



FRIENDS OF HEK

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
House of Electronic Arts

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

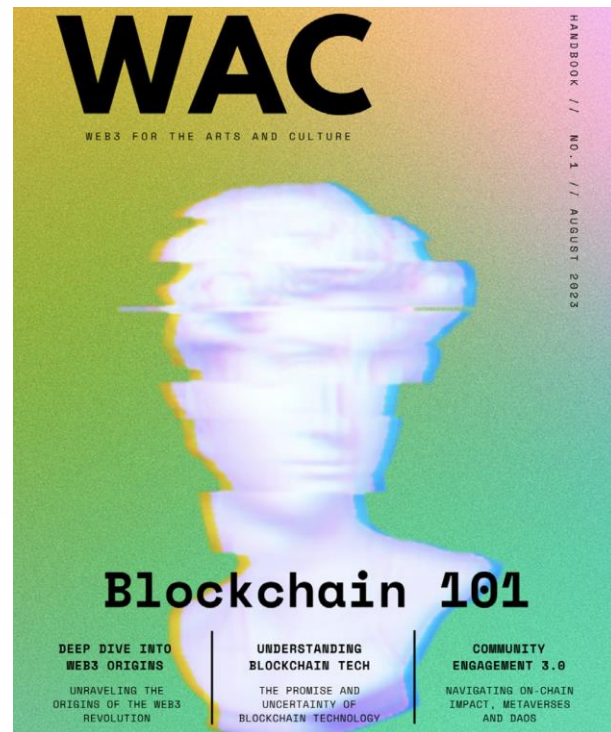


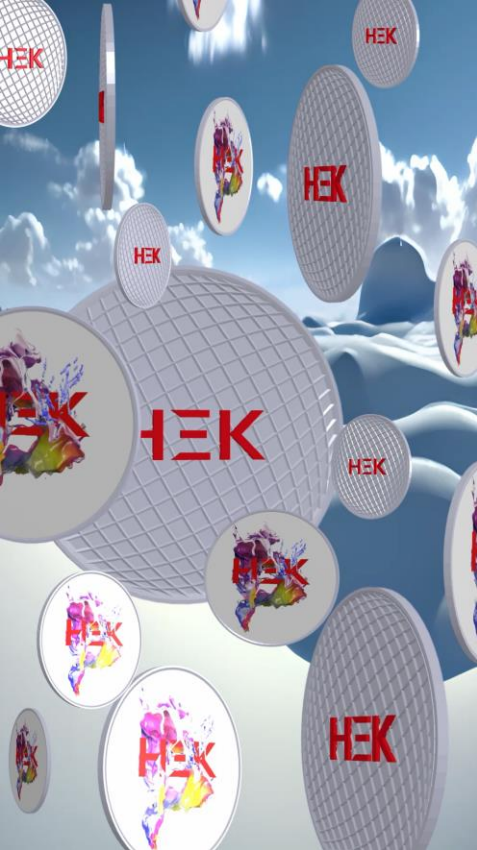
Preparatory workshops with Black Swan DAO

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)





Hypha collaborates with communities to build better relationships with technology.

What we do

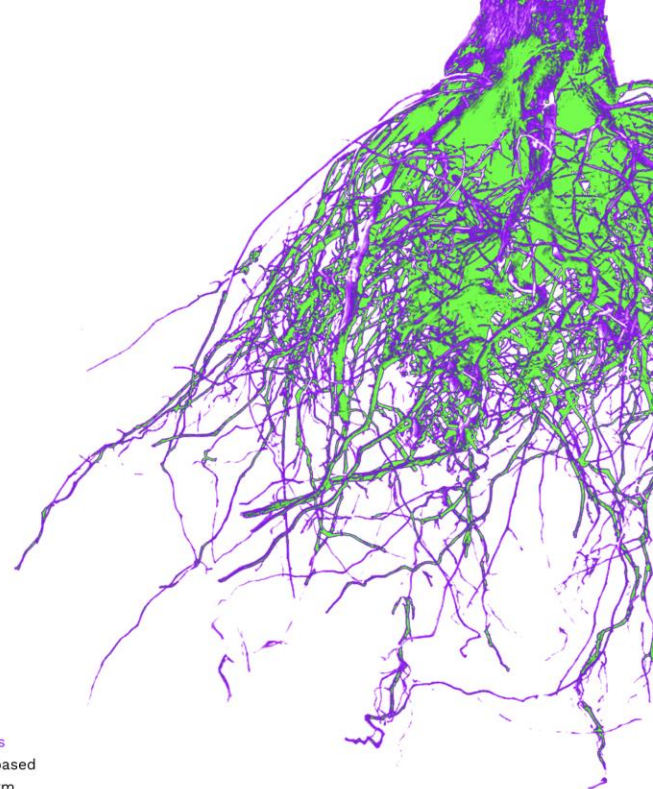
We propagate community-led stewardship, grow technical capacities, and deliver concepts and products.

