



“SKYSCRAPER”

First Floor, 2 Arundel Street
WC2R 3DA, London

[] []™



“GYMNASTICS INSTITUTE”

-

PREFACE BY VIRGIL ABLOH

“What I have running in my head is to start a real-life, digital museum. For it to become an institution where the currency used in that space is my unique social token.”

“Inside the space will be my work, but also the work of a community of adjacent artists operating on a token of the space”



“GYMNASTICS INSTITUTE”
-
PATH OF DEVELOPMENT

1. Build the corporate structure
(governance team, incorporate the
company)
2. Design and mint the original NFTs
3. Cultivate partnerships eg. Zora
4. Find and cultivate the roster of artists
to initially launch the platform
5. Exist as a “SKYSCRAPPER” a
digital space with physical feel.
Curating and selling both NFT’s and
physical artificats from today’s most
contemporary artists.



First Floor, 2 A street
WC2R 3DA,



“GYMNASTICS INSTITUTE”
-
“SKYSCRAPER”

“SKYSCRAPER” is a digital design community – a secure digital destination for both emerging and established artists to showcase their physical and digital designs.

A platform for the future that harnesses the design, culture and common values from the past.

A collaboration of forward-thinking, like-minded artists brought together and curated by Virgil Abloh with a view to engage the newly emerging powerful online design community.

It will combine all the different genres of ‘Art’ - Painting, Sculpture, Literature, Music, Performance.



“SKYSCRAPER” Incorporates both Physical and Digital aspects of design. It will be:

-

A space to create (mint) and curate NFTs;

-

A marketplace where both digital artwork and physical products can be bought and sold;

-

A gallery showcasing the best digital art exhibitions where you can also purchase individual pieces;

-

A mechanism and advertising space for product drops that are unique and only accessible by purchasing through the [PAPER] token;

-

A vehicle to drive audience growth for iconic but less-accessible brands;

-

The design house shaping the metaverse



First Floor, 2 Arundel Street
WC2R 3DA, London



GYMNASTICS INSTITUTE

CREATED, CURATED
AND OWNED
BY THE PEOPLE

First Floor, 2 Arundel Street
WC2R 3DA, London

[] []™



First Floor, 2 Arundel Street
WC2R 3DA, London



[PAST]

DIGITAL IS IT'S
OWN ENTITY

[NOW]

PHYSICAL = DIGITAL



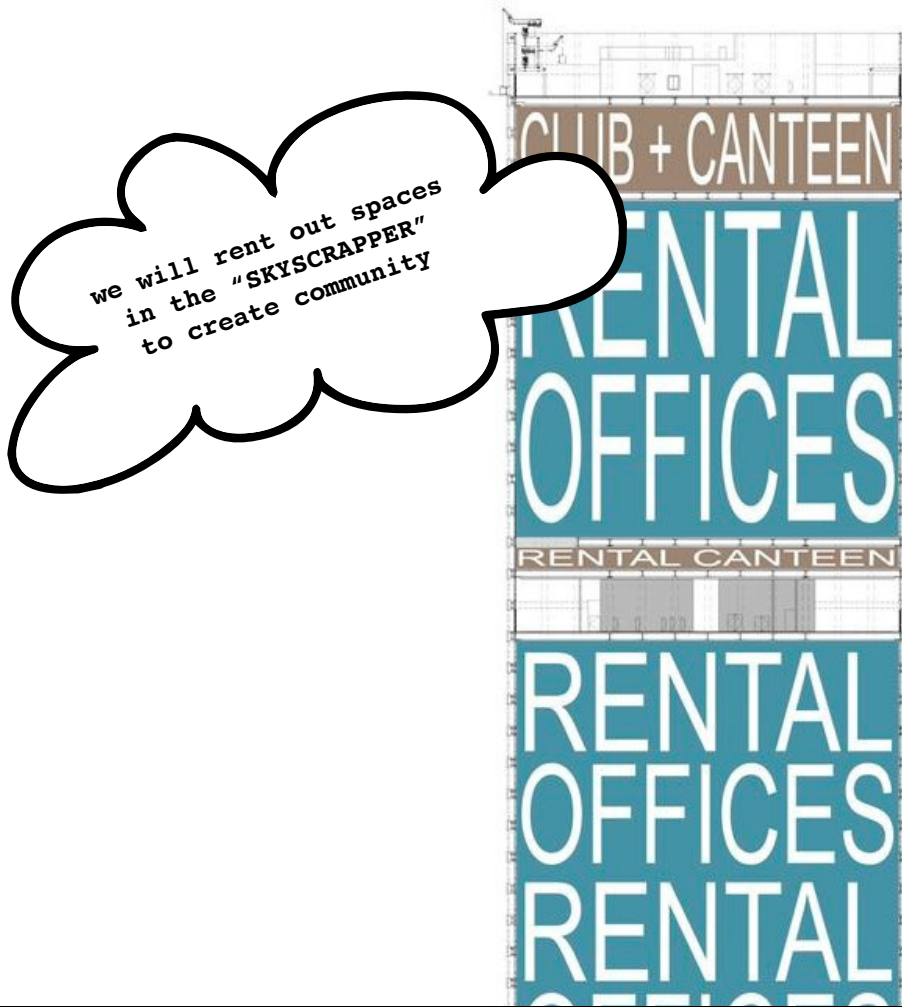
social token specific to the "SKYSCRAPPER" to provide access to digital and physical goods as well as experiences

