

Bridging the Gap: AllianceBlock and ARTBANX Partner To Bring Art-Backed Financing to Web3



NEWS RELEASE BY ALLIANCEBLOCK

Utrecht, Netherlands | January 20, 2023 09:00 AM Eastern Standard Time

PARTNERSHIP

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Today, [AllianceBlock](#), building seamless gateways between TradFi and DeFi through decentralized and trustless infrastructure, announces a strategic partnership with [ARTBANX](#), the world's most comprehensive, customizable and secure collection management system for collectors, art professionals and financial institutions.

This partnership between AllianceBlock and ARTBANX is a first of its kind in the market and is another milestone in bridging the gap between Traditional Finance (TradFi) and Decentralized Finance (DeFi). ARTBANX's art collection management, market data and financing infrastructure enable art to become a bankable asset class, which will be expanded with a marketplace built on blockchain technology. AllianceBlock, with Nexera Protocol's infrastructure and [NexeraID's](#) identity management toolkit, will allow the tokenization of physical artworks and facilitate a marketplace for art. This unlocks more possibilities for art collectors by allowing them to access the liquidity of their physical art through a platform for real-world asset-backed financing with

physical artworks as collateral. This further opens up more opportunities for the art community to provide liquidity and opens up the ARTBANX marketplace to a broader Web3 audience.

In the latest Art Market 2022 Report by Art Basel and UBS, the global art market grew by 29% year over year, growing by up to US\$ 65.1 billion in aggregate sales of art, including a substantial growth of interest in digital art facilitated through NFTs topping at US\$ 11.1 billion. Utilizing ARTBANX's technology stack and AllianceBlock's infrastructure, this new platform will offer a more straightforward way for art collectors to access the liquidity of their assets while still maintaining digitally-represented ownership of the underlying. This also allows a broader audience to participate in the burgeoning art market, with more ways to provide liquidity and benefit from the tokenization of real-world physical assets.

Furthermore, the MetaNFT standard powered by AllianceBlock's Nexera Protocol will allow ARTBANX's Web2-based technology stack to seamlessly transition and integrate into Web3, taking advantage of the inherent benefits of blockchain technology and third-generation NFTs. Utilizing AllianceBlock's and [Nexera Protocol's](#) blockchain infrastructure dramatically reduces the time to market for delivering this new platform and greatly minimizes the cost of development and resources for this solution.

"We are thrilled to announce our revolutionary partnership with AllianceBlock, which is set to transform the art market through the power of cutting-edge technologies. By leveraging AI, we have seamlessly integrated the transactional records of millions of artworks, providing collectors, investors and art enthusiasts with unparalleled insights for informed decision-making in fractional art-backed financing." **said Mads Boie Thomsen, CEO & Co-Founder of ARTBANX.** "This partnership is a prime example of how DeFi can be used to provide alternative financing options and bring us one step closer to making art a bankable asset class."

"We are excited to partner with ARTBANX and take another step towards our mission to bridge TradFi with DeFi. The art market is a lucrative market and ripe for disruption. Using Nexera, we're enabling a new financial model that preserves DeFi values; self-custody, transparency, decentralization, peer-to-peer, security and privacy while providing a more stable yield in a less volatile market." **said Matthijs de Vries, Founder and CTO at AllianceBlock.** "This partnership is a great example of how businesses can use our decentralized infrastructure to create new financial products and services. Partnering with ARTBANX, one of the leading collections management systems in the world is a big step forward for the industry."

The partnership is an ideal example of how both industries can benefit each other. Participants can access a more stable and less volatile market by tokenizing real-world assets. As the industry matures and AllianceBlock grows and offers its solutions in the wider market, traditional institutions will benefit by being able to offer its lower-risk asset classes to the blockchain industry while gaining from the inherent benefits DeFi offers in the areas of privacy, decentralization and security.

AllianceBlock and ARTBANX are committed to providing new ways for users to access liquidity for previously unbankable or inaccessible asset classes without the need of centralized entities.

About AllianceBlock

[AllianceBlock](#) is building seamless gateways between decentralized and traditional finance by remedying issues in both spheres and linking them more closely. They see the future of finance as an integrated system in which the best of both worlds can work together to increase capital flows and technological innovation.

By bridging traditional finance with compliant, data-driven access to new decentralized markets, DeFi projects, and ecosystem-scaling tools such as funding and interoperability, they are building a next-generation financial infrastructure that aims to provide regulated financial entities around the world with the tools they need to access the DeFi space seamlessly.

Be sure to [follow us on Twitter](#) and [follow us on Telegram](#) so you don't miss out on any important AllianceBlock news or updates.

About ARTBANX

[ARTBANX](#) is the world's most comprehensive, customisable and secure collection management system for collectors, art professionals and financial institutions. The revolutionary, industry-leading technologies that underpin the entire ARTBANX ecosystem enable us to make art a bankable asset class, unlock its value and empower financial decisions when trading art.

Be sure to [follow us on Twitter](#) and [Linkedin](#) to stay up to date.

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