



NFT BOOK

by 2 LIVES



Our life is between reality and NFTs,
between tangible and virtual worlds.
We all have 2 lives, offline & online.
Now these lives are blended.



2 LIVES is the first exhibition ever that aims to educate and connect traditional art to digital art and the finance world to the art world, by showcasing NFTs through their multi-businesses opportunities to artists, students, curators, collectionists, stakeholders, creators and whoever involved in the NFT space.

2 LIVES is an homage to the island of Jersey through its best-renowned artists and their stories, in order to create a forever lasting exhibition in the virtual world (The Metaverse) and accessible from everywhere to become a blueprint for the future of exhibitions, jobs and community building in NFTs.

WHAT IS AN NFT?

“Anything can be an NFT”

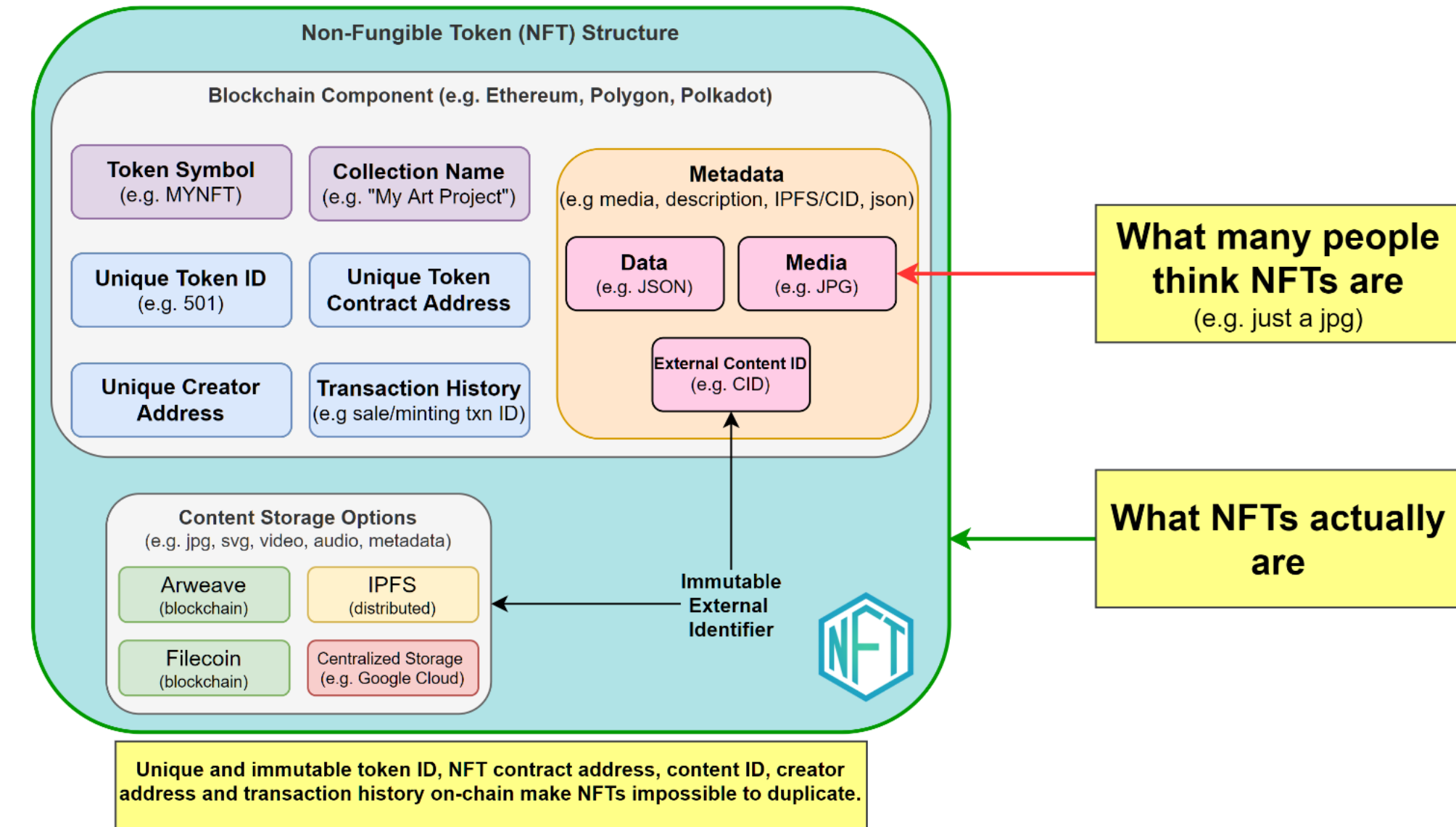
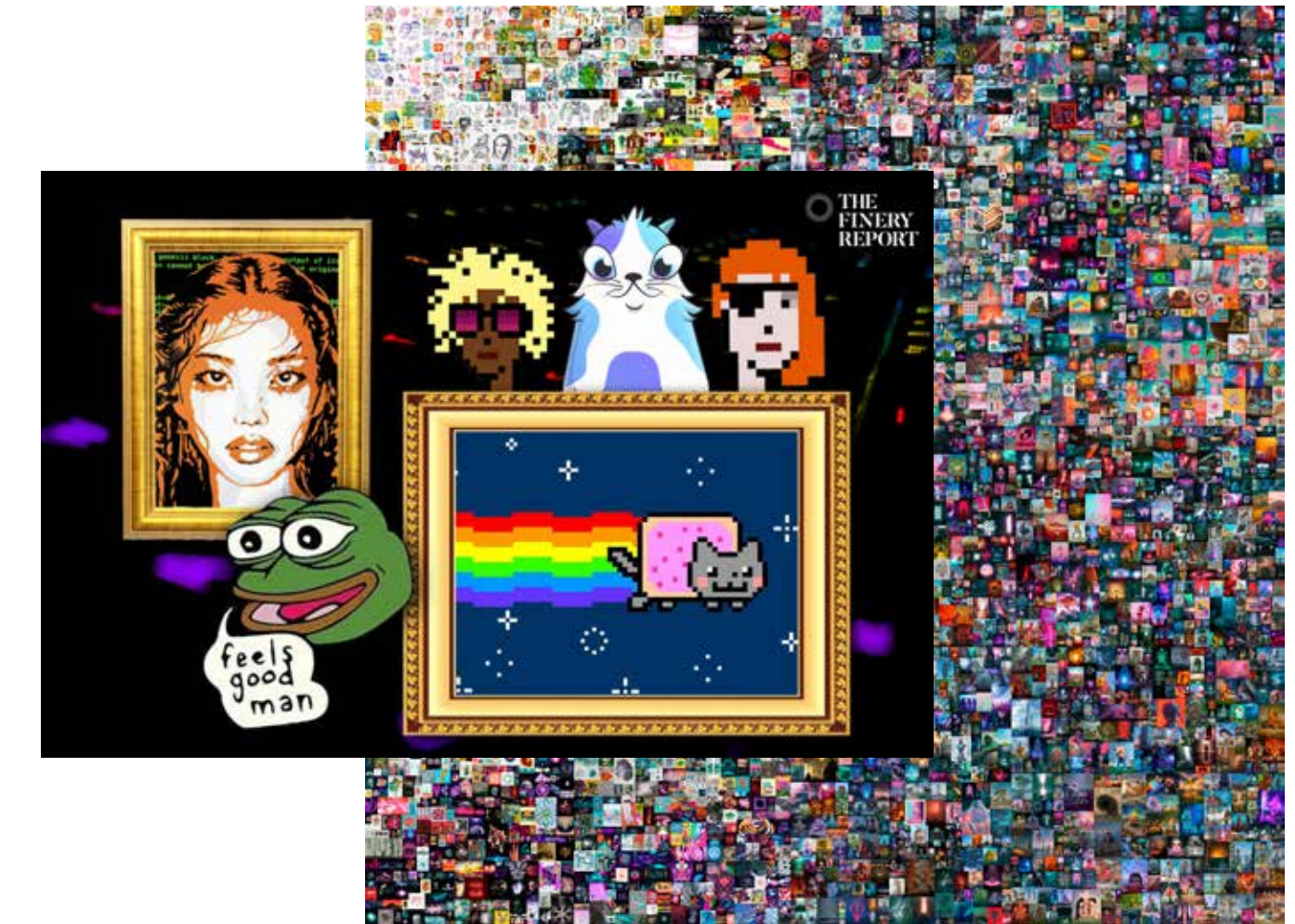
NFT means Non-Fungible Token representing a digital file/item.

