

Pepe Rafaj:
A New Form of Ownership and Sale of Works of Art

White Paper: EEGG



**eegg
foundation**

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Pepe Rafaj, Jan Kremláček,
Bára Vaculíková, Jan Pálka, Stana Kimball, Alice Marciszová

eegg.foundation@gmail.com

eegg.foundation

eegg.gallery

peperafaj.cz

ifoundation.cz

EEGG: A New Form of Ownership and Sale of Works of Art

Abstract

We define EEGG (the electronic egg) as a new form of artwork that connects its physical and electronic existence.

In today's digitized world, a work of art can be found not only in its physical form, but also in a variety of digital forms. Currently, only one digital form offers a unique preservation of a digital image - NFT (non-fungible token). This globally used and marketable technology cannot be copied or counterfeited.

The EEGG creates a new entity where the ownership of a work of art in its physical form is merged with the ownership of the same work of art in its unique digital form:

$$\text{EEGG} = \text{ROR} + \text{NFT}$$

To implement EEGG, we introduce the concept of ROR (Real Object of Reality) which represents a work of art in its physical form. This original work of art in its tangible form (ROR) will have exactly one original digital existence in the form of an NFT.

The owner of the EEGG will thus own two forms of the same artwork; the physical form (ROR) which can be used in the real world, and the electronic form (NFT) which can be used in the virtual world. ROR will not be salable on its own, but only together with its NFT.

A fundamental advantage of the sale of EEGG objects is a guarantee that the Author and his heirs will collect author's commissions from every future sale of the artwork.

To store information about the ownership of EEGG objects, we have selected the Ethereum blockchain network and the NFT token, which currently meet the technological requirements of the project implementation. The authors of the project reserve the right to change the selected blockchain network in the future.

The rules of ownership, conditions, and method of sale of EEGG objects are governed by the so-called Smart contracts, which were designed based on the EEGG Manifesto (Czech version: manifest.eegg.foundation, English version: manifesto.eegg.foundation).

Introduction

The EEGG electronic egg is a new form of artwork that symbolizes the development and interconnection of the electronic and analog worlds. The egg is the symbolic beginning of everything. It consists of egg white and yolk, just like yin and yang.

The inspiration for EEGG is John Amos Comenius's work *Orbis Pictus* aka *Visible World in Pictures*. Just as Comenius stored the world he saw in the form of drawings in his books, today's society stores imprints of physical images in a digital form.

Man perceives the world in images. Every materialized image, which we can call a work of art, has its Author who imprinted his unique perception onto his work. When the artwork is sold for the first time, it will have, in addition to its Author, also its new Owner.

The value of a work of art increases over time. However, the Author no longer benefits from this appreciation. EEGG brings a revolutionary idea to reward the Author not only for the first sale of the work, but also for all subsequent sales. Thanks to new technologies, EEGG can handle a change of ownership directly in the blockchain. Ownership of a thing recorded in the blockchain is indisputable and globally respected. At the same time, EEGG guarantees a transparent distribution of commissions from all future sales to the Authors and their heirs, i.e. persons and entities entitled to collect these commissions.

Description of EEGG

Our intent is to gradually create a globally accepted set of procedures, legal regulations, and mutual agreements that will create a space for a new form of art that is connected in a digital as well as an analog way. We are creating a new trading platform that will be simpler, faster, safer, and more financially beneficial for all participants. We firmly believe that it will appeal to existing, but especially new art lovers.

EEGG's clients will be primarily authors, to whom the platform will give an opportunity to create new, conceptual, so far unknown forms of art. It will guarantee them a fair distribution of payments from buyers in the form of a commission on every future sale for an unlimited period of time. It will also give the right to authors' heirs to draw commissions from future sales.

Other clients will be art collectors and dealers. The first buyers will be recruited from the new target group of NFT "digital collectors". They will understand the essence of EEGG faster than a group of "analog collectors". However, analog collectors will adapt over time, as they will soon see a lucrative value in owning a digital form of an NFT work.

