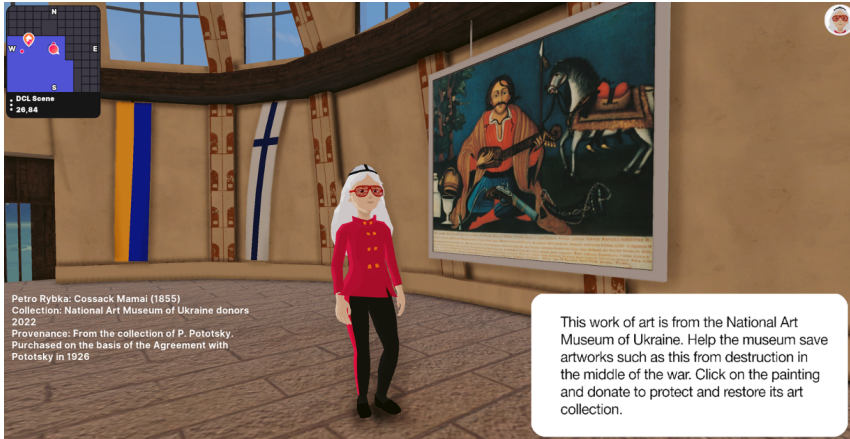


# ICOM-CC Zoom Webinar with Patron of Art NFTs, Museums and the Metaverse 29th March at 15.00 (CET)



## How to attend:

A Zoom link will be sent to all registered participants prior to the event.

To sign-up for this event please click on this [link](#) fill in the registration form and privacy statement:



## NFTs, Museums and the Metaverse

Surveyed museum professionals believe that 50% of museums will use NFT technology in the future - based on a [Patron-of-Art.com](#) survey at ICOM Prague 2022. While this new technology was hardly known 2 years ago, NFTs are collected by about 10 million people and this number is growing fast. This raises questions around conservation of NFTs for museums and users alike.

In this webinar, we explain what NFTs are, address common questions and misconceptions by museum professionals, and show several use cases for museums that demonstrate how

NFTs can help museums fulfil their mission and to have impact.

Finally, we provide insights on how to best conserve NFTs. Conservation of NFTs has multiple aspects: the Blockchain itself, the smart contract used to generate the NFTs, the wallets and their private keys that control the smart contract and off-chain data.

[Patron-of-Art.com](#) is a platform for high quality NFTs created in partnership with cultural institutions.

[ICOM-CC](#) is the largest of ICOM's International Committees with almost 5,000 members in 118 countries.

## Speakers:



**Dr. Stephan Holzer** is co-founder and CEO of VERITIC, an award winning NFT infrastructure provider based in Switzerland. Stephan also founded [Patron-of-Art.com](#), a high-end NFT platform for cultural institutions. Stephan has more than 12 years of experience in Blockchain technology and holds a Ph.D. in Distributed Computing from ETH Zurich. He is a frequent key-note speaker across the globe. For his scientific contributions he received international awards and in 2016 was elected to the Academy of Science and Literature Mainz, Germany as junior member - only three German Computer Scientists received this honour so far.



**Ms. Johanna Eiramo** is Director of the Digital National Gallery programme, aimed at supporting the creation and streamlining of digital products and services for art lovers. Her team's projects include pilots in web 2.0 such as digital ticketing and finding avenues for monetising online content. Web 3.0 projects include the Finnish Metagallery pilot project on Decentraland, published in October 2022. A second web 3.0 pilot project is in the planning phase. Previous to this position, Ms. Eiramo served the Ateneum Art Museum, part of the Finnish National Gallery, as Head of Communications.