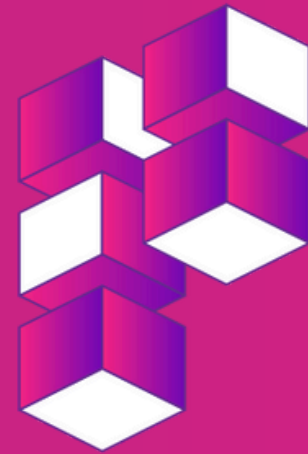


**ALICE IN  
blockchains**



**Flux**  
Female Digital Creativity



Funded by  
the European Union

# About **Alice in Blockchains**

**Alice in Blockchains** is on a mission to increase the number of women in the fintech and blockchain space through education and equal opportunities, by making them feel welcome in the space and by highlighting the work of women who are already making an impact.

- A nonprofit female fintech, crypto and blockchain association
- Established 04/2022 in Zagreb, Croatia
- More than 120 female members
- Gathering industry professionals
- **Web3Tales Conference**



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## About **FLUX**

The project aims to **educate, present, and promote women artists** in the **field of digital art**, as well as **encourage and support** their professional careers in the innovative and young artistic medium: **blockchain**.

Flux is a partnership between **Labin Art Express** (Istria, Croatia), **MEET** (Milan), **MOTA** (Ljubljana), and **Alice in Blockchains** (Zagreb).

The project addresses the topic of **gender equality in the NFT art market**. It places women artists at the center of all project activities, including workshops, conferences, lectures, artistic residencies, and exhibitions.



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# **Meet the Mentors**



## Ana Nives Radović

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A fine artist and a blockchain PhD researcher. She is the founder of FinTech Online Center and creator of "2M2T - Marketing, Media, Tourism and Technology" educational program. While she has been continuously engaged in visual art since 2003, her financial career started in a bank in 2004, and she focused on studying the euro as a currency phenomenon, exploring the impact of cryptocurrencies on monetary policy from 2012 and publishing a series of authored articles. She is the author of the first comprehensive FinTech educational base "Fintechlopedia" and the educational module "From Bits to Banks".

Topics: **Basics of Cryptocurrency & Blockchain in theory and practice**

- What is cryptocurrency? Basics of cryptography in simple terms.
- What is blockchain, types of blockchain and the consensus mechanisms?
- How blockchain empowers artists?
- How to choose and open a crypto wallet? How to make a transaction?
- Securing and managing digital assets
- Understanding digital ownership and authenticity
- What are smart contracts? How smart contracts can benefit artists?
- Decentralized applications (DApps)



## Bay Backner

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An XR artist, web3 producer, and curator. She is the founder of MESHfair, the virtual art fair for 3D, metaverse, and VR creators, and co-founder of Vuelta, an international art collective producing immersive installations. Bay also produces the annual cultural festivals in the Decentraland virtual world, including Decentraland Art Week and Decentraland Game Expo. She is Assistant Professor of Emerging Technologies at Berklee Valencia.

→ [About Bay's work](#)

Topics: **Metaverse and XR**

- Extending the Canvas: Understanding the Impact of VR, AR, and XR on Artistic Expression and Opportunity
- NFTs within 3D environments: How to Take Your Work from the Blockchain into Virtual Realities



## Ivan Mazi Markov

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The author of NFT School For Artists book - An Artist's Guide To Creating And Selling Non-Fungible Tokens, Building A Community, And Making A Living With Digital Royalties Even If You Have No Experience. The book helps artists understand and use NFT technology in their lives and work. I also do one-on-one consulting on this topic.

Topics: **What are NFTs and how to get started?**

- Why is it essential for NFT artists to have a compelling story behind their work?
- How can an artist's personal story enhance the value of their NFTs?
- How does community support impact an artist's confidence and creativity?
- What distinguishes a strong community from a passive audience in the NFT world?
- In what ways can an NFT artist turn their community into advocates for their work?
- What are some successful examples of NFT artists who have excelled in storytelling and community building?