The artwork owned by early EEGG collectors will appreciate more quickly as the new form of ownership will attract the attention of art dealers and the general public. They will be able to exhibit works in both, any analog gallery and the virtual world. Completely safe, without the possibility of any disputes about authorship and ownership. The advantage of EEGG is that the Owner or the Author simultaneously address two sets of potential buyers who will learn about the artwork from multiple sources. The general popularity and knowledge of the artwork is one of the functions of its appreciation.

EEGG Manifesto

We created the EEGG Manifesto in Version 1.0, published it on the manifest.eegg.foundation website, and recorded it in the blockchain, which protects the intellectual property of the project creators on its authorship. From the point of view of the analog world, the EEGG Manifesto can be described as its gentlemanly designed terms of business.

The goal of the creators is to upgrade the Manifesto and gradually implement it in the form of smart contracts, which set forth the rules for the sale of EEGG works. The Manifesto will be presented to the community for discussion. We would like to invite the global public to take part in a constructive discussion about the future form of EEGG. The aim is to put forward concrete proposals about how to incorporate the EEGG into the existing global legislation.

Creation of Manifesto

During the development of the EEGG concept, we first created Version 1.0. This version was presented to a narrow group of people, from the ranks of photographers, painters, artists, programmers, investors, art collectors, gallerists, and lawyers. As a result of the unprecedentedly positive reactions received, we decided to go ahead with the implementation of EEGG. While working on specific technological issues, we updated the Manifesto to Version 1.1. We assume that it will continue to be revised.

Manifesto EEGG 1.0:

1. Czech version:
 - a. The text version will be stored here: <https://manifest.eegg.gallery/> - it might be stored at a different location in the future.
 - b. The PDF version is recorded in the BC here: <https://ipfs.io/ipfs/QmdjGq4sj6bZR95946a7nu5mCL7tkhN9mxQK8RCyN5r5Qx> - it should remain in the same location in the future.
2. English version:
 - a. <https://manifesto.eegg.gallery/>
 - b. <https://ipfs.io/ipfs/QmSUWZNnEvaHUcrR9siT9XtW3nFsCCu5APj1jzaXqNcfNX>