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.



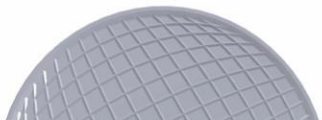
FRIENDS OF HEK

Tokenized membership and an extended circle of friends



community governance • exclusive discord access • artist talks • curate online exhibitions • community

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


Willkommen bei #welcome-at-hek:

Das ist der Beginn des Kanals #welcome-at-hek. **World of HEK** is the Discord Server of HEK (House of Electronic Arts) and home to the extended circle of friends **Friends of HEK**. To get access to **Friends of HEK** you will need the HEK token which is available on <https://friends.hek.ch/>


Kanal bearbeiten

13. Oktober 2022


 **HEK Bot** ✓ BOT 13.10.2022 17:21

Welcome to the Discord server of HEK (House of Electronic Arts). To join, please read the Code of Conduct below, then click on  and you will be granted access to our channel!

This server is also home to the **Friends of HEK** decentralized community. To get access to this extended circle of friends, you'll need the HEK token. Get it here: <https://friends.hek.ch/#/en> (Bearbeitet)

 63

27. Juli 2023

 **HEK (House of Electronic Arts)** 27.07.2023 09:10

Code of Conduct

This code of conduct aims to establish a respectful and inclusive environment for all Friends of HEK members:

Respectful Communication:

- Treat all community members with respect, kindness, and empathy.
- Avoid offensive language, personal attacks, harassment, or discrimination based on race, gender, religion, sexual orientation, or any other protected characteristics.
- Foster an inclusive environment where everyone's ideas and opinions are valued.

Collaboration and Cooperation:

- Encourage collaboration and the sharing of knowledge, ideas, and experiences.

Left sidebar (channel list):

- collabland-config
- PUBLIC
 - # welcome-at-hek**
 - verify-your-assets
 - general
- FRIENDS OF HEK ADMINISTRATI...
 - read-first
 - introductions
 - role-selection
 - feedback-and-requests
- FRIENDS OF HEK EVENTS
 - news-feed
 - events
 - events voice
- FRIENDS OF HEK SOCIAL
 - ephemeral
 - arts
 - web3

Right sidebar (user list):

BOT — 3

- Collab.Land ✓ BOT
- EazyAutodelete ✓ BOT
Schaut /help | EazyAutodelet...
- HEK Bot ✓ BOT
Spielt /imagine

ONLINE — 19

- amandaemetzger
- andia
- Assemblies Secretary...
- AyKim
- calsbot
- celadoor
- dTNG Heuristics
- Jen
- lennyjpg
- LLSky
Wondering when...
- micel-hek
- Midi Noiz

Friends of HEK community: Discord as exchange platform

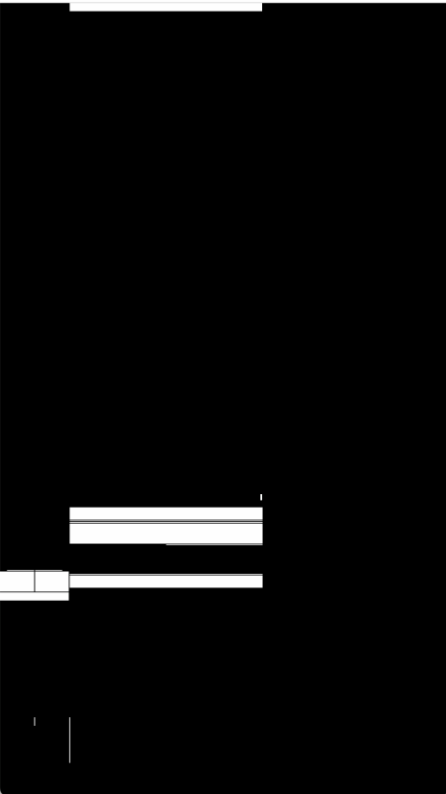
Voices from Friends of HEK members

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 too early to comment on whether this will be a successful approach to more democratized 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. Technology 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.“



