



## FAQ for Artists

### **What is the RealWorldArt platform and what does it offer to artists?**

The RealWorldArt platform is an online marketplace for transacting digitized contemporary art. It allows real world artists to list their artwork on blockchain as NFTs and sell its digital copies in exchange for cryptocurrency. The platform is built in a way which helps non-tech people to bring their creativity to the Internet space and get additional revenue opportunities.

On RealWorldArts.org platform, artists have the following options:

- Upload digitized physical artwork to the platform
- List artwork for sale either at a fixed price or through an auction model
- Sell limited or unlimited digital copies of their artwork and earn **Solana** crypto tokens
- First 100 artists will get full technical support and be listed on our platform for free

### **What is a cryptocurrency?**

A cryptocurrency is a digital (or virtual) currency that is secured by cryptography, which makes it nearly impossible to counterfeit or double-spend. Many cryptocurrencies are decentralized networks based on blockchain technology — a distributed ledger enforced by a disparate network of computers. A defining feature of cryptocurrencies is that they are generally not issued by any central authority, rendering them theoretically immune to government interference or manipulation. (source: Investopedia)

### **What is NFT?**

NFT means Non-Fungible Token in crypto space. For the fine arts it can be any unique artwork submitted to the blockchain. The NFT can be sold (one or more copies) and resold later. It can be considered as a digitized copy of a physical object.

## **Who are agents?**

Any contemporary art lover and tech savvy person can become an agent on our platform. The agents are middlemen between the artists and the platform. Agents play an important role on the RealWorldArt, they help artists to bring their artwork online and earn revenue from the sales.

It's up to artists how much of their revenue they are willing to share with the agent. We recommend something around 10% off the completed sale price.

## **What information do you need about me and my artwork to list it on your platform?**

To list the artwork on our platform we need the following information about the artist:

- Full name
- Country
- Short bio
- Profile picture (600x600px min)
- Background image (1024px wide min, optional)

For any specific artwork we need the following information:

- Name
- High-res image (see requirements below)
- Year of creation
- Dimensions
- Materials used (i.e. Oil / Canvas)
- Number of copies for sale (1 or more)
- Sale model (fixed price or auction)
- Price (fixed or starting bid for an auction)

## **What are requirements for digitized artwork?**

Format	JPG
Minimum resolution	4036x3024px
Other	Reasonably good lighting and image quality

### **After listing my artwork on your platform how can I be promoted to potential buyers?**

We take the responsibility for promoting our artists on our social media channels. We also run promotion campaigns on our website for different countries, regions, techniques, niches etc.

Artists and agents are free to run their own promotional campaigns as well.

### **What is your commission on art sales?**

We charge a flat 2% on completed sales. The commission earned by the platform is being re-invested into further development, technical support, marketing and promotion.

### **Is there any fee for listing my artwork on the platform?**

Listing is free on our platform at the moment. We pay all the fees charged by Solana blockchain for the first 100 artists. It can change once we have more than 100 artists on our platform.

### **What is a recommended price for a digital copy of my artwork listed on your platform?**

It's up to artists and their agents how much would the listed artwork cost (a fixed price or a starting bid for the auction model). If the artist is willing to sell multiple copies of their specific artwork we recommend to price it somewhere between \$50 - \$100 per copy.

### **In which currency the artwork is listed on the platform? How do you deal with crypto volatility?**

All prices on the platform are listed in SOL (native tokens of Solana blockchain). We convert the prices provided to us by artists/agents from USD (or other currency) to SOL by current exchange rate.

Currently there's no mechanism to change the SOL prices dynamically if this cryptocurrency becomes too volatile (the rate to USD drops or raises too much) but we are working on this feature for the next platform version.

### **How can I convert my Solana tokens to real currency and cash it out?**

It depends on the specific country where the artist resides. Usually this issue is solved by the agent who works with the artist. We can offer our recommendations by request, just send us a note to our support email.

**How can I contact your support team?**

Please feel free to ask any questions or send your support inquiries to [support@realworldart.org](mailto:support@realworldart.org)