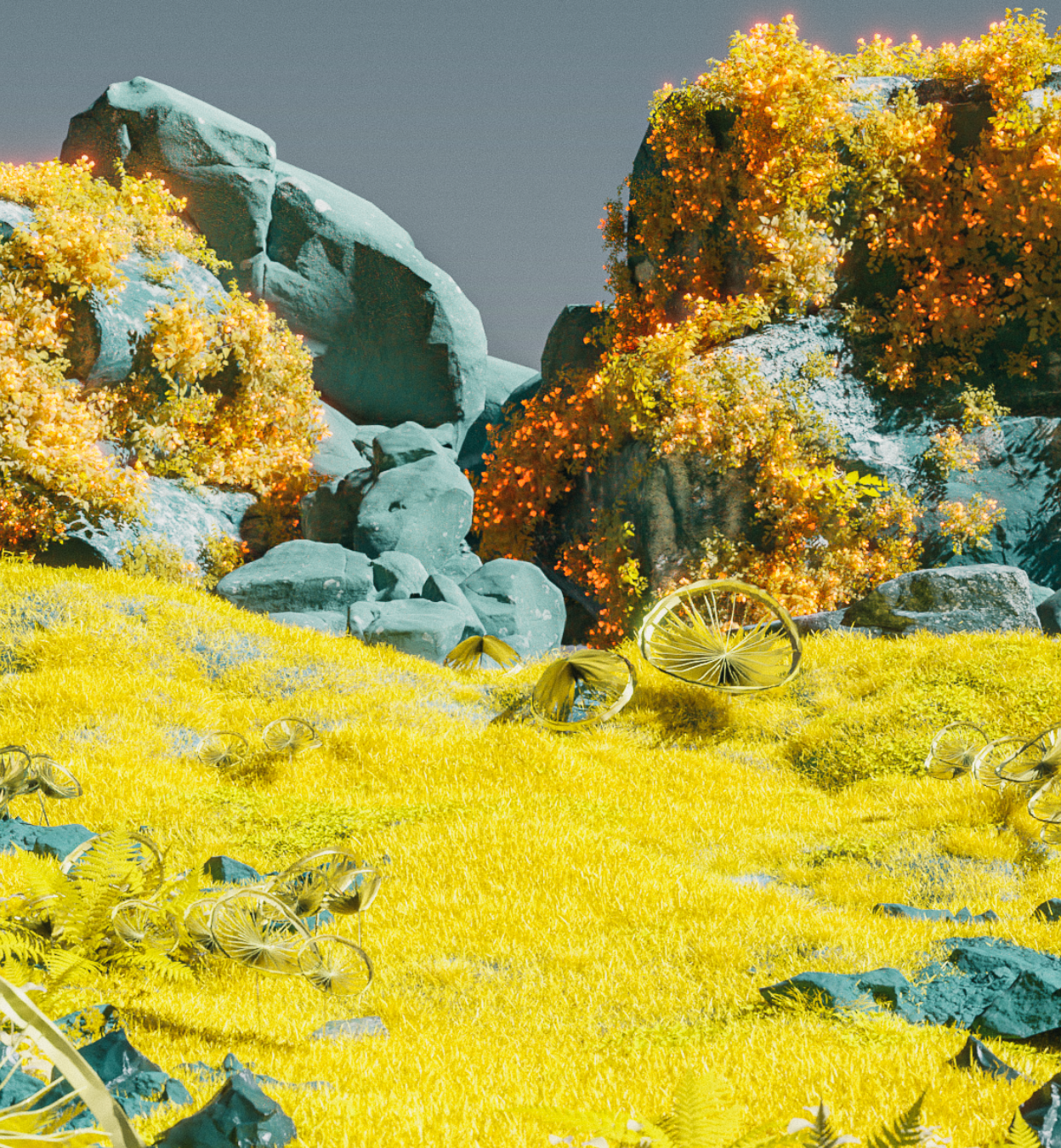


2022

Hint3rland

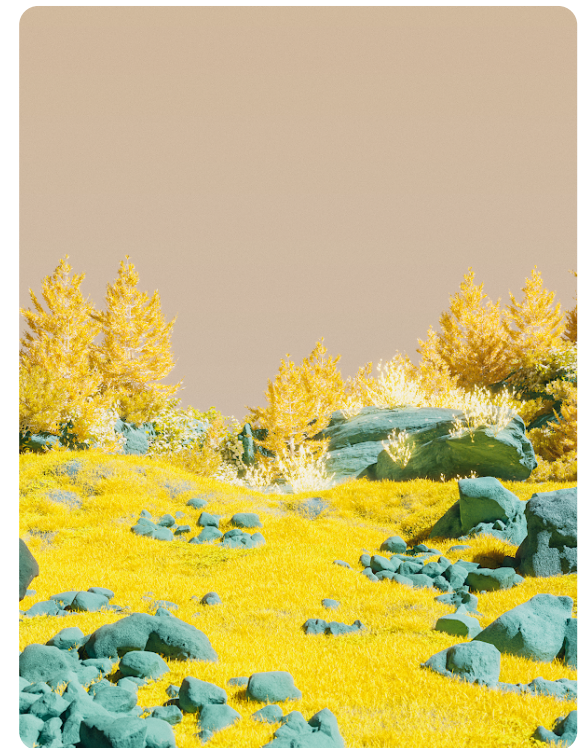
a creative studio for the decentralised world



2022

Hint3rland

a creative studio for the decentralised world



PRESENTATION

01



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COMPANY

Hint3rland is a creative studio for the decentralised world. It offers a wide range of services, from consulting to full project development, on all aspects of blockchain (crypto-currencies, NFTs, DAOs, Metaverse, etc.).

Hint3rland is co-founded by four members with complementary skills. The company includes many partners to deal with numerous requests (masterclasses, creative briefs, scenarios, copyrights, business models, IT development, graphic design, etc.).

Team

PRESENTATION



Guillaume Helleu

(Geneva) is a metaverse architect and Web3 strategist based in Geneva after having worked in China for several years. In 2017, Guillaume Helleu began studying the social, political and economic aspects of blockchain technologies. He has since begun analysing these issues in a series of papers, lectures and courses. His current activity is mainly focused upon business strategy and storytelling.



Christophe Branchu