HEK CH Welcome to HEK NFT Editions

HEK.edition #2
DOM1
Leander Herzog (Visuals) and Milian Mori (Audio)
0 / 256 editions available
61.03 CHF / 100 tez

CONNECT WALLET


Instructions

- 1. Connect your wallet**
Click the "connect wallet" button on this page or in the nav bar to connect a Tezos-compatible wallet.
Don't have a wallet yet? Use the "Kukai" option over the different options to create a wallet using a social account and connect directly to the website.
- 2. Mint your NFT**
You can only mint with tez (XTZ) on this page. Once the payment is processed, your NFT will be minted on the Tezos blockchain. This usually takes a few minutes. Once the NFT is minted, you can view and manage it on foxhash.
- 3. You want to pay using a credit card ?**
Credit card payments can be made directly on the platform's foxhash page.

objkt.com

TEZOS_ARTIST_ID

Live Explore Sync



Details Actions Owners ...

HEK.edition #1 by Ursula...

olea{}

HEK.editions #1: Ursula Endlicher, Custom HTML Plant Tags, 2022

As an art center and museum for media art in Basel, Switzerland, HEK (House of Electronic Arts) offers editions on the Tezos Blockchain to accompany its exhibitions, events and as autonomous art projects. The HEK.editions are published on the art NFT platform objkt.com and are extensions of current artworks, independent creations or special projects by internationally renowned media artists. Custom HTML Plant Tags by Ursula Endlicher
Input Field reversal #2 and Custom HTML Plant Tags by Ursula Endlicher

objkt.com



legume{

Details

Actions

HEK CH Welcome to HEK NFT Editions



NFT.EDITIONS

{ "name": "DOM1", "description": "



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



HEK (Haus der Elektronischen Künste)

hek.tez

Art center and museum for media art in Basel, Switzerland.

2 Following



Unfollow

Activity Created Collections Owned History



Title, Artist, Token ID

Newest



HEK.edition #1 by Ursula En... 35 x	HEK.edition #1 by Ursula En... 35 x	HEK.edition #1 by Ursula En... 35 x	HEK.edition #1 by Ursula En... 35 x
olea{} ursenal.tez, HEK (Haus der Elektronischen K...	legume{} HEK (Haus der Elektronischen Künste), ursen...	cupule{} HEK (Haus der Elektronischen Künste), ursen...	betula{} ursenal.tez, HEK (Haus der Elektronischen K...
Price 100.00 ₮ Offer -	Price 100.00 ₮ Offer -	Price 100.00 ₮ Offer -	Price 100.00 ₮ Offer -

1

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

Tokens Auctions Collections Users Previously Featured Wander



fxhash **DOM1**

Total Vol 1.84K ₮ 24h Vol 0 ₮ Tokens 256 Owners 175 Listed 24 Floor 99.9 ₮

HEK (Haus der Elektronischen Künste) Leander Herzog tz1N5...H8i9w



Title, Artist, Token ID

Newest



gallery fxhash DOM1

Tokens: 256

fx(params) 1 x	fx(params) 1 x	fx(params) 1 x	fx(params) 1 x	fx(params) 1 x	fx(params) 1 x	fx(params) 1 x
DOM1 #256 tz1N5...H8i9w, HEK (Haus der Ele...	DOM1 #255 tz1N5...H8i9w, HEK (Haus der Ele...	DOM1 #254 tz1N5...H8i9w, HEK (Haus der Ele...	DOM1 #253 tz1N5...H8i9w, HEK (Haus der Ele...	DOM1 #252 tz1N5...H8i9w, HEK (Haus der Ele...	DOM1 #251 tz1N5...H8i9w, HEK (Haus der Ele...	DOM1 #250 tz1N5...H8i9w, HEK (Haus der Ele...
Price Offer	Price Offer	Price Offer	Price Offer	Price Offer 200.00 ₮	Price Offer	Price Offer

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



NFT.EDITIONS

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



Friends of HEK



Discord

sabine.himmelsbach@hek.ch

[instagram.com/hek_basel](https://www.instagram.com/hek_basel)

[facebook.com/hekbasel](https://www.facebook.com/hekbasel)