), Basel

Symposium: Museums in the era of Web 3.0. Exploring new ways of collaboration and interaction with audiences,
National Museum, Zurich, 6. September 2023

HEK Connect –

cultural participation in the age of a decentralised Internet

- establishing the exhibition platform virtual.hek.ch

- starting an HEK NFT.editions program

- offer educational activities for blockchain technology and Web3

- establishing a digital circle of friend in the form of a DAO

III. Proposed Audience
     Segements

B. The Doomer Tech Artist

Age: 20—35
Estimated Market Size*: 150.000

* Calculated from Followers of
  Key Social Media Accounts

III. Proposed Audience
     Segements

D. The Anti-Art Artists

Age: 28—38
Estimated Market Size*: 150.000

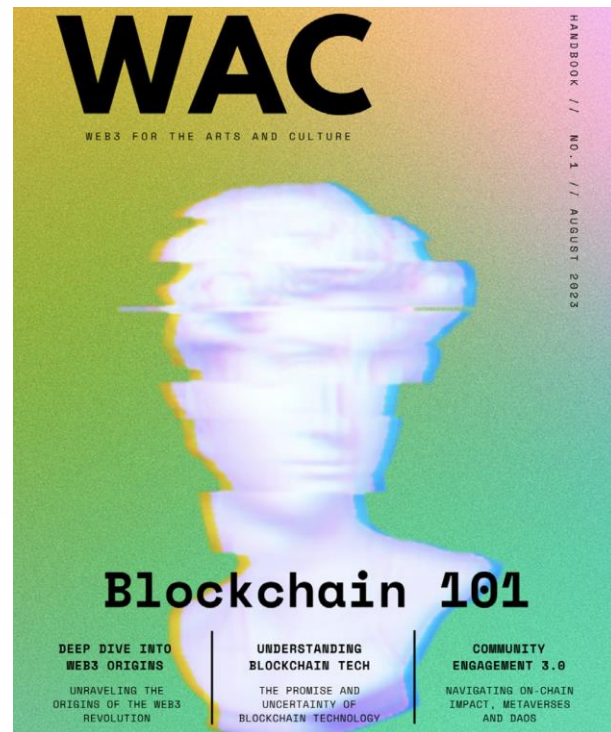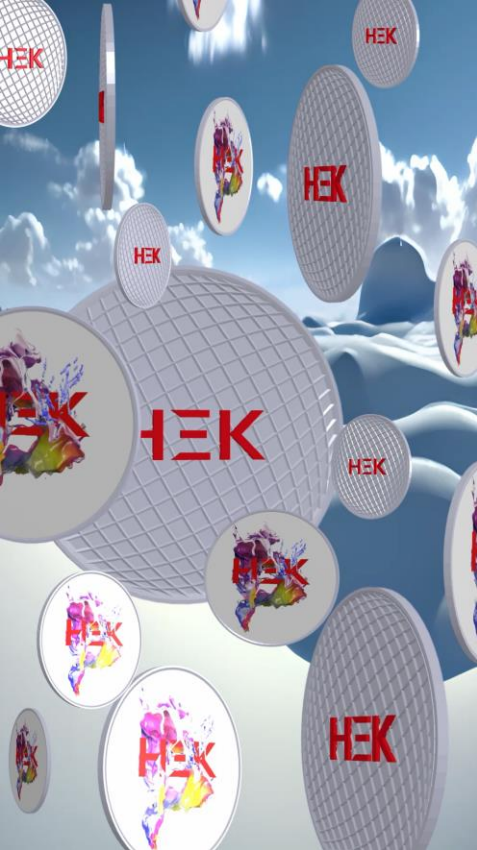* Calculated from Followers of
  Key Social Media Accounts