(Shenzhen) is a creative director based in China. He started JUKE Creative Studio (2016), harvesting numerous international awards and recognition, including CES Best Innovation Award 2017, iF Design Award 2018, 2 Golden Pin Design Awards, German Design Award 2018. Nominated Forbes China 30u30 in the fashion category.



Anthony Masure

(Geneva) is Dean of Research at Geneva University of Art and Design (HEAD – Genève). In this framework, he's doing courses, lectures and research papers about design and digital technologies (AI, blockchain, NFTs, etc.). He co-founded the "New Kids of the Blockchain" lecture series in 2018 at Gaîté Lyrique (Paris). He is the applicant of a research project aiming to design a methodological guide for NFTs and blockchain technologies (funding by HES-SO for HEAD – Genève).



Stanislas Juery

(Lausanne) is a Software Engineer specialized in blockchain technologies. He studied Computer Science at 42 Silicon Valley. He created and audited smart contracts for various NFT collections and co-founded MNNT striving to create quality play-to-earn games. He is also working project that wishes to link the real world and NFT's in order to facilitate the sales and eliminate the middle men of various high value items.

Partners

PRESENTATION



Frank Adebaiye

Frank Adebaiye (Paris) is a expert-accountant, CEO of Forthcome. He is a type designer and a specialist of document design. He designed a special banknote for Orell Füssli (Switzerland).