## Vanja Žanko

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A cultural manager with over fifteen years of experience managing exhibition spaces, cultural organizations, and artist studios. She founded Nomad – The Croatian Office for Contemporary Art ten years ago in Zagreb to bring together artists, public institutions, as well as private and corporate collections to collectively promote contemporary artists from Croatia and neighboring countries in cultural institutions across Croatia and Europe.

Through the maintenance of structured connections, with a female leadership collective, the office is dedicated to creating value that contributes to the long-term improvement of the status and reputation of artists, institutions, and collectors. Institutions that she has collaborated with include the National Museum of Modern Art Zagreb, Camera Austria Graz, Kunsthaus Zürich, Tate Modern London, the United Nations, the Venice Biennial, Academy of Fine Arts Zagreb, Angewandte Vienna, and IUAV Venice.

Topic: **Cultivating Togetherness in Contemporary Art**



## Nik Kolvishi Radlović

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An ex-strategy consultant with seven years of experience developing growth strategies for large global companies, who decided to leave the corporate world and start a digital platform that would make art more accessible to untraditional audiences. Nik is the CEO and co-founder of [Kolekcionart.com](https://www.kolekcionart.com), the first digital platform in Croatia focused on promoting up-and-coming visual artists from the region and bringing their artwork to the wider public.

By simultaneously being present in multiple channels – on the web, social media, in their gallery space in Zagreb, and by organizing pop-up art events across Croatia – Kolekcionart have managed to engage a large followership of art lovers in a short amount of time and develop a completely new part of the art market in Croatia, creating better opportunities for younger, less-established artists.

Topics: **Making art accessible to wider audiences by leveraging digital platforms**



## Marin Radmilović

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A passionate full-stack developer with a strong dedication to problem-solving and mentoring young developers. With a specialization in React and Next.js, he enjoys exploring the most effective ways to build applications that are easy to use, maintain, and enhance. His commitment to creating a supportive learning environment empowers young developers to thrive and succeed.

Topic: **How to create an NFT?** (Workshop)

Learn hands-on techniques for creating and minting your own NFTs, presented on multiple platforms.



## Klara Kovačević

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A Digital Growth Specialist at Google Ireland, working with 120 companies in the Adriatic region on their growth and digital strategy. Her role includes working with small businesses, startups, and large corporations across industries, managing around 20 million euros of revenue in the region annually. Her day-to-day work involves the analysis of digital and market trends which provides a strategic foundation for clients. The resulting insights are used to develop actionable recommendations that optimize advertising and digital initiatives, leading to greater efficiency and profitability.

Topics: **Building a Digital Foundation: Skills and concepts artists should understand for long-term growth**

- Establishing a strong online presence
- Creating a professional website/portfolio
- Utilizing social media effectively to showcase artwork
- Leveraging digital marketing strategies
- Understanding digital marketing concepts and techniques
- Engaging with followers and fans to build a loyal community
- Collaborating with other artists and communities for mutual growth
- Analyzing data to adapt strategies and maintain audience engagement



## Damir Firšt

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A technology investor, startup advisor, and expert in spatial communication. For over eight years he has worked at the intersection of narrative and extended realities, developing the stories behind game titles and augmented reality (AR) launches. In 2021 he founded an AR studio which within two years was taken over by a spatial computing startup. Damir's work explores the integration of storytelling in technology design and deployment, emphasizing that the future of technological innovation and adoption cannot become widely spread without a transformative narrative to support it.

Topics: **Mastering Storytelling in Immersive Environments For Engagement and Emotional Impact**

Artists will explore the art of storytelling in immersive environments, focusing on the unique aspects of interactive narratives and worldbuilding in extended reality (XR), mixed reality (MR), and virtual reality (VR) for digital artists. Artists will delve into various storytelling techniques, including character development, worldbuilding, and plot structure, and demonstrate how effective storytelling can enhance engagement, emotional connections, and business success. The lectures will provide examples from game design principles and popular immersive experiences showcasing how these technologies can create powerful, immersive storytelling that captivates and engages audiences.