Manifesto EEGG Version 1.1

Manifesto EEGG 1.1

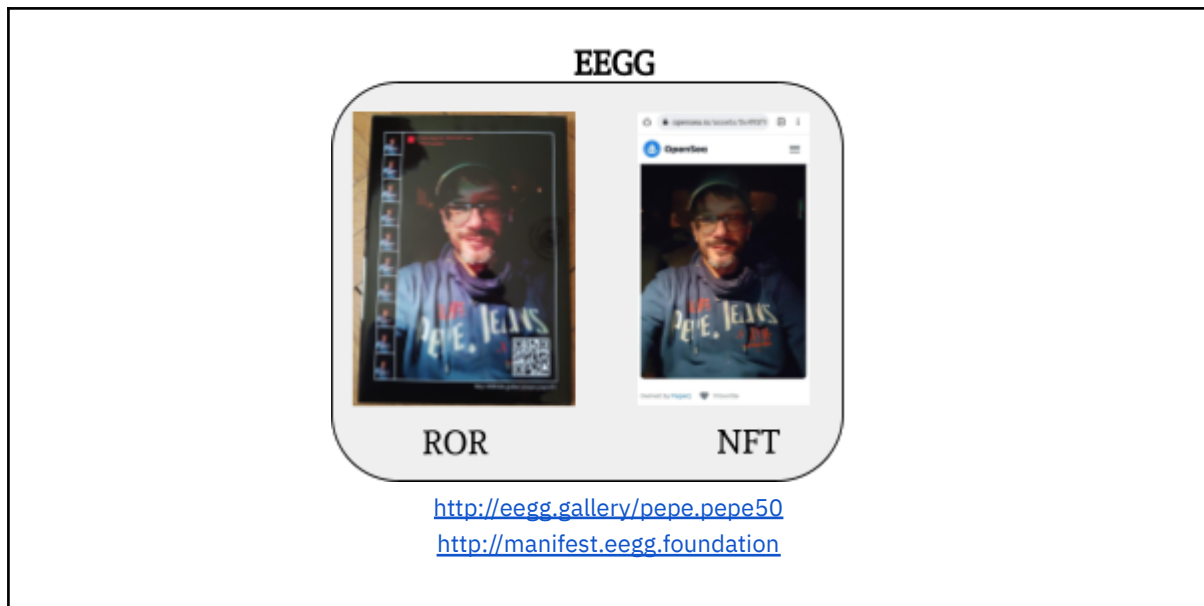
EEGG = ROR + NFT

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0x475f913cc75f89ddab521c717111f39778ba770b
<http://manifest.eegg.foundation>

Original date of the idea: 2022-01-04

Date of this version: 2022-08-25

1. Participants of the EEGG Project agree to comply with this Manifesto:
<http://manifest.eegg.foundation>
2. Participants of the EEGG Project acknowledge that a special form of simultaneous ownership of tangible and intangible property has been formed. We call this form of ownership the EEGG.
3. The principle of the EEGG Project is EEGG trading in the form of a blockchain network NFT and the EEGG.foundation technology.
4. The EEGG.foundation technology is published as open source.
5. The main website of the EEGG Project is <http://www.eegg.foundation>.
6. The EEGG.foundation technology enables the creation of galleries displaying third-party EEGGs.
7. EEGG = ROR + NFT.
8. An EEGG consists of a tangible object (real object of reality - ROR) located anywhere and the one and only digital image of the tangible object (non fungible token - NFT). The ROR is created by the Author.
9. The Owner of the NFT is also the Owner of the ROR and therefore of the EEGG.
10. Each EEGG has its own webpage. The address appears in the form of a URL either as a text or as a QR code, and is located on the ROR.
11. The ROR is independent of the Owner's location.
12. The ROR can be exhibited by the Exhibitor anywhere and at any time without notifying the Owner. The Exhibitor must indicate the location of the ROR.
13. The Author may disagree with the exhibition of the ROR in a place that is not in accordance with his beliefs.
14. The Owner of the EEGG has the right to assume the physical possession of the ROR if he pays the necessary costs to the Exhibitor.
15. A Prospective Purchaser of the EEGG will make an offer to purchase the NFT from the Owner of the EEGG using the EEGG.foundation technology.
16. The Owner, Author, Exhibitor, Intermediary, and the EEGG.foundation are entitled to a commission set forth at the creation of the EEGG.
17. Physical destruction of the ROR does not affect the ownership of the NFT.
18. This Manifesto must be visibly displayed on the ROR, either as text or a link.
19. Terms: Author, Owner, Prospective Purchaser, Exhibitor, Participant, Commission, Gallery, EEGG.foundation, Marketplace, Project, Technologie, Smart Contracts.



Example of EEGG Use: Graffiti

A specific example of the use of the EEGG technology is graffiti. Graffiti connected to the EEGG will be saleable in the EEGG. It is not possible today. An author who accepts the terms of the EEGG Manifesto will create graffiti art (ROR) in the real world. He will attach an EEGG QR code to the graffiti art and fill in the sale parameters (smart contract). Next, he will create the corresponding NFT and assign it all to his ETH wallet. Anyone who is interested in this EEGG item can become its new Owner, if such prospective buyer accepts the terms of the Manifesto and pays the purchase price defined by the Owner.¹ The author of the graffiti art collects a commission on every future sale of his work. Setting sales parameters also offers another option. In addition to the Author, the owner of the wall, as an analog gallerist, can also receive his predetermined commission. If the graffiti ROR is physically destroyed, it still remains in the form of its unique NFT and blockchain entry and thus continues to appreciate or depreciate.