Prof. Yaniv Benhamou

Prof. Yaniv Benhamou (Geneva) (Dr. iur., Attorney-at-Law, Lecturer at the University of Geneva) specializes in Intellectual Property, Data Protection and Art Law. He regularly advises private companies and public authorities with regard to Intellectual Property, Data Protection, Entertainment Law and Technology Law (including Big Data and Artificial Intelligence).



MCI group

The MCI group is a global next-gen platform for marketing innovation and breakthrough communication in the digital age. Our platform combines the talent, technology and creative power of our global agency network to transform brands and organisations.



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Background

PRESENTATION

In 2018, two members of Hint3rland initiated the "New Kids on the Blockchain" lecture series (Gaîté Lyrique, Paris), with as guests, among others, the founders of CryptoKitties and CryptoPunks. The team has given numerous lectures in academic and professional contexts (e.g. SciencesPo Paris, ArtTech Forum, UNIGE, HEAD – Genève, Ensad Paris, etc.) and various research papers and interviews (*Multitudes*, *ADN*, *Technikart*). In addition, several professional projects (mainly in China) with blockchain companies (Waltonchain, Tangem crypto hardware, etc.). More recently, Hint3rland is driving Nekketsu Academy (2021), an online guild of over 150 play-to-earn video game players. Since 2021, the team has been working on a research project (HES-SO funding) to produce an open source didactic guide to NFTs and blockchain technologies.

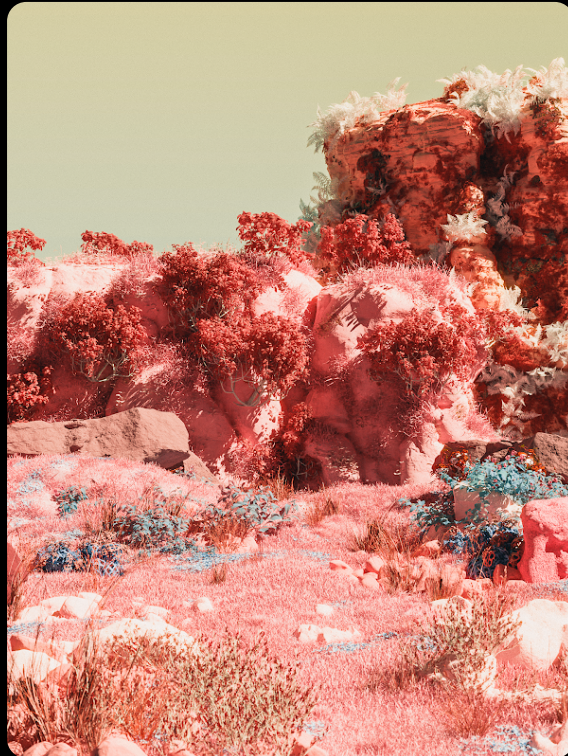
In 2022, Hint3rland has established a strategic partnership with the MCI Group, a global next-gen platform for marketing innovation and breakthrough communication in the digital age.

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VERTICAL 01

With the weight gained by digital services, large technology groups (GAFAMs) are now more powerful than certain states. Such a concentration of power poses a problem for democracy because laws are no longer debated and discussed by citizens, but are written into the source codes of programs. The decentralized technologies of the Web3, via the DAOs (Decentralized Autonomous Organizations), have on the contrary the promise to redistribute power according to configurable and evolving rules. This poses major challenges both for governments (online voting, law-making, budgeting, etc.) and for companies (boards of directors, employee participation, unions, etc.).