Preparatory workshops with Black Swan DAO

3

WAC FELLOWSHIP – Web3 for Arts & Culture

Facilitated by Tezos and We are Museums, 2023

- ❖ Introduction to Blockchain Technology (Week 1)
- ❖ The Art World Meets the Blockchain (Week 2)
- ❖ Let's Explore NFT and Its Different Utilities (Week 3)
- ❖ Blockchain and Its Applications in the Art World Part. 1(Week 4)
- ❖ Blockchain and Its Applications in the Art World Part. 2 (Week 5) W
- ❖ Identity and Security (Week 6)
- ❖ Legal Implications of Blockchain in the Art World (Week 7)
- ❖ On-Chain Governance and Future Social Models (Week 8) W
- ❖ Social and Environmental Impact of Blockchain (Week 9)
- ❖ At The Intersection of Video Game and Blockchain (Week 10) W
- ❖ Web3 Comms & Community (Week 11)
- ❖ Blockchain DIY / Project Scoping (Week 12)

WAC

WEB3 FOR THE ARTS AND CULTURE

HANDBOOK // NO.1 // AUGUST 2023

Blockchain 101

| DEEP DIVE INTO WEB3 ORIGINS | UNDERSTANDING BLOCKCHAIN TECH | COMMUNITY ENGAGEMENT 3.0 |
| UNRAVELING THE ORIGINS OF THE WEB3 REVOLUTION | THE PROMISE AND UNCERTAINTY OF BLOCKCHAIN TECHNOLOGY | NAVIGATING ON-CHAIN IMPACT, METAVERSES AND DAOS |

Hypha collaborates with communities to build better relationships with technology.

What we do

We propagate community-led stewardship, grow technical capacities, and deliver concepts and products.

Our expertise spans ideation to infrastructure.

- Decentralized web projects
- Capacity development
- Governance guidance

We build decentralized web protocols (see our Distributed Press initiative) and contribute to distributed ledger and blockchain-based projects. Hypha believes peer-to-peer technologies will transform traditional digital collaboration.

Friends of HEK – collaboration with Hypha
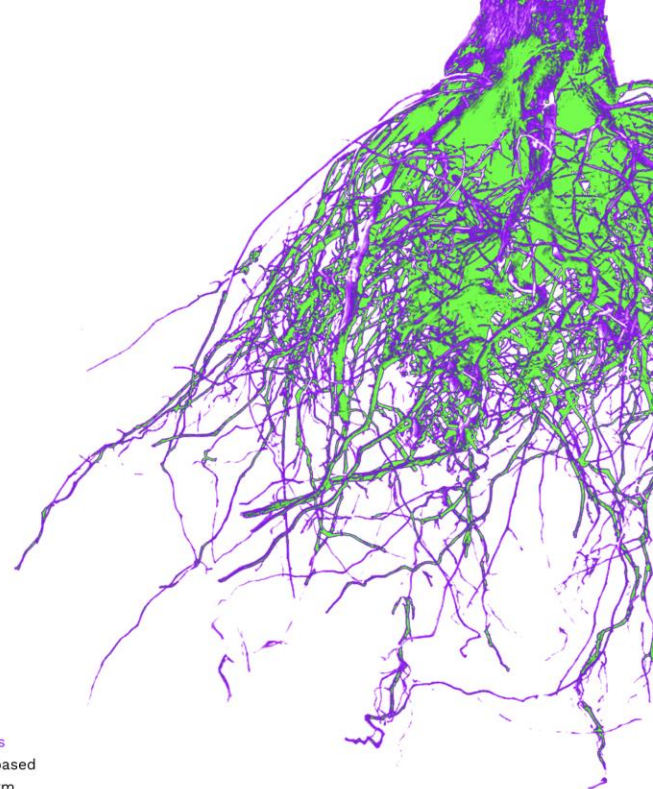
FRIENDS OF HEK

Tokenized membership and an extended circle of friends

learn more

• governance • exclusive discord access • artist talks • curate online exhibitions • comm
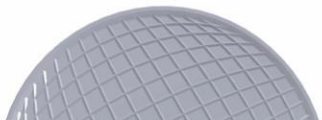
what

what

Experimentation is at the heart of contemporary cultural institutions and museums like HEK (House of Electronic Arts). *Friends of HEK* represents a new era of inclusivity, where art enthusiasts, technologists, and creatives from around the globe come together to shape the future of media art. As a member of *Friends of HEK*, by owning a membership token, you will have the opportunity to actively participate in the decision-making process of our institution. Your voice matters!