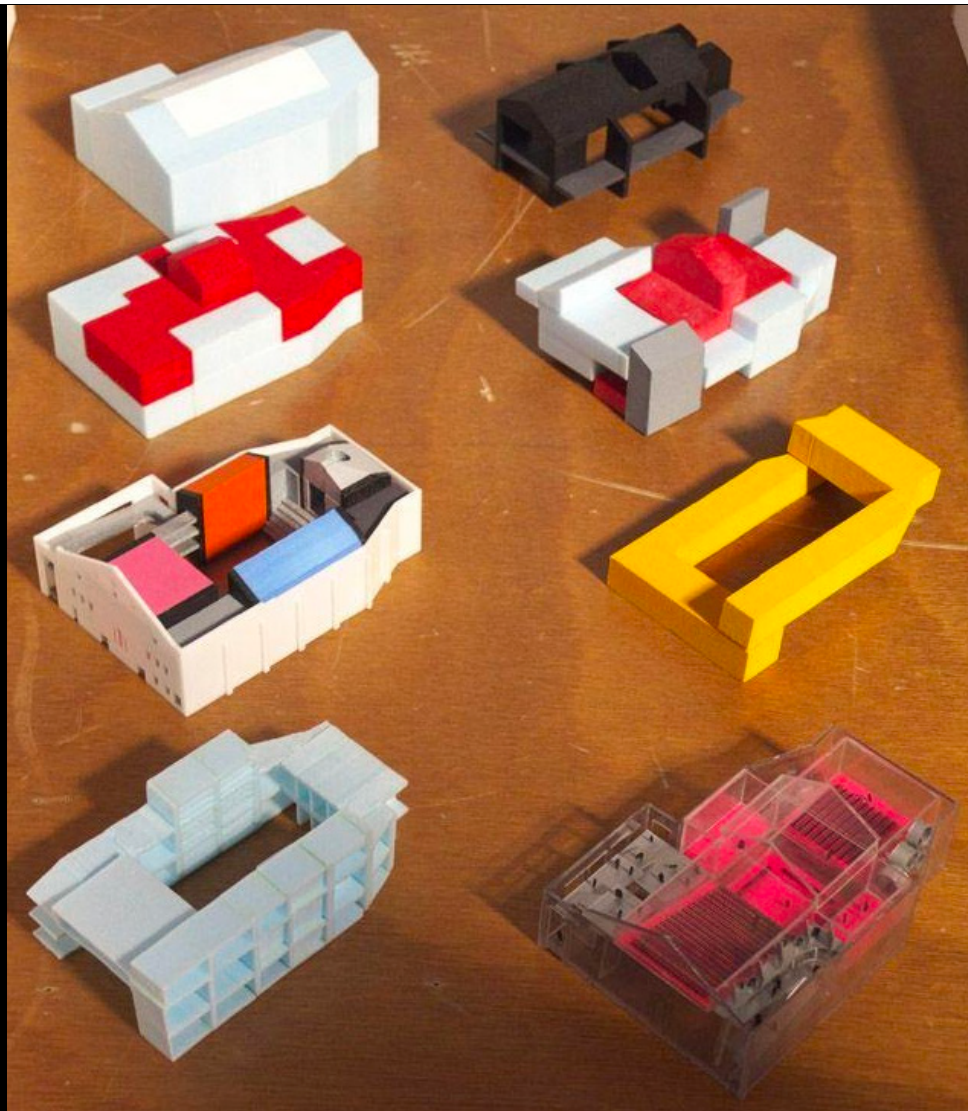