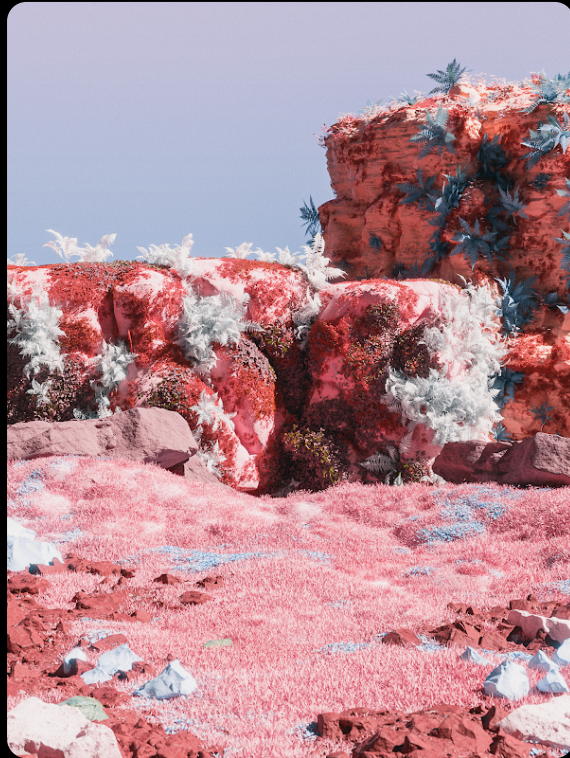


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Recent pandemics are part of a technological agenda that has dramatically increased the importance of digital identity. In 2020, in the midst of confinement, the Zoom company was worth as much as the 7 biggest airlines combined. Now, owning social markers in the digital world (avatars, NFT, etc.) is better than owning them in the physical one (yacht, watch, jet, etc.). With nearly 3 billion people playing video games, this trend seems irreversible and invites States to question what constitutes the identification and identity of citizens. This is also a sovereignty issue. Since 2021, Americans, for example, have been able to add their driver's license as well as their ID card to the Apple Wallet application. How can decentralized wallets extend and empower these practices?

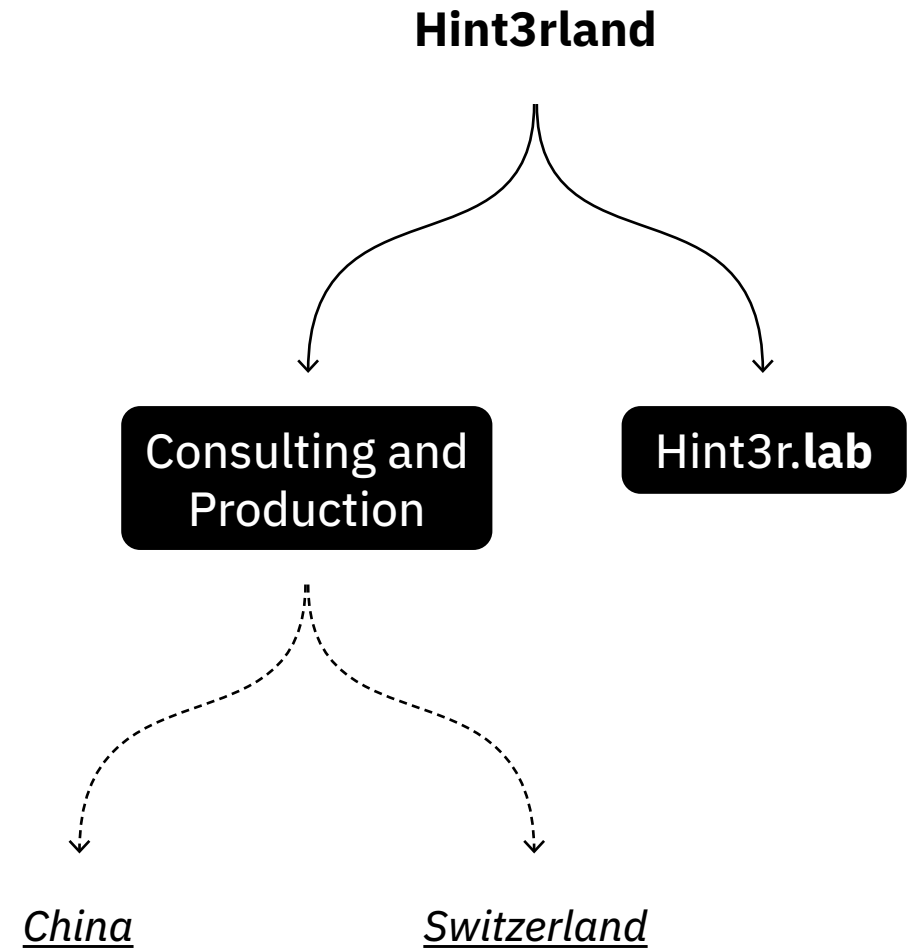
For the first time in the history of computing, the blockchain makes it possible to obtain digital uniqueness, whether for money, works of art, etc. The property regime usually reserved for the tangible world is thus both duplicated and modified by these digital environments. A profound change in the asymmetry of online exchanges is therefore taking place. Noting the failure of Web2 to pay for the contributions of Internet users (posts, images, videos, etc.), which are the foundation of GAFAM's value, blockchain technologies invite us to rethink the chains of (re)distribution. NFTs, for example, allow artists to be remunerated for multiple resales or to divide an apartment into a million shares. Smart contracts allow to fine-tune in real time the different actors of a collective production. The same NFT can represent an asset in a video game, a voting right, and a share in a company. How will states legislate on these layers of ownership? How to make a state if borders are missing?