A token is an object built on the Blockchain, non fungible means unique. Infact every NFT has got its own identity and characteristics, and every digital file can be an NFT. NFTs enable the birth of a complete virtual economy, infact through NFTs people instead of just sharing on social media their digital files, they can now own them (IP) trade and transport them through the metaverse. Ownership, tradeability and portability are key innovation brought by NFTs.

You can now start to have a first version of your Digital Avatar, your twin but digital, in the metaverse. The metaverse is the complete virtual twin of our physical world, and it's the total amount of all the digital assets that live in the web and on the blockchain, creating a digital ecosystem.

The blockchain is a ledger, a collection of information open source and upon which every operation is stored and visible from everyone, opening the web 3.0, the third era of the internet.

At the moment Ethereum is the most used blockchain for NFTs.



NFTs IN ART

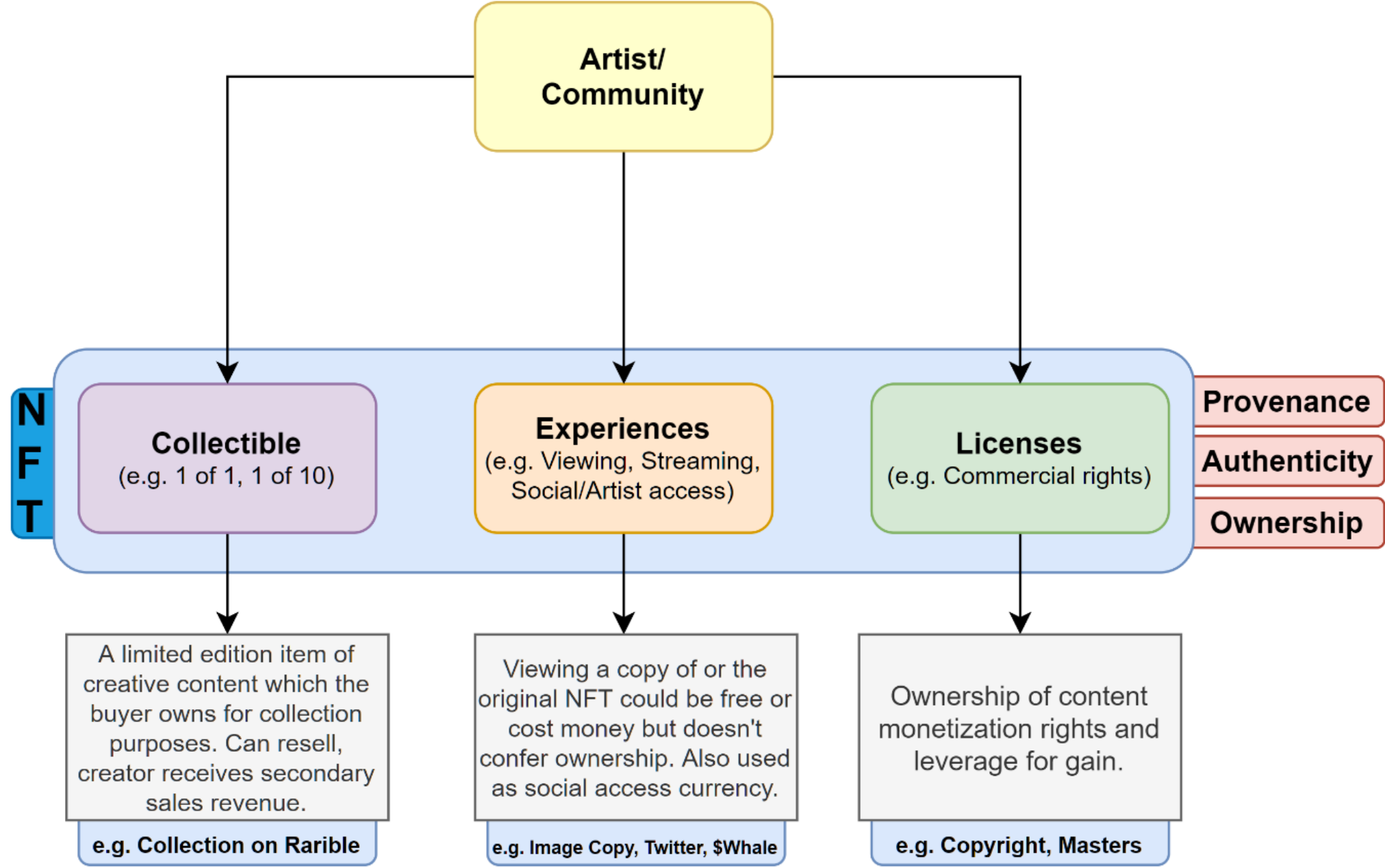
The NFT era is a new renaissance for artists. NFTs for artists are the means by which they can create and sell their own art, keeping independence from someone else (a manager or a client) or an institution.

That also allows to the artist a complete freedom of expression on their own art because is not bounded anymore to requests, contracts or censorships.

Royalties also have been disrupted by NFTs. Because every transaction that happens on the blockchain is tracked, artists receive a percentage every time their NFT is resold in the secondary market. This cannot happen with physical art because if I buy a piece and I resell it, the artist that created it probably will neither ever know about this operation. This way NFTs also become a certificate of authenticity for the artwork itself eliminating counterfeits.

The artist has now also the possibility of leveraging more on his personal brand and community that can invest directly and easily in their career. The artist's role become also the one of an educator and enabler of NFTs markets.

We can also see new opportunities for collaborations between digital and traditional artists and between digital and digital artists. This second one can be also powered thanks to amazing projects as Async.Art.



NFTs IN GAMING

Have you ever wondered that the items and the skins that you bought in your favourite video game like Call of Duty or Fortnite then stayed with you after you quit playing that game? With NFTs will be possible, those skins on the game marketplace will be yours, like if you bought them in real life, and you can do what you want with them, such as reselling to the next player that is jumping on that game.

All this process clearly create a secondary market.

Your favourite sword, dress and everything else you bought can be now yours, you can store it in your crypto wallet, you can sell them on multiple NFT marketplaces, or you can use it for your digital avatar.

Yes, a digital avatar is the digital representation of us.

Think about it, we already have one with our social media. We have a digital representation of our thoughts, identity and work. We just missed the entire digitisation of the body itself.

You should watch the film “ready player one” to envision more about this.

There is also company creating custom digital avatars called Genies.

We live in the videogame era, who doesn't want his digital twin?

This digital avatar is just another you, in the virtual world, that is accessible through a computer, through blockchain, VR & AR and NFTs.

Moreover, Fortnite received 1 billion in funding to build the Metaverse, that is the world, in which you will move with your digital avatar. Like here on earth you move from home, to the bar, to your office, to the sport club, to another country.





NFTs IN FINANCE

A16z (Andreessen Horowitz) is investing in NFTs projects in Silicon Valley. As Opensea, Bitski and RTFKT.

