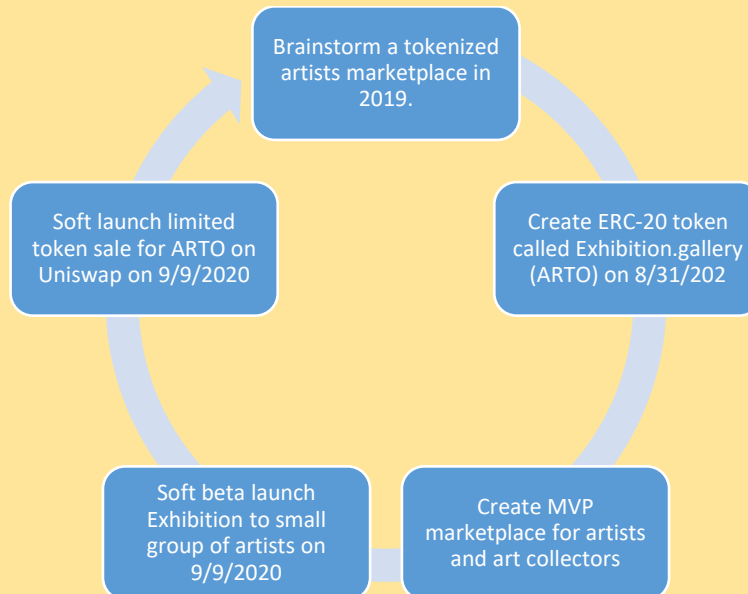







# Exhibition.gallery Yellow Paper (official)

“Progress is impossible without change, and those who cannot change their minds cannot change anything.” George Bernard Shaw



	<b>Brainstorm how to tokenize artworks</b> <ul style="list-style-type: none"><li>• Artworks such as paintings, and sculptures and are illiquid</li><li>• New and established artists may struggle to sell their artworks</li></ul>
	<b>Issue an ERC-20 Ethereum token</b> <ul style="list-style-type: none"><li>• Create or pre-mine a finite number of ARTO tokens</li><li>• Maximum supply is 888,000; no more will be created</li></ul>
	<b>Create a marketplace for artists and collectors</b> <ul style="list-style-type: none"><li>• Exhibition.gallery will lead a tokenized art marketplace</li><li>• Buyers and sellers can buy art instantly or via an auction bid</li></ul>
	<b>Soft beta launch Exhibition.gallery</b> <ul style="list-style-type: none"><li>• Allow a small group of artists and collectors to buy, sell or auction</li><li>• Ask for feedback and address any questions or concerns</li></ul>
	<b>Soft launch a liquidity pool on Uniswap</b> <ul style="list-style-type: none"><li>• Offer to sell (ARTO) tokens via a soft launch for early birds</li><li>• Early birds can buy ARTO tokens before the official launch</li></ul>

©2020 Exhibition Gallery. All rights reserved. This is not investment advice and we're not financial advisors. Consult a financial expert and/or do your own research. Buy or selling ARTO token does not entitle you to any special privileges, access, and/or voting rights towards our organization.

**Mission:** Exhibition.gallery enables all artists to sell their artworks in a tokenized marketplace, while fostering a user-friendly buying experience for art collectors, art investors, and art enthusiasts.

### Buying & Collecting Artworks

Research shows that buying and collecting original artworks help to preserve your legacy, while potentially helping to increase your non-security investment portfolio.

Here are some quick tips on why you should consider owning artwork:

- Allows you to see something normal or abstract from a different perspective
- Adds positivity and enriches your open space or room with original paintings
- Supports your local artist(s) and/or overall economy effortlessly
- Reinforces an all-natural and sustainable human artifact in our heavily digital world
- Buying original artwork that you enjoy is an extension of your daily persona

### Ecosystem Development

Our ecosystem is built on the Ethereum blockchain, and so, we will leverage this platform and other blockchains to embrace this new financial paradigm shift. By leveraging different blockchains, we aim to maximize our efforts, while helping to grow our community. Moreover, this added exposure will help to grow our upcoming yield farming crypto investments on the trending DeFi phenomenon via Uniswap.

### Sales & Marketing

Initially, our token sale will be on Uniswap will be our primary swap for ARTO/ETH. This testbed will lead us to create more liquidity pools on Balancer.exchange and other swapping sites.

For marketing, we will run campaigns on Facebook, and Google Ads. These campaigns will focus on increasing exposure for our liquidity pools, grow our community, and build brand awareness.

For our artists, we will initially integrate all vendors and their corresponding products into Google Shopping and other popular platforms such as Wish.com over time.

Etherscan:

<https://etherscan.io/token/0x57BC752ec42238bB60a6e65B0De82eF44013225d>

Name of ERC-20: Exhibition Gallery (ARTO)

Maximum supply: 888,000

Creation date: Aug-31-2020