STRUCTURE



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General Structure



Hint3rland aims to help companies to unlock the potential of Web3 in their strategy. As most blockchain projects are mere ephemeral marketing costs, we offer instead a customized prospective expertise for our clients, allowing them to face and anticipate contemporary challenges.

Hint3r.lab is the R&D division of Hint3rland. The lab's productions focus on the creation of new uses for Web3 technologies (scripts, phygital, NFC cards, dashboards, APIs, smart contracts, sidechains, tokens, etc.). Hint3r.lab explores and prototypes pre-operational tools that can be exploited commercially through the consulting department. Hint3r.lab produces research papers, interviews, lectures and workshops to explain and promote the uses and challenges of Web3. Ultimately, Hint3r.lab aims to become an innovation hub and an incubator for Web3 companies.



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Services

Hint3rland explores the opportunities of Web3 to support many actors in their transition to a decentralised world. We offer a wide range of services from Web3 awareness to full project development in all aspects:

EVANGELISATION

- > Initiation lectures
- > Courses
- > Research papers
- > White papers

UX & UI DESIGN

- > Branding
- > Website
- > App interface
- > Motion Design
- > 3D Modelling
- > Generative design

BUSINESS

- > Strategic briefing
- > Workshops
- > Study report
- > Diagram design
- > Business plan
- > Specifications
- > Roadmap
- > Legal framework

PROGRAMMING

- > Front-end & back-end
- > Smart contracts
- > Custom blockchain
- > Sidechain
- > Token

BRANDING

SO



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Jan. 2018
Toulouse

Vires in Numeris. Blockchain: Digital trust
Teaching sessions given as part of the “Theory of Design,” University of Toulouse, Bachelor Design.

Jan. 2018
Toulouse

Beyond Bitcoin: Uses and practises of Blockchain technologies
Lecture for the symposium “Monnaie humanum est,” (dir. Brice Genre), University of Toulouse, Master Design.

May. 2018
Paris

Total Record. Blockchain protocols in the face of post-capitalism
Research paper for the journal *Multitudes*, n° 71, “Deriving finance” (ed. Yves Citton).

Nov. 2018
Paris

History of Digital Cash
Educational sessions given as part of the lecture course “History and philosophy of design,” Paris, SciencesPo, Master Innovation and digital Transformation.

Nov. 2018 —
June 2019
Paris

New Kids on the Blockchain
Lecture series (dir. Marie Lechner, Anthony Masure and Clémence Seurat), Paris, Gaîté Lyrique. Guests (selection): Guilherme Twardowski, (CryptoKitties), John Watkinson (CryptoPunks), Daniel Shavit, Alexandre Rouxel, Mark Alizart, Emmanuel Guez, Baruch Gottlieb, Primavera de Filippi, Jonas Lund, Finn Brunton, Aude Launay, Nick Copenhagen.