Cryptocurrencies Exchanges

Metapurse Investment Fund

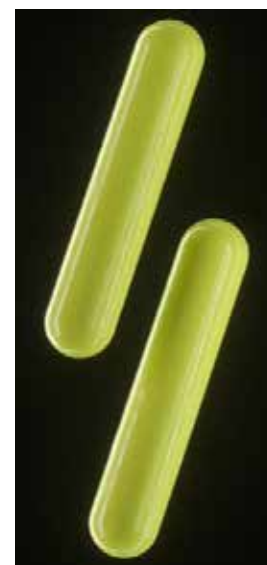
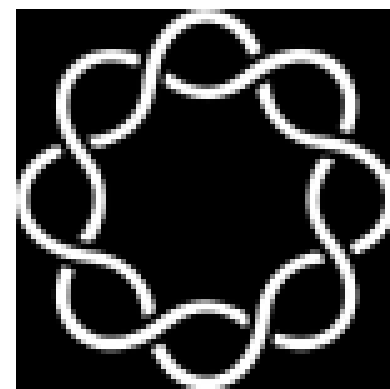
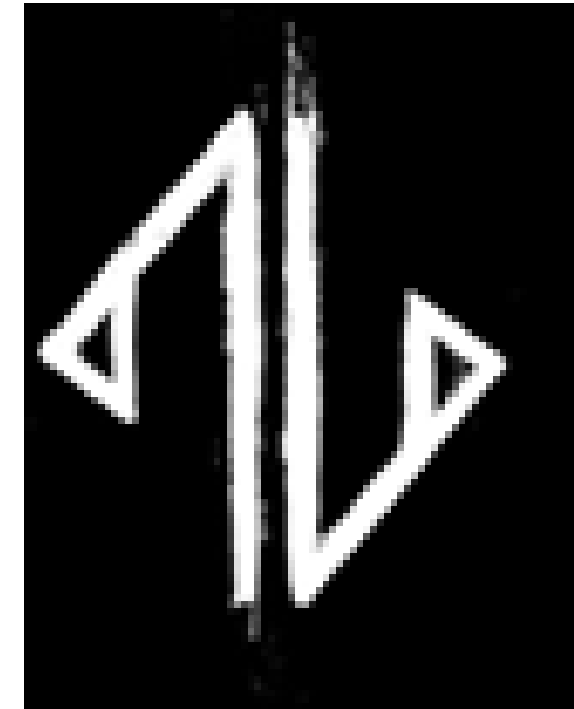
NFTs as a tool for crowdfunding: parallel team case study

Delphi Digital Ventures

DAO (Decentralized Autonomous Organizations)
Flamingo DAO; Maker DAO

Uniswap

NFT Index



NFTs FOR COLLECTIONISTS

Digital art and digital in general is here to stay, to increase and to add key features to the physical world.

After covid especially, everything that was digital became more popular, useful and more trustworthy.

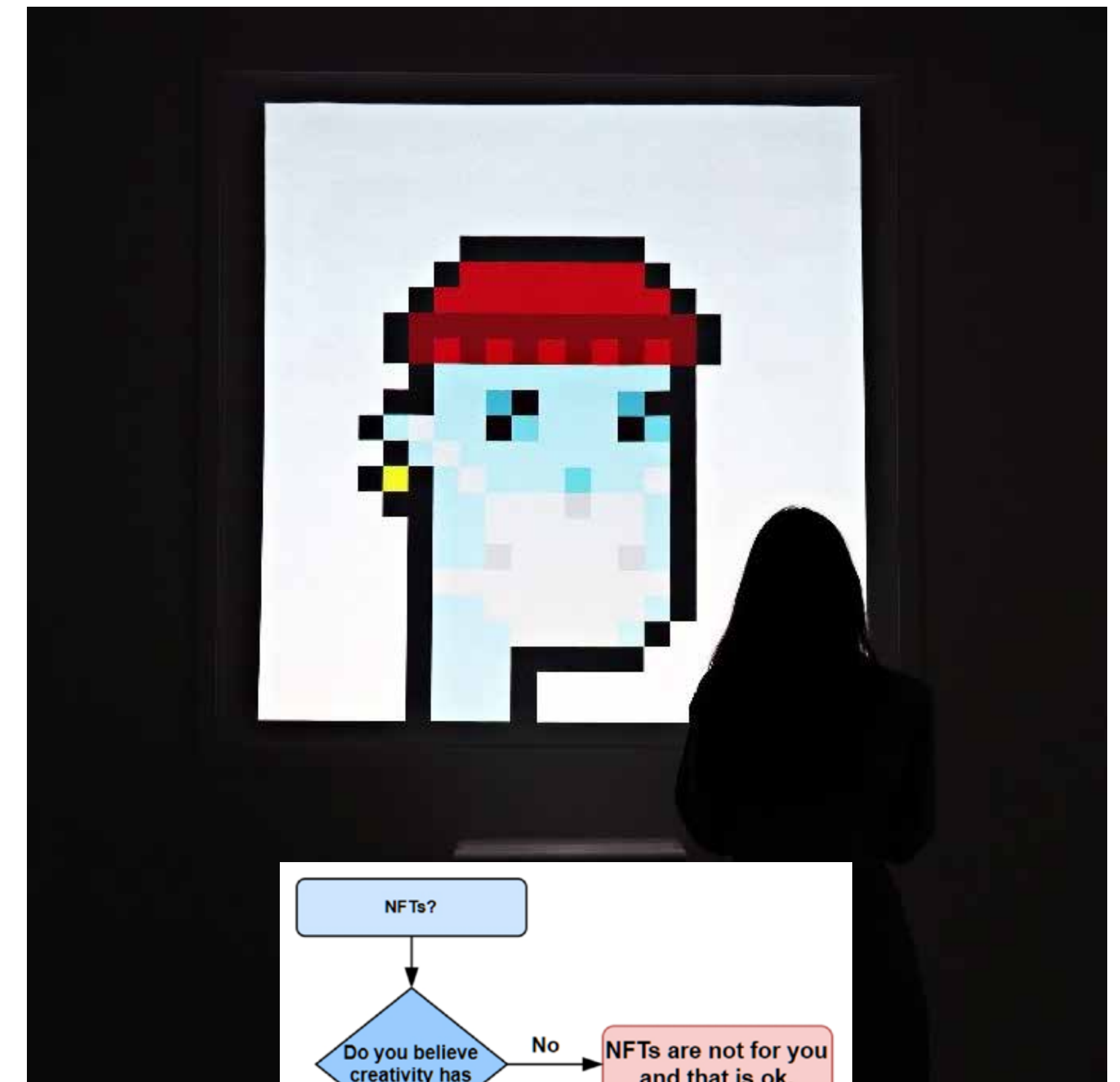
As you buy physical works, now you can buy digitals too, supporting the millions of digital creators worldwide. Some of them also sell both physical and digital copy together. You can now literally own a piece of the web.

How good is that other than just invest in companies, you can now invest directly in their founders? NFTs allow to invest in people careers, when they are still early. And as a collector, now you've got a smart contract as a certificate of owning.

You can easily flip that NFT in the secondary market, measure how this increase its value in time related to cryptocurrencies or showcase and exhibit them. Well how? Is a jpeg, an mp4 or a 3D asset. You can show in a virtual exhibition in virtual worlds.

Today's teenagers are already digital collectionists: If you don't get why someone is spending so much for an NFT, go ask today's teenagers and you'll see that they value a digital asset (like a Fortnite skin) as much as their parents value a Nike or a Gucci t-shirt in the physical world.

Digital branding has got the same social validation of physical today.



NFTs IN VIRTUAL WORLDS AND VIRTUAL EXHIBITIONS



Virtual worlds are emerging in the NFT Space. There are many of them: Decentraland, Cryptovoxels, Somnium Space, Second Life, Spatial and more. Decentraland for example is an online world that gives users a place to create an avatar, interact with other users and participate in everything from concerts and art shows to building houses on their digital lots. Friends from around the world can gather for events and share a sense of community, even if they aren't physically together. It is accessible via 2d screen, so via a computer. Decentraland also add another layer of connection with cryptocurrencies, because to purchase a piece of virtual land you need before to buy their coins (token) called \$MANA through a crypto exchange (at the moment 1 \$MANA is about 1\$ dollar)

Most everything in Decentraland is an NFT, from its virtual plots of land to the art on the walls in the virtual galleries. Ownership also gives users a say in how the virtual world operates. Decentraland today has got about 10.000 users

Also other digital platforms, such as Roblox, Minecraft and Fortnite, have emerged as digital spaces that offer near-real-life experiences – which venture capitalist Matthew Ball has labeled the "Metaverse." A virtual concert held in Fortnite in April 2020 by the rapper Travis Scott peaked at more than 12.3 million concurrent viewers.

