

'The Impact of NFT and AI in Art' - Lecture by Claudio Francesconi

Thursday 18 January 2024 4 p.m. - Auditorium Officine Garibaldi – Pisa

The Alma Artis Academy of Pisa on Thursday 18 January, at 4 p.m., at the Auditorium of the Officine Garibaldi, is pleased to present the conference 'The impact of NFT and AI in Art', by Claudio Francesconi, Head of NFT and digital assets for the auction house Pandolfini.

The meeting will seek to shed light on issues of great interest and discussion in our society, focusing on how the new technologies, including NFT and Artificial Intelligence may change our idea of art works.

Among the main topics: what changes with digital property, the links between AI, digital art and NFT, how NFT marketplaces influence the way art is made and collected, AI and Generative Art, the latest developments in digital art, new trends in digital art including the Phygital approach and the peculiarities of the NFT marketplace.

The new digital arts changed the way art is made, conceived and disseminated. They may be characterised by the infinite reproducibility of the work but NFTs differ in protecting the artist and the buyer by making the work traceable and non reproducible. NFTs are in fact influencing the world of art and collecting where absolute value is still placed on the artist and his works. There is a strong discussion about how the development of AI, based on the large amount of data at its disposal, is able to generate images without limits of space and time, processing in a very short time and giving endless opportunities to new digital artists.

There are many variables and the latest developments in digital art concern generative art, interactive art and everything inherent to NFT and blockchain. Generative art refers to the product of an autonomous system capable of determining the characteristics of a work that would otherwise require decisions directly made by the artist. Interactive art refers to a form of art that involves the viewer in an active role in the contemplation of the work, like virtual reality projects and multimedia installations. NFT, non-fungible token, refers to something unique that cannot be replaced by something else, these attest a certificate of 'ownership/property' over digital works.

These are just some of the topics that will be addressed by Claudio Francesconi, during his his lecture at the Alma Artis Academy of Fine Arts in Pisa.

Claudio Francesconi, after his studies in computer engineering began working in the environment of advertising and film graphics. In parallel to a professional career in multimedia and data-science in 2006 he opened his first art gallery, the Gestalt Gallery. In 2017 he changed the name and became Futura Art Gallery for a more ambitious path of an artistic research in minimalist, kinetic and geometric art that is alongside proposals by emerging contemporary artists. From 2017 to 2020, he held the role of representative of the area gallery owners among those belonging the national association of galleries. From 2020, he became responsible for the digital part of the magazine ARTEiN, which then became AW ArtMag. From 2021, he starts working on NFT and Criptoarte, creating the largest Italian NFT community on Facebook. From 2022 he becomes Head of Department for NFT and digital assets for the auction house Pandolfini, with which he is currently

organising the second NFT auction. Pandolfini's NFT department is the first of its kind in Italy. Since 2022, he has been chief curator of the art collective Bottega, which brings together several dozen excellent Italian NFT artists.

Info

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