



NANDA KHIARA

"Exploring the Transformative Landscape of Digital Creativity"

An abstract digital artwork featuring a complex, layered composition. The background is a dense, textured field of overlapping, semi-transparent shapes in various colors, including deep reds, oranges, yellows, and greens. In the center, there's a prominent, irregularly shaped area with a grid of small, colorful dots in shades of red, orange, and yellow. The overall effect is one of vibrant, chaotic energy and digital complexity.

# Digital Creative Assets

Non-Fungible Tokens – NFTs  
Fungible Tokens – FTs  
Fine Art & Digital Art Combined



# Market Landscape

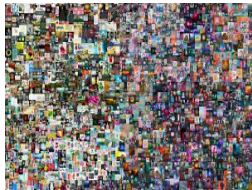
**Global Digital Creative Markets market ended at USD 20.8 billion in 2023**

**Global Fine Art Market ended at USD 67.8 billion in 2023**

*Source: Art Basel and UBS Global Art Market Report &*

*Nanda Khiara*

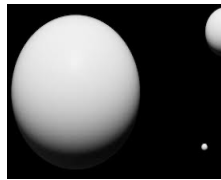
# Past Landscape: Digital Art, NFTs & The Hype



Beeple's  
"The First  
5000"



CLOCKS BY  
PAK - FOR  
ASSAGNE



The Merge  
-  
Fractionali



Trevor Jones'  
"Bitcoin  
Angel": A



NFT - BAYC  
\$3.4  
million.



Crypto  
Punk NFT



WOMEN.  
RISE



BOSS BEAUTIES




WORL  
D OF  
WOM  
EN  
WOM  
EN



MARS  
HOUSE

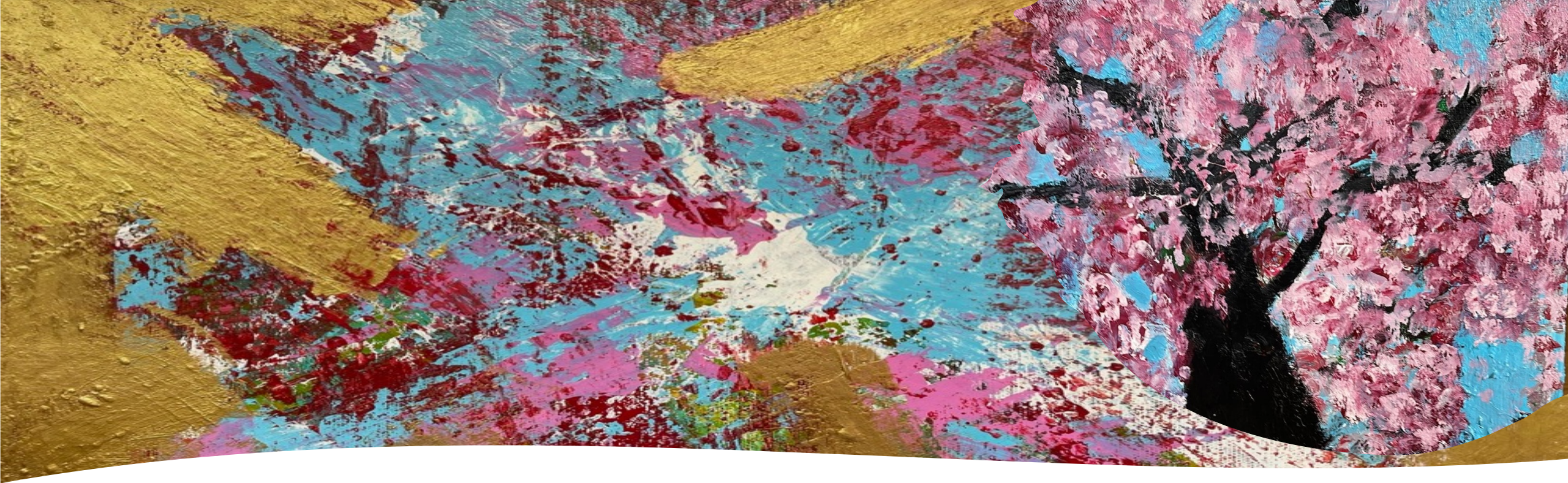


WARNY  
MPH



Life can only be  
understood backwards;  
but it must be lived  
forwards.