## Morana Vukić Perak

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Head of Legal Affairs and Chief AML officer at Electrocoin, Croatian biggest virtual asset service provider. After nearly 13 years of brushing her legal knowledge as a lawyer with a bar exam, working mainly in the field of real estate, civil and commercial law, she decided to turn out towards new challenges and innovative technologies and started her present position in 2022. The main focus of her work now is regulatory compliance in the crypto industry and the practical application of anti-money laundry/terrorism financing measures specifically for the crypto industry. Morana is also a member of the supervisory board of the Alice in Blockchains - crypto, fintech, and blockchain non-profit female association.

Topics: **NFTs and law**

- Regulatory environment (overview of relevant regulatory framework applicable in the EU)
- Intellectual property (introduction to the rights, protection and infringement)
- Ownership and smart contract - Royalties



## Magda Milas

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President and co-founder of the Alice in Blockchains - crypto, fintech, and blockchain nonprofit female association, established to promote education, networking, and financial literacy among the female population. For the past 9 years Magda has been building professional experience in the financial industry (banking, fintech, payments) and web3 for the past 5 years, covering areas of product, support and business development for both corporate and residential clients, leading digital changes and finding new areas of development with the end goal of enabling customers amazing user experience.

Topics: **Numbers & Statistics**

- Sales value of art and collectibles NFTs worldwide
- Market cap of leading NFT collections and projects in the art segment worldwide
- Main factors that would motivate art buyers to buy NFTs worldwide
- Biggest NFT marketplaces based on sales volume
- New technologies, tools, and digital formats for exhibitions planned to be implemented by museums worldwide

# Blockchain Art Academy

—————> fully online and exclusively in English

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The **Blockchain Art Academy** is designed to provide participants with a comprehensive understanding of blockchain technology and its potential applications in the digital art world.

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Throughout the program, participants will explore various topics through **10 lectures and workshops**, covering:

1. **Basics of blockchain:** Gain a solid foundation in blockchain technology, its principles, and its role in reshaping industries.
2. **Market overview of NFTs and digital art:** Explore the growing market in Non-Fungible Tokens (NFTs) within the art realm, understanding trends, challenges, and opportunities.
3. **Cryptocurrency, NFTs and regulatory considerations:** Understand the role of cryptocurrency in the art market, along with regulatory frameworks and considerations for artists engaging with blockchain technology
4. **Creating your own NFTs:** Learn hands-on techniques for creating and minting your own NFTs, empowering you to showcase and sell your digital artworks in this burgeoning marketplace.
5. **Digital marketing strategies:** Promoting artworks effectively to target audiences and establishing a strong online presence.
6. **Storytelling:** Metaverse, AR and VR

# How to apply?

## Eligibility Criteria:

- Female artists aged 18 and above.
  - Europe citizens (priority will be given to those from or resident in Croatia, Italy, and Slovenia).
  - Demonstrated interest in exploring digital art (visual and/or audio) and blockchain technology, and its potential applications in the art world.
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## Assessment and Opportunities:

Participants will undergo a **theoretical exam on blockchain fundamentals** and a **practical exam on NFT creation**. Artists will graduate after they submit a **final artwork within 30 days of the end of the training**.

They will then receive a **certificate from Alice in Blockchains**.

They will have the chance to **exhibit their final digital/ NFT artworks** at Cultural Center "Lamparna" in Labin and Industrial Art Biennial in Istria, Museum of Transitory Art & SONICA festival in Ljubljana, and at MEET Digital Culture Centre in Milano during 2025.

# How to apply?

**To apply for this exclusive opportunity artists must submit following materials:**

- A brief **artist statement** introducing yourself and your artistic practice.
- A **selection of images** showcasing your artwork (maximum five works from any medium, digital or physical).

Your application needs to be sent to [fluxprojecteu@gmail.com](mailto:fluxprojecteu@gmail.com) by **30th August 2024**.

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## **Important Dates:**

- **Application Deadline:** 30th August 2024
- **Notification of Acceptance:** We will inform you till September 15th 2024
- **Program Duration:** 10 sessions in 1 week, 14th to 18th October 2024 (fully online)

*Note: There are no fees associated with this program. Selected participants will be provided with all necessary resources and materials free of charge. For any inquiries, please contact [fluxprojecteu@gmail.com](mailto:fluxprojecteu@gmail.com)*

# Flux

Female Digital Creativity

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