THE METaverse

The metaverse is the complete virtual twin of our physical world, and it's the total amount of all the digital assets that live in the web and on the blockchain, creating a digital ecosystem.

The Metaverse is a collective virtual shared space, created by the convergence of virtually enhanced physical reality and physically persistent virtual space, including the sum of all virtual worlds, augmented reality, NFTs and the Internet.

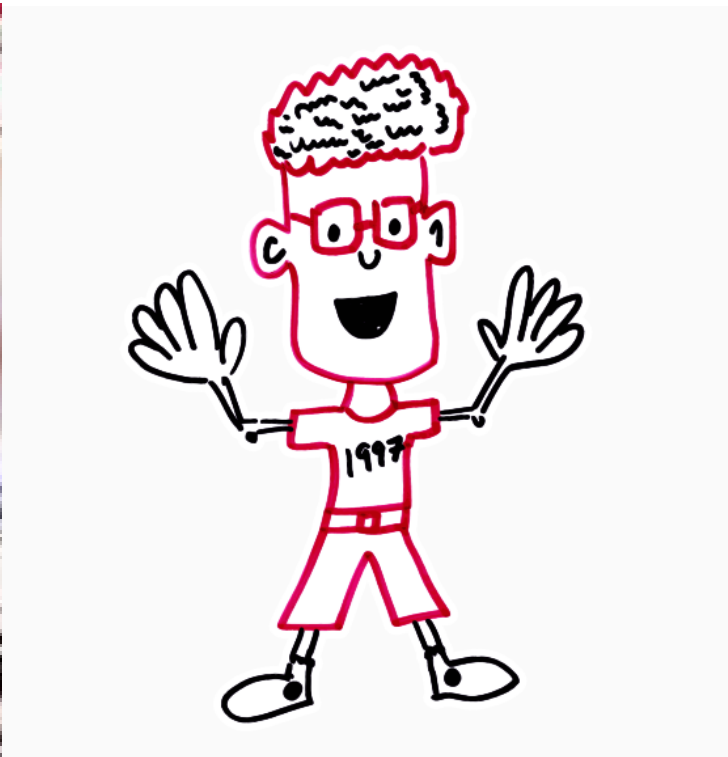
You can access the Metaverse through a VR oculus, entering the virtual worlds mentioned before.

This is the future of meeting, creating communities, socializing, working and playing. And much more.

Will we see just one Metaverse where all the app and products will interact in the same place? Let's see.



SECOND LAYER OF VALUE FOR NFTs: UTILITY TOKENS



I bought my first NFT in May 2021. It's a VeeFriend from GaryVee. I paid it 1 ETH that was valued about 3500\$ at the time of purchasing. Why I spent almost my entire budget planned for the entire year of investments in just one NFT? Because it has got an added value, an utility and it will give an unique acceleration to my career. This is the second layer of value of an NFT. That's an example of how NFT projects should be. Because demand is driven not just by scarcity but by more traditional forces: utility and provenance.



Gary vee NFT: The premise of Garyvee's approach is to create access and serve his community. VeeFriends are all about utility and access, meaning each NFT will have different levels of access and activities through the smart contract attached with each investment thus giving them "utility" through metadata. Over the last 15 years, he has spent time interacting with hundreds of thousands of people - what VeeFriends will allow will be a structure around these interactions. The token is the key that unlocks you into Gary's world. Facetime him, lunch with him, meet and be trained by his team, his network, play tennis, basket with him, go to an event or to a football game with him, be mentored by him, have him at your show or podcast, have an internship to his company, have discounts to his product, have free products from companies he partnered with. And more!



Another NFT project that need to be mentioned for its Actionable NFTs is Kred NFT: A platform to Engage your Community, Fans, Attendees and Events with NFTs. Available for creators and enterprises.

NFTs MORE APPS AND PROJECTS

Aerospace

Fashion Design

Governments

Sports

Insurance

Contents: Articles, Blogs, Posts, Tweets, Meme, Domains, Youtube Videos

Sustainability

Decentralized Storage

Music and Podcasting

Tokenize yourself





Naval
@naval

Eventually, everybody will be in the creator economy.

3:27 AM · May 17, 2021 · Twitter for iPhone

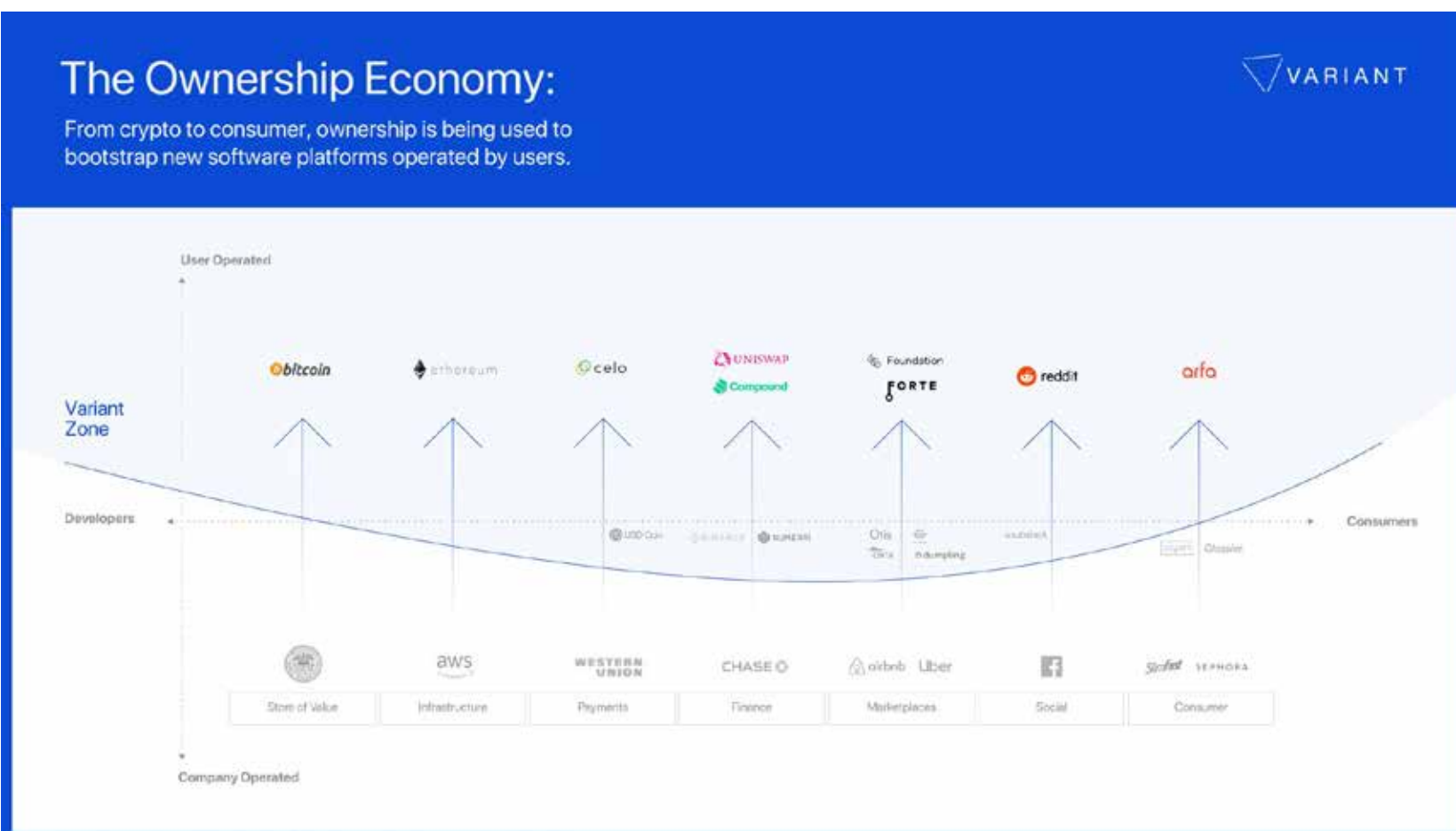
1,546 Retweets 230 Quote Tweets 13.8K Likes



Francesco Vincenti
@fravincenti1

If Art is Creating,
Artists are Creators.
If Creativity is the Currency of the
Future,
Art and Artists will rule the world
thanks to #NFTs

0:32 · 30 Apr 21 · Twitter for Android



NFTs IN THE CREATOR ECONOMY

We are in the creators economy and every tool that can unlock more possibilities and rewards for creators is a good bet.