Conclusion

The EEGG work is divided into its material component ROR (real object of reality) and its unique and irreplaceable digital component NFT. Thus, there are two simultaneous instances of one work in the EEGG. Two worlds, two instances of one work. The goal of [EEGG.foundation](http://eeeg.foundation) is to connect these worlds.

Connecting the analog and digital worlds is a grand and at the same time inevitable opportunity for the future. Cryptocurrencies, blockchain, smart contracts are new and

¹ In the first step, the Author becomes the Owner.

constantly evolving technologies of recent years. Thanks to them, we will be able to introduce further changes to the existing analog world. However, it is very important that these changes are thought through and tested with the understanding that they should have a positive impact and effect on the society. Because society is governed by legislation, which, unlike technology, develops very slowly. Legislation has been evolving for hundreds of years, and every change is subject to political debate. EEGG is exactly such an analog-digital project that reflects the state of technology and the current setup of the society. Therefore, we think about it very carefully and we emphasize again that the development of its versions will take place with the support of the public.

Our next step will be a discussion with official institutions, an effort to create a draft standard for a new type of EEGG ownership, and an effort to appropriately amend the legislation.

We are well aware that EEGG is applicable universally, i.e. not only in the world of art, but also to any purchased object of interest. Still, we think it is appropriate to focus on artwork at this point in time and at this developmental step.

Even the EEGG project is a form of art.

Would you like to know more? Stay tuned!

The EEGG Project Glossary

EEGG ROR

ROR = Real object of reality. An ROR is a physical work of art that is demonstrably an original work of the Author. The Author must also be identifiable anonymously, e.g. by his ethereum wallet. The ROR must bear an EEGG QR code, which is an integral part of the artwork. The EEGG QR code is a form of an analog but online electronically verifiable digital signature. The artwork can bear, for example, a hologram, signed QR code, be covered with synthetic resin, or another, yet unknown technology.

The EEGG QR code contains the EEGG URL, which leads to pages containing information about the artwork, including an option to purchase the EEGG. If the Owner does not wish to sell the artwork, he can refuse the prospective buyer's offer.

EEGG NFT

The Owner of the EEGG NFT is, by the EEGG definition, also the Owner of the physical form of the EEGG ROR work (EEGG = ROR + NFT). EEGG works will be exhibited in the electronic NTF gallery of the project, or on other NFT sales platforms. The NFT can be in any digital form (jpg, gif, video), depending only on the imagination of the Author of the artwork or other creators of the artwork's NTF image.

EEGG.foundation vs. EEGG.gallery

For the implementation of the EEGG project, we decided to create a two-stage open architecture. Part of our plan is a discussion with the public about new versions of EEGG, including the Manifesto and terms of sale of EEGG works, so-called smart contracts.

EEGG.foundation

It will create the EEGG infrastructure and make it available for free use. It will maintain and update the Manifesto, formulate and modify smart contracts and implement the option to purchase EEGG objects on other blockchain platforms. It will also create a so-called headless gallery, an open source UI project of the gallery operator on the EEGG smart contracts platform. Anyone who commits to adhere to and apply the Manifesto will be able to use the resources of the EEGG.foundation and implement the sale of EEGG works on their sales platforms.