Mar. 2018

Logo of Elastos blockchain
Third prize for the conception of the logotype.

May 2018
Shenzhen

Tangem Branding
Banknote for digital assets.

Aug. 2018 Shenzhen	WaltonChain Branding + Crypto wallet UI Brand and interface design for WaltonChain.	Nov. 2021 Geneva	Making the Multiple Singular: Artistic NFTs, Speculation and Redistribution Research paper for the journal <i>Multitudes</i> , n° 85.
June 2021	Nekketsu Academy Setting up a guild of more than 150 “play-to-earn” video game players: Discord channel, live tracking dashboard, dedicated website.	Dec. 2021 Geneva	Interior design in the era of metaverse Lecture for the staff of Interior Design Department (dir. Javier Fernández Contreras).
Sept. 2021 Istanbul	NFTs: A Catalyst of Change for the Art Market Invitation to the panel “Audemars Piguet Session,” moderation Claudia Schachenmann (Zürich). Anthony Masure, HEAD – Genève.	Jan. 2022 – Sept. 2022 Geneva	NFTs methodological guide Transdisciplinary research project about NFTs: critical lexicon and graphical kit released under a CC0 free license. Funding by HES-SO for HEAD – Genève.
Sept. 2021	We are the outKast Technical Development for a set of illustrated NFTs on OpenSea.	February 2022 Geneva	Let’s play! Design for metaverses and NFTs Workshop at HEAD – Genève, HES-SO, Bachelor and Master in art and design.
Oct. 2021 Geneva	Axie Infinity Scripts Scripts for customising the whole scholarship process for the video game <i>Axie Infinity</i> managers by interacting with smart contracts.	Mar. 2022 – June 2022 Geneva	New Kids on the Blockchain Transdisciplinary Bachelor course about NFTs and future of work, Geneva, HEAD – Genève, HES-SO.
Oct. 2021 Geneva	Making the Multiple Singular: Artistic NFTs, Speculation and Redistribution Lecture for the course “Topicality of Research,” University of Geneva and HEAD – Genève, HES-SO.	March 2022 Geneva	Interviews for l’ADN and Technikart journals Interviews about play-to-earn and NFTs.
Oct. 2021 Geneva	Dimanche showroom Strategic brief for the product design showroom Dimanche to include NFTs in the shop.	March 2022 Geneva	MCI Global Academy: How to become a front runner of the 4th industrial revolution. Roundtable with Ronald Menzel (Dreamscape CEO)
		June 2022 Geneva	Blockchain for Art Collections Continued professional development course for HEG and HEAD – Genève, HES-SO.

Total Record: The Blockchain Protocol Towards Post-Capitalism



Abstract

Architecture is traditionally defined as the art of building and arranging living spaces. But what about in the age of video conferencing and the return of metaverse (virtual worlds)? How can we design authentically digital spaces? It is as if the paradigms of video games and the Web had not modified the practises and teaching of architecture, which then runs the risk of becoming anachronistic and of excluding itself from the contemporary issues linked to digital technologies.

Making the Multiple Singular: Artistic NFTs, Speculation and Redistribution



Abstract

This paper explores the issues concerning blockchain technologies within the realm of the creative (art, design, video games, etc.), which have arisen since the development of non-fungible tokens (or NFTs) in 2015. NFTs are essentially the production of a decentralised digital certificate that is impossible to forge, which is then linked to a numerical or tangible entity. NFTs have emerged into the mainstream since the beginning of 2021 due to a massive surge in sales and the development of specified marketplaces. NFTs have brought to the fore a variety of issues concerning value, circulation, and the exposure of artistic and cultural productions.

www.hint3rland.com

contact@hint3rland.com

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2022