NFTs allows to get closer and empower audience and community, sharing Creator's Network, sharing profits and benefits

Investing in a Creator Career, not just with views, comments and following anymore.

You can also create your own token for your community thanks to Rally.

Rally offers anyone with an online community the ability to launch their own coin without the complexity of coding on the ethereum blockchain. Rally is a decentralized platform completely governed by the community. This means that creators and their communities have unfettered control to use their social tokens across all social platforms.

Read also: Tips for creators getting into crypto



NFT BLOCKCHAIN, CRYPTOCURRENCIES, COINS AND DEFI

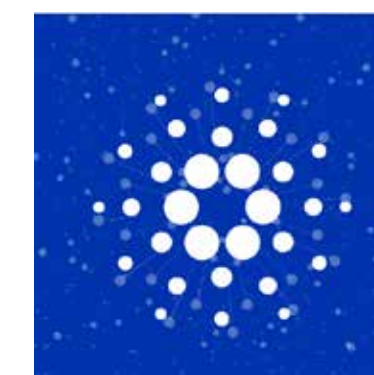
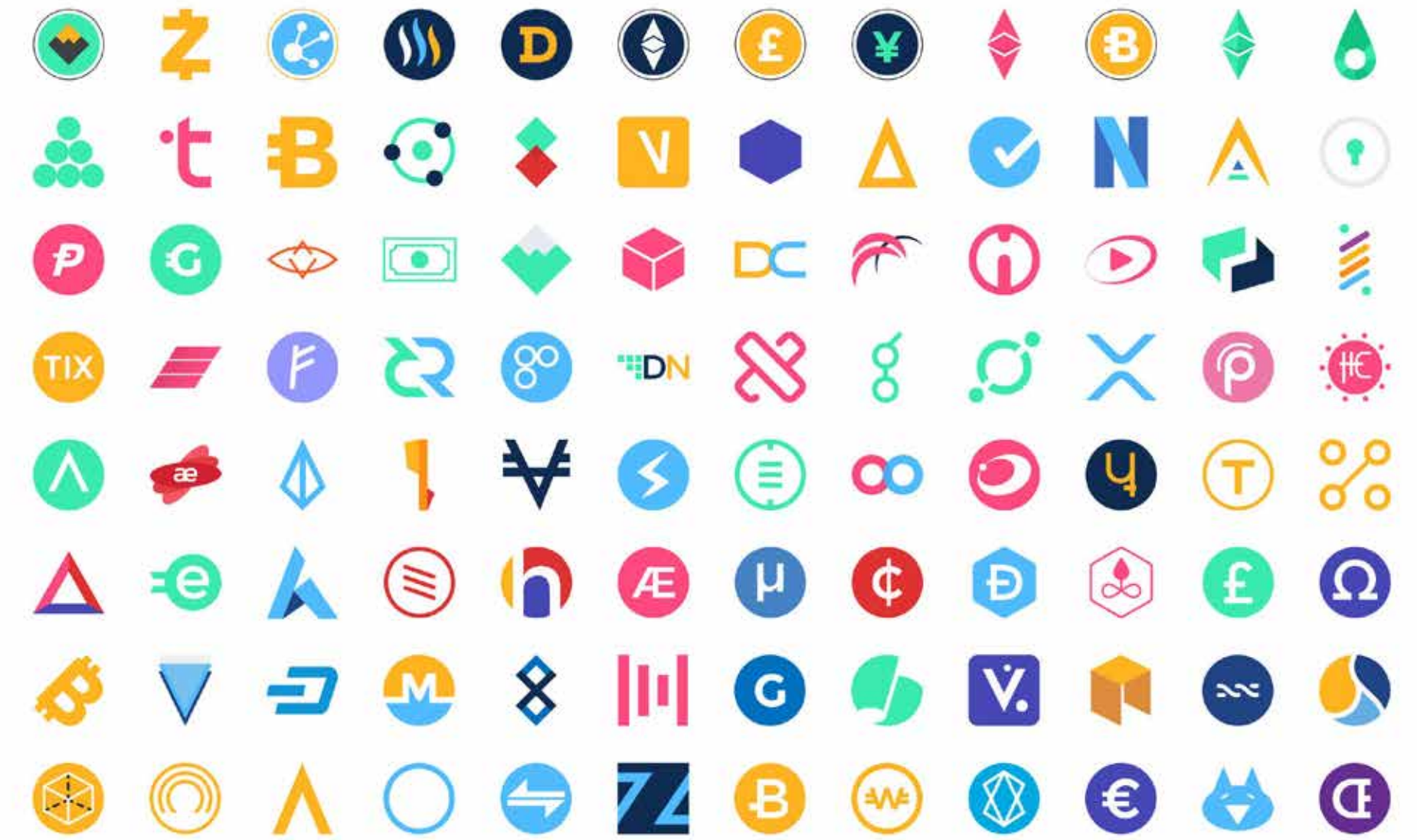
The next revolution in the humankind is by changing the way we see and we use money.

People are not trusting authorities as before, this helped the raise of cryptocurrencies as the money of the web, of the creators, of the people.