The HEK token and *Friends of HEK* has been established within the context of the project «HEK Connect – cultural participation in the age of a decentralized Internet». This was made possible with the support of the Federal Office of Culture and the departments of Culture Basel-Stadt and Basel-Landschaft within the framework of the program «Transformation Projects» of the Swiss Covid Financial aid.

benefits

Experimentation

Friends of HEK is one big experiment! This project re-imagines the usual hierarchies of an art institution by utilizing community governance methodology. We see this as an exciting chance to get involved, have your voice heard and contribute to HEK's

Friends of HEK - Onboarding: two options, one community

KryptoBrunch – educational activities around blockchain technology and Web3

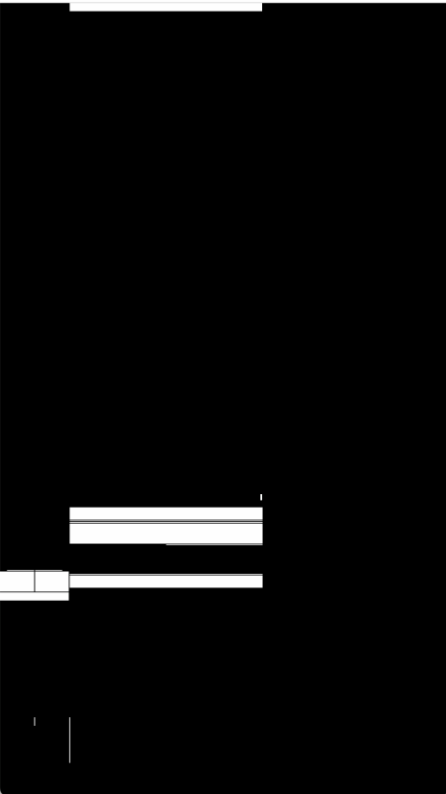Friends of HEK community: Discord as exchange platform

Voices from Friends of HEK members

Armin Blasbichler: "Having participated in some mission-driven DAOs across different fields, I've discovered that having a voice in such organizations imparts a unique quality - a vested interest that transcends mere economic considerations and idealistic principles. Instead it fosters a sense of shared stewardship. I'm excited to witness HEK expand this potential into the cultural sphere."

Linda Loh: „I joined Friends of HEK because it felt like a way to keep in touch with a progressive community at the forefront of current developments. Being currently based in Australia I won't be a regular in-person visitor to HEK, but it's a novelty being connected despite being on the other side of the world. As an artist, the potential to participate in exhibitions was a factor, and I like the idea of hearing about online events and exhibitions that I might not otherwise notice."

Clara Peh: "It is still to early to comment on whether this will be a successful approach to more democratised decision-making and community engagement, but I appreciate the initiative. At the very least, setting up a DAO demonstrates that the institution is interested in enabling its community to have a stake in some of its decisions, opening up possibilities beyond its walls."

Anne Schwanz: "This version of access offers a way to belong, to participate in the togetherness, and be more active and directly engaged, even remotely. Technologiy in itself is not the solution for change, but with the integration and examples of use into organizations, it can help to understand and actively shape them."

virtual.hek.ch – digital exhibition space with the potential of social interaction

HEK.editions on objkt.com – Ursula Endlicher and Leander Herzog & Milian Mori

HEK.editions on objkt.com – First NFT edition by Ursula Endlicher via the Tezos Blockchain

HEK.editions on objkt.com – Leander Herzog & Milian Mori, *DOM1*, 2023

HEK NFT Shop – Based on Tezos, but soon compatible with different blockchains

Exhibition „Collaborative Worldbuilding – Art in the Metaverse"

Exhibition „Exploring the Decentralised Web – Art on the Blockchain"

hek.ch

Haus der elektronischen Künste Basel

Friends of HEK

Discord

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