Soren Kierkegaard



# Current Digital Economy Landscape

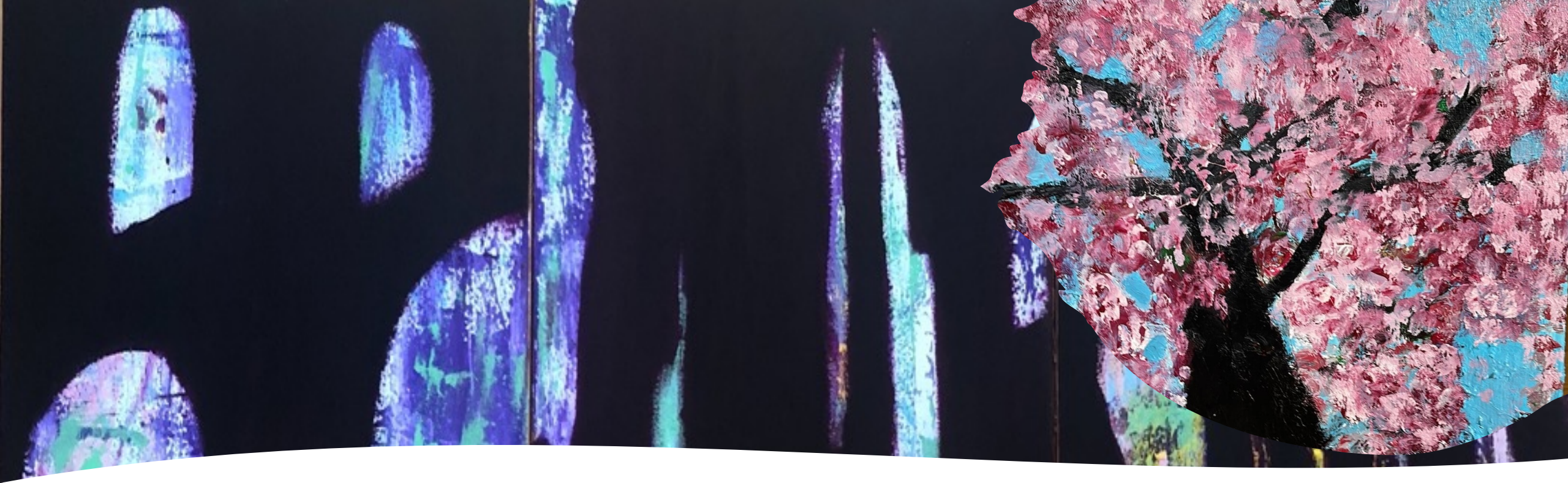
Internet in 2035

Global Erosion of Trust

Scepticism driven by concerns about data privacy and security

70% increase in access to the Internet from developing countries

*Nanda Khanna*



# Future Trends in Digital Economy Landscape

Blockchain Technology, Web 3, AI, Metaverse & NFTs are here to stay

The big question:: Who will be the players in the digital creativity economy?



# Current Art Technology Innovations – 1

Real World Assets – RWA's

Fine and digital art combined will Dominate the markets.

Fine art and other real-world assets have already been launched on some marketplaces.

*Nanda Khiara*





## Current Art Technology Innovations – 2

**Brands, IP & Metaverse**

**Major brands have already entered the Blockchain Space**

**Extensive use of Metaverse increasingly as a marketing, sales & branding tool.**

**IP rights with digital assets**



## Current Art Technology Innovations – 3

### AI ART

Collaborative projects between artists and AI, showcase the synergy between human intuition and computational capabilities

LLM's



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## Current Art Technology Innovations – 4

### Fractionalization

Historically art was reserved for a few.

Fintech art funds

Move towards embracing blockchain



# Digital Creativity Challenges

Mass Adoption

Interoperability

Government Regulations

Market Volatility History

Copyright and Intellectual Property

Scams and Fraud

Environmental Impact



# Digital Creativity Advantages

**Clear Transparent & Open**

**Proof of Provenance**

**Irrefutable & Permanent**

**Interoperability and Layer 2 Solutions**

**No Coding**

**Disrupting the current business models – removing intermediaries**

**Fractional Ownership and Governance**

*Nanda Khiara*

# Connect With Me

Website: [www.nandakhiara.com](http://www.nandakhiara.com)

Linkedin: Nanda Khiara

Instagram Nanda Khiara

Twitter Nanda Khiara

Facebook Nanda Khiara Art



*Nanda Khiara*