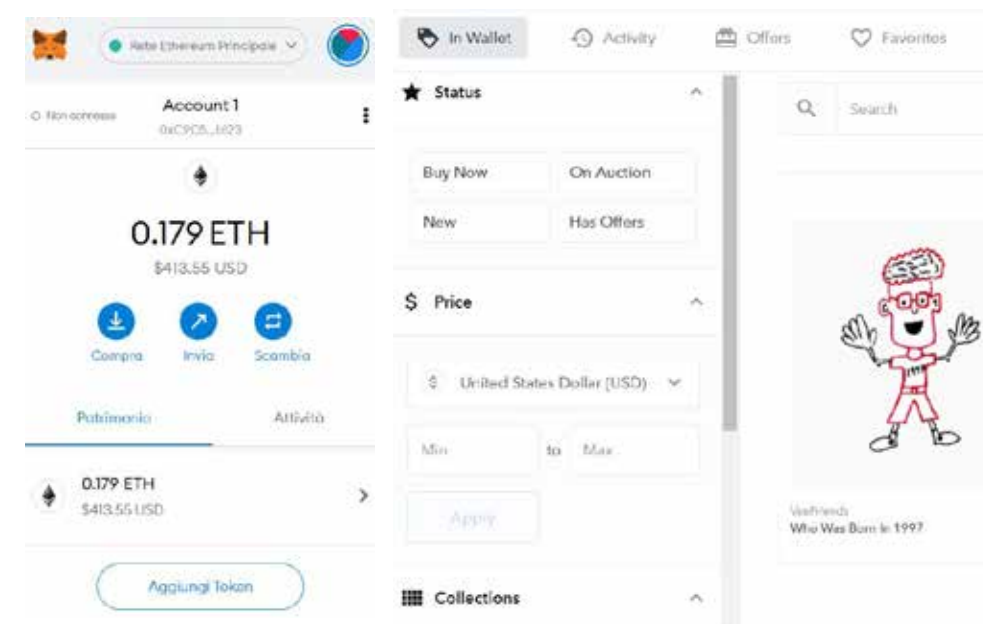
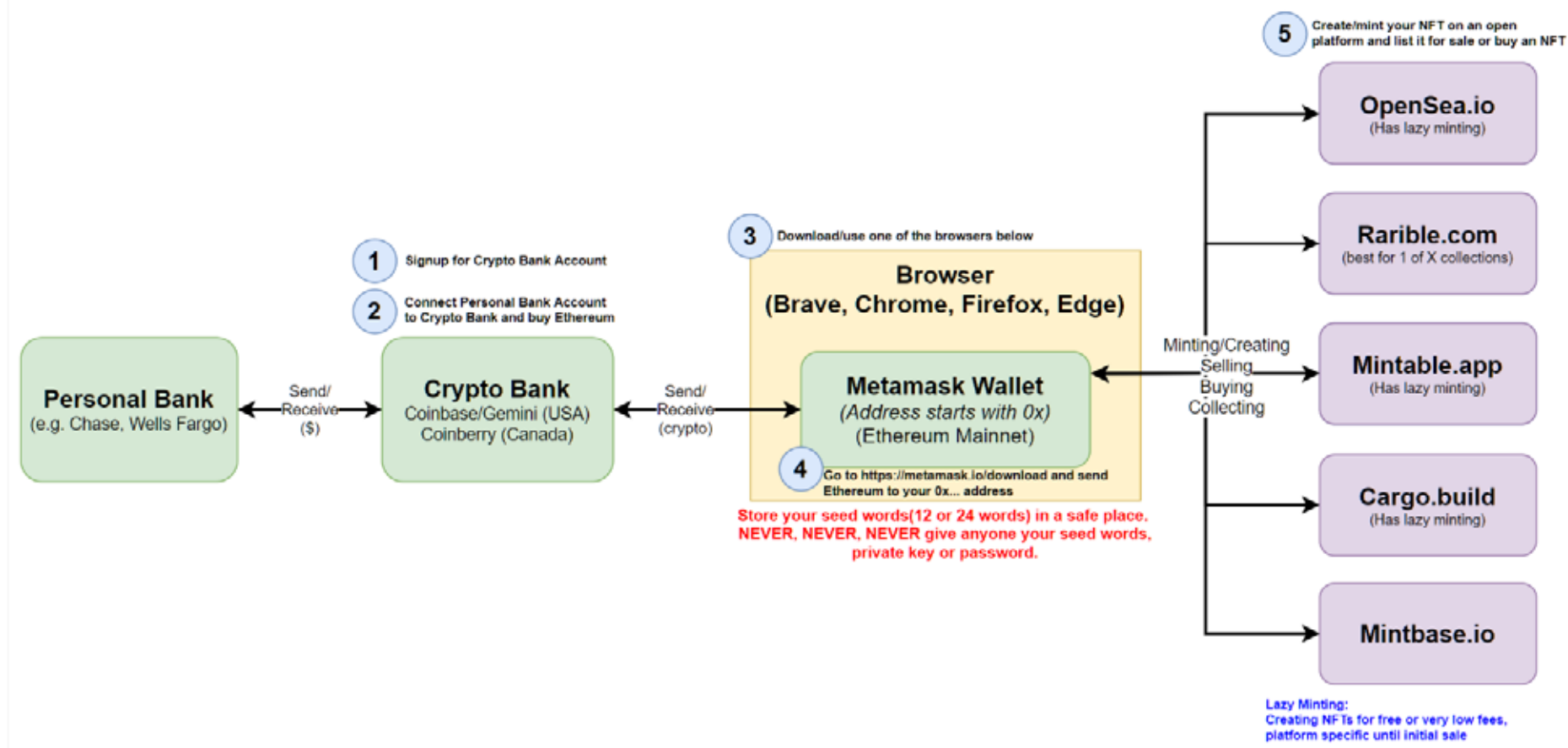
They aren't linked to any government or authority, it's an universal currency with the same value everywhere and with a market open 7/7.

A cryptocurrency or crypto is a digital asset designed to work as a medium of exchange wherein individual coin ownership records are stored in a ledger existing in a form of a computerized database and using strong cryptography to secure transaction records, to control the creation of additional coins, and to verify the transfer of coin ownership.

Decentralized finance (DeFi) is a blockchain-based form of finance that does not rely on central financial intermediaries such as brokerages, exchanges, or banks to offer traditional financial instruments, and instead utilizes smart contracts on blockchains, the most common being Ethereum, where most NFTs are created and traded.



Getting Started: How do I make an NFT? Ethereum Open Marketplace Flow



HOW TO CREATE, BUY AND SELL NFTs; NFT WALLETS

To create an NFT, you need to have an NFT Wallet and an account insideFT platforms, there are lots of them and it's almost easy to set up a social media profile.

A digital wallet can be intended like your physical wallet, but virtual. Metamask is the most used so far keeping your NFTs. These kind of wallets unlock portability of digital assets in the metaverse.

Here are some useful tutorials:

How to buy cryptocurrency in order to buy or sell NFTs and how to create a cryptocurrency or NFT wallet

How to buy and sell an NFT tutorial

How to mint an NFT on NFT marketplace

How to open a Cryptocurrency Account

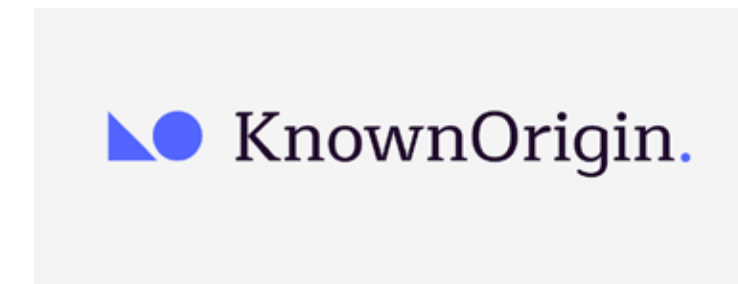
NFT PLATFORMS

There are already lots of NFT Platforms and marketplaces. They basically differ from each other for: number of users, cost of minting (gas fees) , exclusivity and eligibility of creators, security, community's powers, kind of NFTs listed, creators' treatment, block-chain they use. Some of them only list artists they make special drops with.

- Opensea
- Nifty Gateway
- KnownOrigin
- Foundation
- Mintable
- Rarible
- Hic Et Nunc
- Zora
- Makersplace
- VeeFriends
- NBA TopShot
- Crypto.com NFT
- Enjin
- Superrare
- Sweet
- Doingud

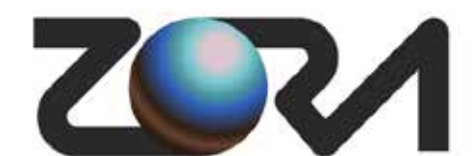


SuperRare



VeeFriends™

makersplace



Lazy



NFTs ENVIRONMENTAL IMPACT



We simply need renewable energy such as solar, wind ecc. Otherwise everything is a threat to our planet, NFTs are just a very small part. To be exact, the 0.0006 of Ethereum's energy consumption. The same consumption of watching a Youtube video.

Mining crypto costs a lot of electricity and needs big computational work by hardware. The process of mining and rewarding the miners for closing a block of the blockchain is called Proof of Work, that's the way Bitcoin was implemented in 2009 and that's the way it always worked. Until now.

In the crypto ecosystem we are moving from the "Proof of Work" to "Proof of Stake", that will be way more environment friendly. PoS doesn't require miners anymore, but validators. Those are the ones that deposit their owned crypto to validate block transactions, and then the reward is given them on a random basis. Ethereum, the biggest blockchain and the most used for NFTs transactions, is leading this transition into Proof of Stake building Ethereum 2, that will be delivered in 2021.

