



ARTMETA

- 1st Funding Round
- December, 2021

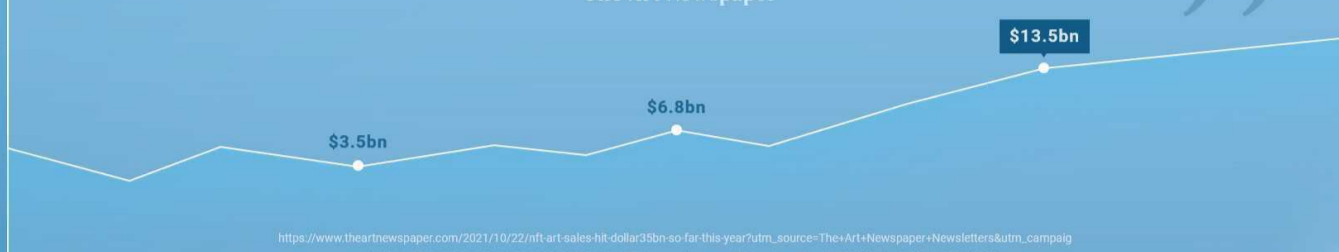


ArtMeta is the first Metaverse that focuses on fine art to represent the tier 1 leading art galleries around the world.

Art Galleries will be able to rent a space and showcase their art in a VR environment and directly sell their physical, tokenized or NFT art to millions of people around the world.

“ NFT sales have so far hit around \$3.5bn in the first three quarters of this year, according to the Hiscox Online Art Trade Report 2021.... The report found that total online art sales reached \$6.8bn in the first half of 2021 – and could hit \$13.5bn by the end of this year. ”

The Art Newspaper



Who are Culture Heroes?

Culture Heroes is a pioneering NFT studio, a marketplace and advisory platform using the potential of the blockchain, both as a new artistic medium and emerging sales channel for visual artists and contemporary art galleries.

Culture Heroes teams up with critically acclaimed artists, galleries, curators and crypto virtuosos to create unique digital environments and the most outstanding blockchain-based works of art, known as NFTs.

Culture Heroes opens up new marketing and trading opportunities for artists and galleries from the traditional art market by reaching out to new buyer groups and collectors in the digital space through its "ArtMeta".

Tchan-Zâca (Sad Songs)

Is an imaginary city created by painter Jonathan Delachaux (CH) and writer Jacques Houssay (FR) in 2013. The town is situated on a floating Archipel that moves on the oceans.

2013

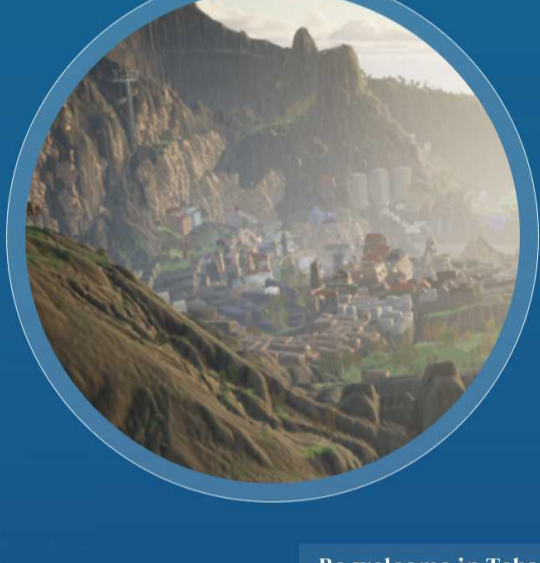


In 2019 the Island emerged into the digital space. Soon, visitors will come into town, thanks to ArtMeta's virtual reality platform.

They will be able to visit museums and art galleries, buy high-end NFTs, listen to live concerts, take some classes in the university, or simply walk the streets and look inside the different apartments.

In Tchan-Zâca, you can enter a little lodge that contains more rooms than Versailles, because in an imaginary city, the rules are non-Euclidean.

2019



Be welcome in Tchan-Zâca and explore this cultural metaverse.

Supported by

One of the leading user interface that is focused on NFTs

A top launchpad company in the crypto space.

One of the leading second layer protocols on Ethereum.

XR and VFX Studio propelled by innovative technology

The Problem

Artists

Don't know how to make NFTs

Galleries

Want to get a foot into growing \$2.4 Billion* market

The Digital Community/Collectors

Want to buy relevant art

ArtMeta

Studio Artists get a studio that finances, develops and produces high end-NFTs that will translate to the digital community	Marketplace Galleries get guidance and access to a fast growing market and new clients	Advisory The Digital Community get to collect relevant, value and top quality works of art
...and a new, additional and sustainable income source		...from a trusted platform

Milestones

- 8.2019**
Founding the Culture Hero Inc. private equity round
- 8.2019 – 12.2020**
Genesis of ArtMeta metaverse
Start Sourcing galleries and artists
Initiation of market research activities
- 01.2021 – 08.2020**
Development of ArtMeta metaverse
Producing NFT's for testing purposes
Identifying development and sourcing teams
Receiving a development grant from the Canton of Geneva Cantonal Contemporary Art Fund
- 09.2021 – 11.2021**
Token Economics investment preparation
- 11.12.2021**
TrustSwap Private Round
TrustSwap Public Round
- Q1-Q2 2022**
Set up of development team
Set up of sourcing team
Infrastructure/security investments & implementation
Begin sourcing of keystone galleries and artists
Production of NFTs
First look at alpha version of ArtMeta metaverse
- Q3-Q4 2022**
NFTs launched on Swappable.io version ready for test users,
The TrustSwap community & select artworld communities
- Q1-Q2 2023**
Release of ArtMeta to Public Users
Upscaling of market participants and content

The Founding Team



Roger Haas

- Co-Founder, CEO, Head of Sourcing @ Culture Hero, Zug
- Producer, sourcing, gallery & artist relations
- Former Acting Director @ Art Stations Foundation / Museum Suesch, 2020
- Founder and Director @ Offspace Online art movie productions, 2011-2019
- Founder and Director @ Haas & Fischer Gallery, Zürich 2005-2011



Romain Donnot

- Partner, CTO, Head of Platform Development @ Culture Hero, Geneva, Saint-Julien (FR)
- Co-Creator ArtMeta
- Founder, CEO @ N'Break, Saint-Julien (FR)
- Virtual Production Supervisor
- Live FX Supervisor
- Head of Post-Production, Volumetric Camera Systems, Inc, Vancouver Canada with Neil Blomkamp (Director) for "Demonic" 2021 (Netflix Production)
- Member of the VR AR Media Group



Jonathan Delachaux

- Partner, Artistic Director @ Culture Hero, Geneva
- Co-Creator ArtMeta
- Visual Artist with works in:
 - FRAC, Genève, 2012
 - FRAC Alsace, 2012
 - Fondation Salomon
 - Canton de Neuchâtel
 - And numerous private collections