SmartStamp Collaborates with Frieze Seoul, Metagolden, and Digivault Timed to Launch of New SmartStamp App on September 1

- **Frieze Seoul VIP Program with Conceptual Artist Kimsooja**
- **Partnership with Digivault Commences with Gordon Cheung Works at Almine Rech Gallery**
- **Sotheby's Auction of an NFT-linked Emerald and Gold Ring with Metagolden**

Kreuzlingen, Switzerland, 24 August 2022 – SmartStamp, the pioneering new standard in identification and authentication for the art world, today announced major collaborations, timed to the **launch of the new SmartStamp App in the Google Play Store on 1 September**. Across an artwork's journey—from the studio, to storage, to the collector, gallery, or museum wall—SmartStamp is a long-term management and identification solution for anyone involved in the creation, preservation, and protection of cultural objects. The new SmartStamp App leverages patented state-of-the-art anti-counterfeit technology and AI to bring the groundbreaking security and timestamping power of blockchain to the art world.

In addition to mounting **a VIP program in collaboration with Frieze Seoul** next month, the tech company continues its **collaboration with Metagolden** by providing its patented AI technology to physically-digitally link an emerald and gold ring with its NFT counterpart in the upcoming Sotheby's jewelry auction on 24 September. SmartStamp has also embark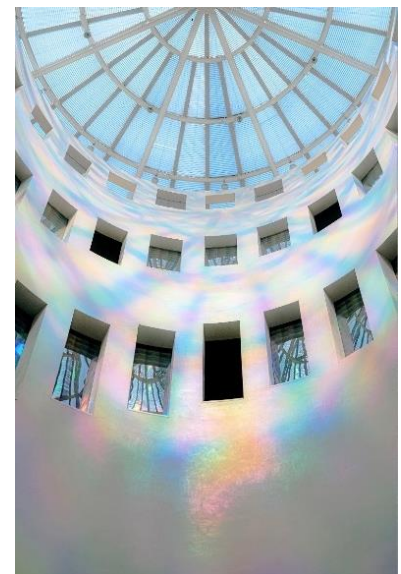ed on a **new relationship with Digivault, an FCA-registered digital assets custodian**, bolstering SmartStamp's highly secure technology with the strength of Digivault's government grade digital vaults, escrow, and OTC services.

SmartStamp is Official Frieze Week Seoul Partner
3 September: Talk with Kimsooja
SmartStamp, as Official Partner of Frieze Week Seoul on 2-5 September, hosts a talk for invited guests with internationally **renowned artist Kimsooja,** introduced by **Alexandra Munroe** (Director, Curatorial Affairs at the Guggenheim Abu Dhabi; Senior Curator, Asian Art and Senior Advisor, Global Arts at the Solomon R. Guggenheim Museum). Kimsooja whose work will be presented by Axel Vervoordt Gallery at KIAF, has been working closely with SmartStamp over the past two years to address authenticity, ownership, and growing IP concerns especially for artists creating conceptual and ephemeral works. An institutional installation artist whose work is highly recognizable, Kimsooja embraced early on the ways that technology can protect her work and IP from counterfeiting.

The Frieze talk will offer insights into how the artist is leveraging new technologies to support her work, and explore her recent and upcoming projects, including her 2021 Leeum Museum commission and the September unveiling of her stained-glass cathedral windows for the Saint

Étienne de Metz's 800th anniversary—making her the first woman to contribute a design, as well as the first non-European and first 21st-century artist to do so. The talk will also consider SmartStamp's intervention into the market more broadly in the context of art, tech, AI, and the blockchain. To further support artists' legacies, SmartStamp has created the first smart contract royalties digitally linked through AI fingerprinting to their physical creations.

SmartStamp x Digivault Partnership

SmartStamp has embarked on a partnership with Digivault, an FCA-registered digital assets custodian in Mayfair London, following a breakthrough case study combining both companies' technology and resources to authenticate, record, and secure a series of **Gordon Cheung** paintings from his July 2022 exhibition at **Almine Rech Gallery Paris**. The process spans authentication of the works via the SmartStamp App AI, and creation of blockchain NFTs (non-fungible tokens) representing the creator royalties of the works and storage of the NFTs within Digivault's government grade vaults. The NFTs will be stored until a secondary market transaction of the physical paintings, with due diligence of the transfer supported through Digivault's operations and crypto escrow service. Following the success of the case study, the automation from SmartStamp App's smart contract NFTs to Digivault custody will be an optional feature for SmartStamp users by early next year.

SmartStamp x Metagolden
24 September: Sotheby's *Art as Jewelry as Art* Auction
After a successful collaboration on a digitally-physically linked sculpture for sale on Moda Operandi and the market excitement for physically linked digital assets in the luxury sector, SmartStamp and Metagolden are deepening their partnership to bring phygital authentication to fashion and high end design. SmartStamp is the authentication technology solution of choice for the premier of an NFT-linked emerald and gold ring by Metagolden, the web3 emporium that couples digital art with fine jewelry and 18K gold. Expressly created for **Sotheby's *Art as Jewelry as Art***, a first-of-its-kind auction of artists' jewelry on September 24, the ring is the only NFT-linked jewelry piece in the auction. The inclusion in the auction lends credence to NFTs and digital art as a new channel for creation and authentication, one embodied by the spirit of innovation.

Launch of the SmartStamp App
1 September: Available in the Google Play Store
The SmartStamp App is available for Android on the S21 Ultra 5G with macro lens, on 1 September in the Google Play Store, with an iOS version coming at the end of this year. The App will be available through tiered subscription options, ranging from per object to premium level. Early adopters can download the app for a 30-day free trial in September. Learn more about the App and see a demo here.

Images (top to bottom): SmartStamp app, Courtesy of SmartStamp; Kimsooja, *To Breathe*, 2021, Site-specific installation with diffraction grating film, Courtesy of Leeum Museum of Art and Kimsooja Studio. Photo by Seungbeom Hur; Gordon Cheung, *Garden of Perfect Brightness*, 2022, Courtesy of the artist and SmartStamp.

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About SmartStamp
SmartStamp is the pioneering new standard in identification and authentication for the art world that combines secure, environmentally sustainable, and easy-to-use technology. Developed over more than a decade, SmartStamp's App uses patented AI technology that is designed to read and record artworks' surface characteristics—offering artists, collectors, institutions, and all arts and culture stakeholders a way to securely and

immutably link physical objects to their digital fingerprints on the blockchain. Using the SmartStamp App is as simple as taking a picture, making the groundbreaking security and timestamping power of blockchain technology accessible to anyone who can use a smartphone.

A Swiss company, SmartStamp is founded and led by figures at the forefront of both the art world and technology, bringing deep expertise to address the needs of artists, collectors, institutions, and other organizations in authenticating, protecting, and preserving cultural objects and heritage. SmartStamp AG and its affiliated technology companies, OriginStamp AG and Dynamic Element AG, are incorporated in Kreuzlingen, Switzerland.

For more information on SmartStamp, visit SmartStamp.com.

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