In some ways, NFTs are also good for the environment: see digital fashion. Fashion is the 2nd most pollutive industry in the world, we almost use the 30% of all clothes we have. Digital clothes will revolutionize this. Look at Dressx.

NFTs, BLOCKCHAIN TECH SIDE, STANDARDS, BACK- END DEVELOPMENT

Standardization is key for NFTs. Developers have now standards and contracts in order to use the same language for developing NFTs on the blockchain.

If you want to dive deeper into the tech side of the Blockchain, advice to start with the Ethereum Whitepaper

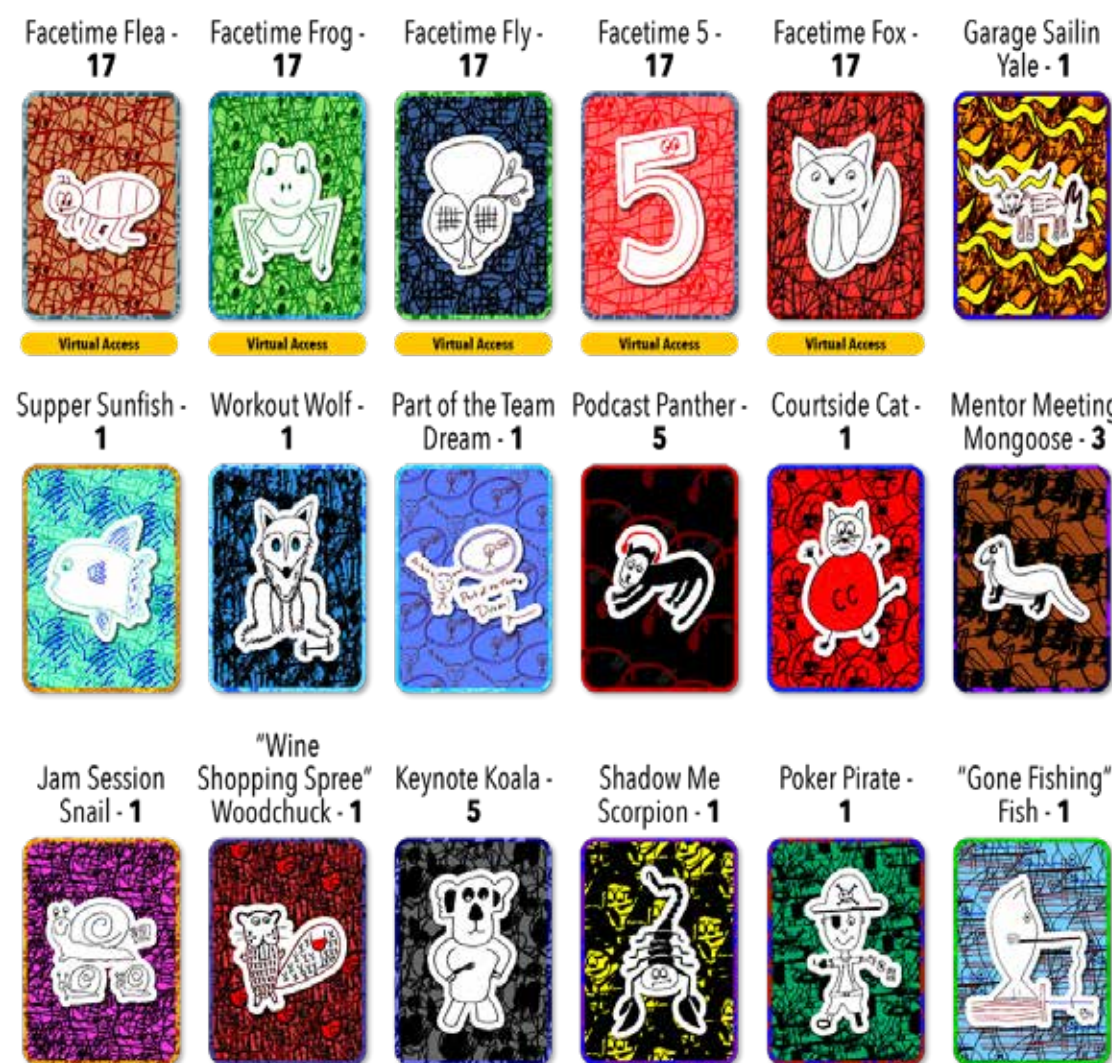
If you're interested in start programming and building Dapps (Decentralized Apps) on the Blockchain, go watching the free courses by Dapp University on Youtube, where you'll find hundreds of videos

#20 Julien Béranger: NFT Tech Quick Explained, ERC-721 Standards, How Ethereum Works | NFT Podcast





ACCESS TOKENS: ONE-TO-ONE ACCESS



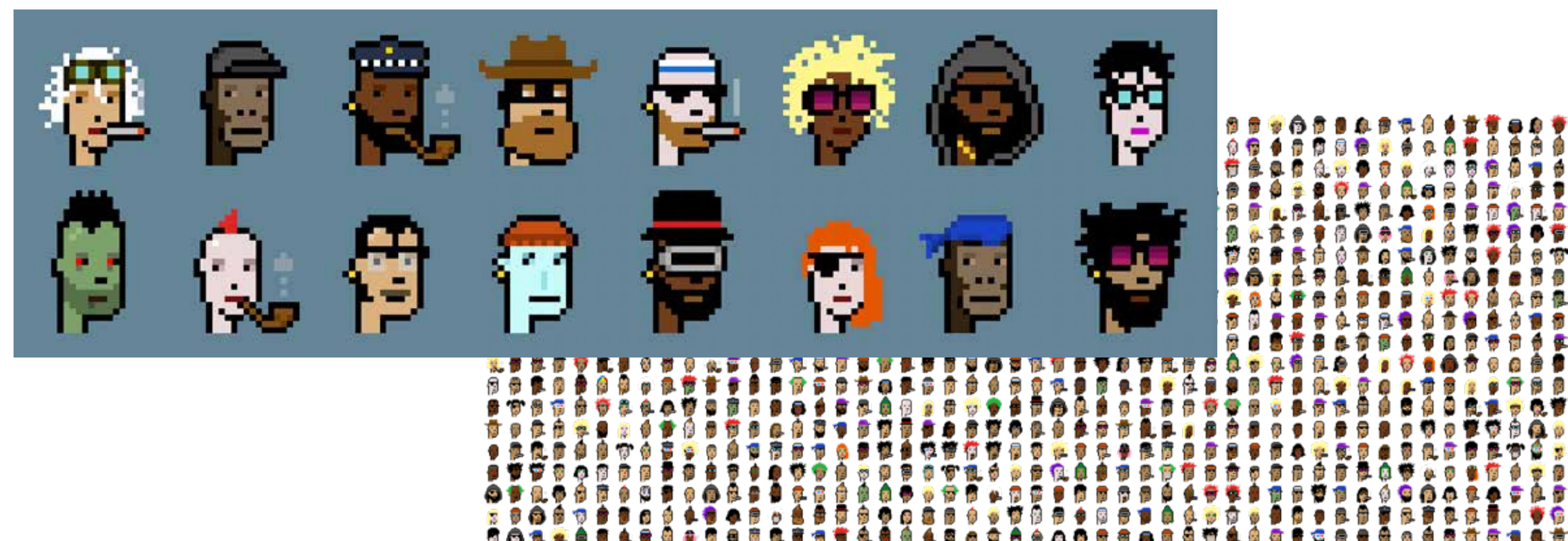
NFTs COMMUNITIES

"Invest in communities in 2021 is like investing in building cities in 1901."