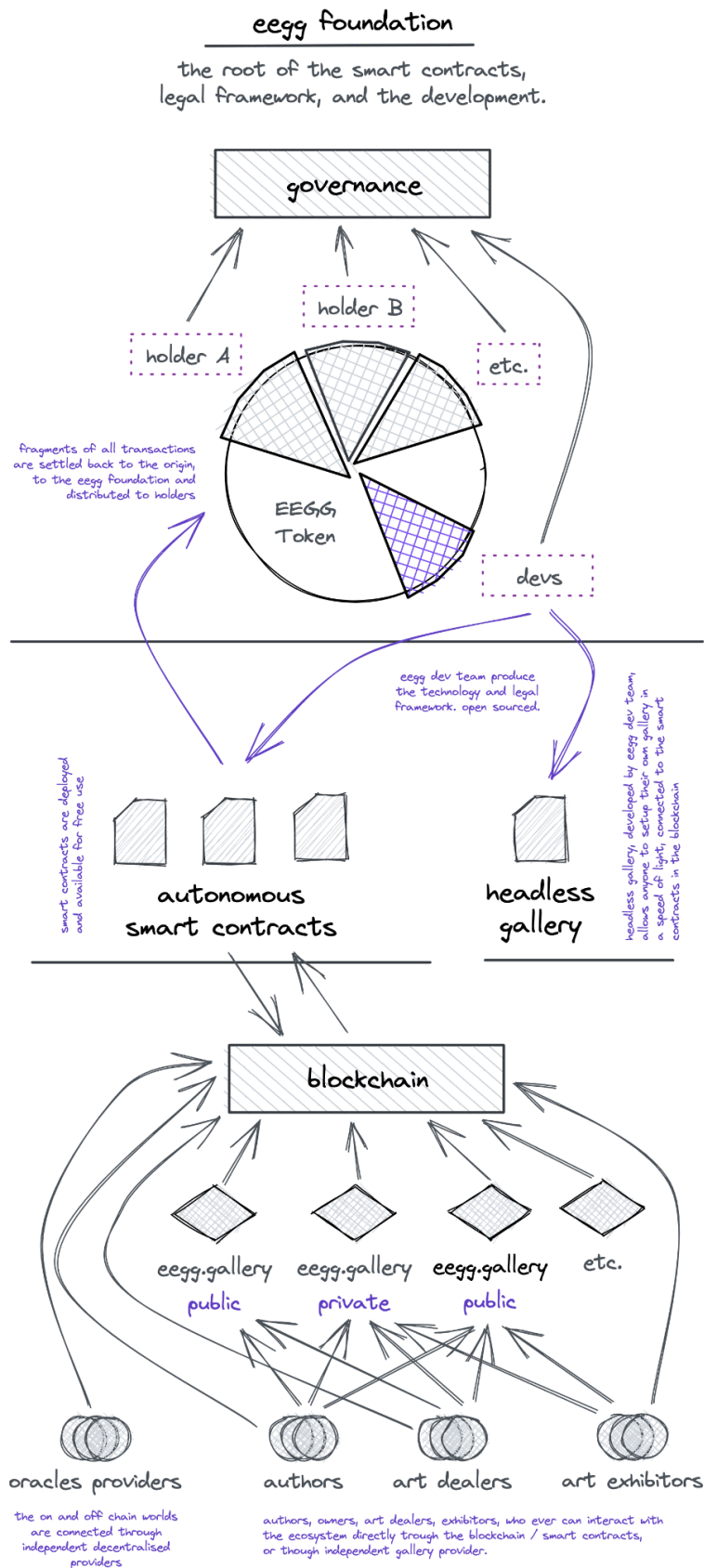
EEGG.gallery

It will adhere to, promote, and comment on the Manifesto. It will use EEGG.foundation resources. It will create a user environment for the sale and purchase of EEGG works, execute smart contracts with Authors, Exhibitors, and Owners and resolve any disputes.

Smart Contracts

Smart contracts represent a set of electronic contracts that define the terms and conditions of the sale of EEGG works. Each EEGG participant will agree to comply with this defined set of conditions. They guarantee that the rights and financial compensation of Authors, Owners, and Exhibitors of EEGG works will not be curtailed.

Scheme of EEGG.foundation



Example of EEGG Artwork

The first attempt of EEGG, ROR, NFT is described here:

- <https://peperafaj.blogspot.com/2021/12/nft-prvni-pokus.html>
- <http://peperafaj.blogspot.com/2022/07/eegggallery-manifest-verze-10.html>

EEGG