One of the new power of NFTs is unlocked by the creation of small circles and elites communities for all the tokenholders of the same kind/category of NFTs. Two big examples in the cryptospace are:

Cryptopunks: 10,000 unique collectible characters with proof of ownership stored on the Ethereum blockchain. The project that inspired the modern CryptoArt movement. The Cryptopunks are the first NFT ever minted on Ethereum and inspiration for the Erc-721 Standard that powers most digital art and collectibles. They've been developed by LarvaLabs

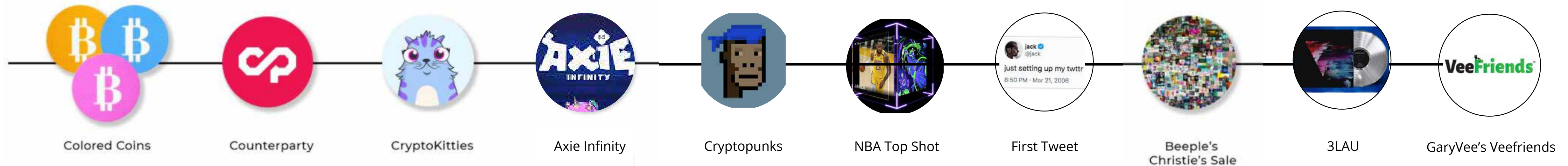
VeeFriends is another community in the NFT Space, of about 10.000 tokenholders. See more like Meebits and Bored Ape Yacht Club.



HIGHLIGHTS IN THE HISTORY OF NFTs

These are some of the main milestones that helped spread awareness around NFTs or became a blueprint for other NFT projects.

- Colored Coins
- Counterparty
- Cryptokitties
- Axie Infinity
- Cryptopunks
- NBA Top Shot LeBron James
- Jack Dorsey's first message on Twitter
- Beeple sold Everydays - The First 5000 Days for \$69 Million on a Christie's auction
- 3LAU Slime Sunday track and video sold for \$1.3 million
- GaryVee VeeFriends





THE NFT PODCAST

“The NFT Podcast” is the show I launched on Youtube on March 2021 on a mission to educate myself and whoever is in the NFT space inviting guests from every field of the NFT world:

Artists, entrepreneurs, gamers, engineers, influencers, experts, authors, creators, teachers, investors and whoever is in the NFT space.

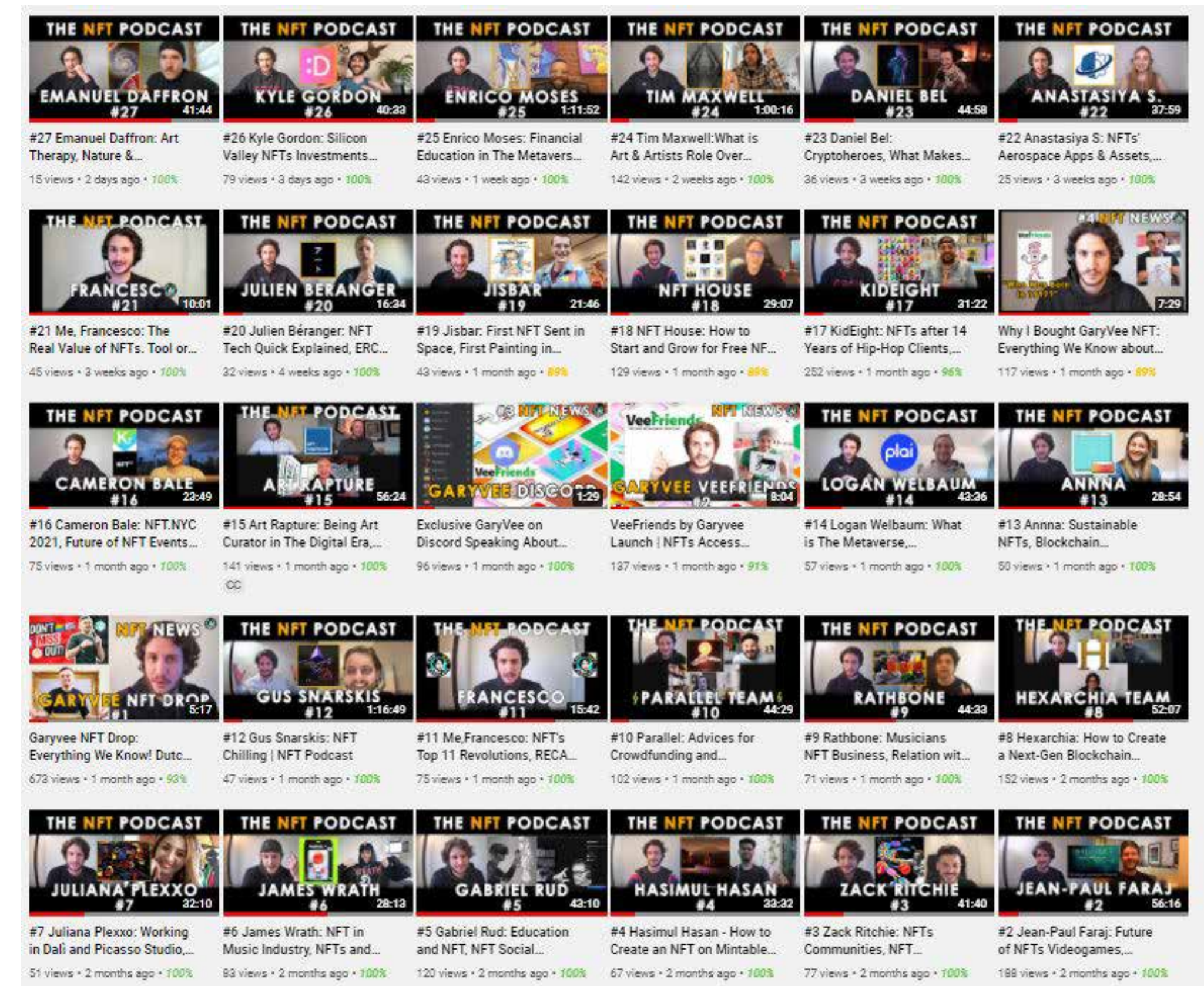
What’s next?

Episodes with VR and AR expert, Virtual Architects and VR community builders.

“ The Platform Series “. A series all about NFT platforms inviting one member per team.

“Apps and Products”. Guests working in the best apps and products created so far in the NFT space.

“Investors and Finance” The best investors and finance projects in the NFT space.



CLOSING THOUGHTS: NFT SOCIAL AND CULTURAL IMPACT, NEXT SOCIAL MEDIA, WHAT'S NEXT IN NFTs

NFTs are not a fad, just look at the progress blockchain technology is doing in an objective way.

After an era of like, share and follow, after seeing how social media changed the communication between people and brands, after a pandemic as the fourth industrial revolution in the history, we've definitely got a more digital world. And since the invention of internet we've got ton of digital assets. We just didn't own them.

We are enabling a total digital market, and we will live in a world where it's not just the complementary of the physical one, but also a complete twin.

The transparency of the blockchain will lead us to a more equal society, with faster and better access to data.

We are moving from a follow, like and share content driven era of the web through a own, buy, sell and this is giving us economic fundamentals for a new era where the standard of rich will be higher and inequality lower, because it's easier to enable monetization for anyone and selling, because there is more financial education. And the world lacks of financial education.

NFT's are just at the 1% of their development, we are like in the 1995's web, before we had Facebook, Paypal and Google.

Like social media, we will all have an NFT wallet one day.

Next industries to be revolutionized by NFTs ? All, in the long term. Music, Gaming, Finance and Fashion in a shorter term.

SOURCES

The “NFT Book” has been written by Francesco M. Vincenti & Claudia Runcio, please find their contacts on the website 2lives.world. The “NFT Book” is part of the downloadable for free contents made available on the website 2lives.world.

The following are the sources used for this document.

- “NFT” page on Instagram
- The NFT Podcast
- NFT Canon by a16z
- VeeFriends
- Enjin Website
- Seen Haus cryptovoxels exhibition for Jisbar
- Rally
- Kred NFT
- Larva Labs
- Metamask
- Variant
- Facebook Horizon
- DressX
- Decentraland ; Fortnite.
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