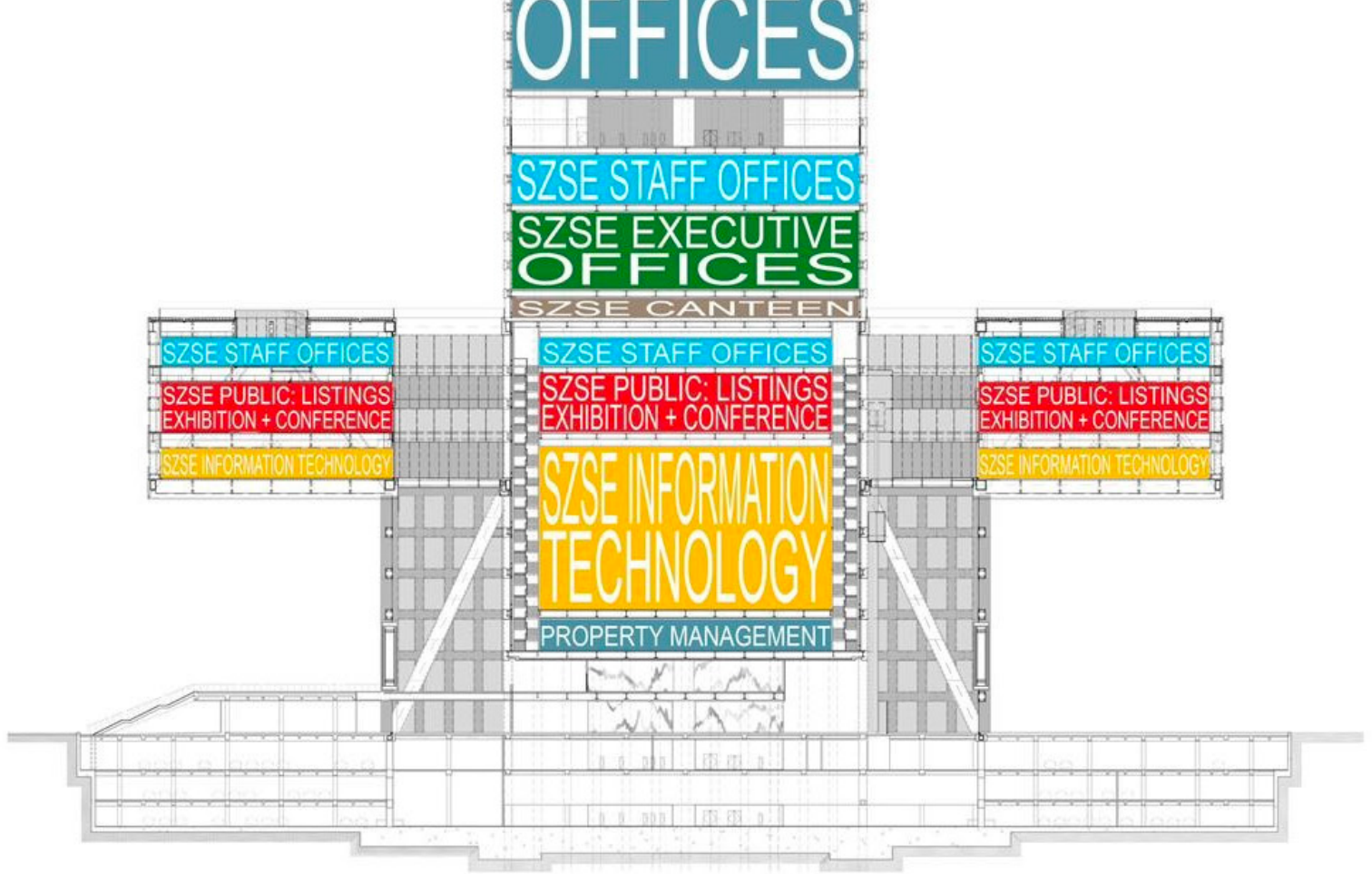
2 Arundel Street
WC2R 3DA, London

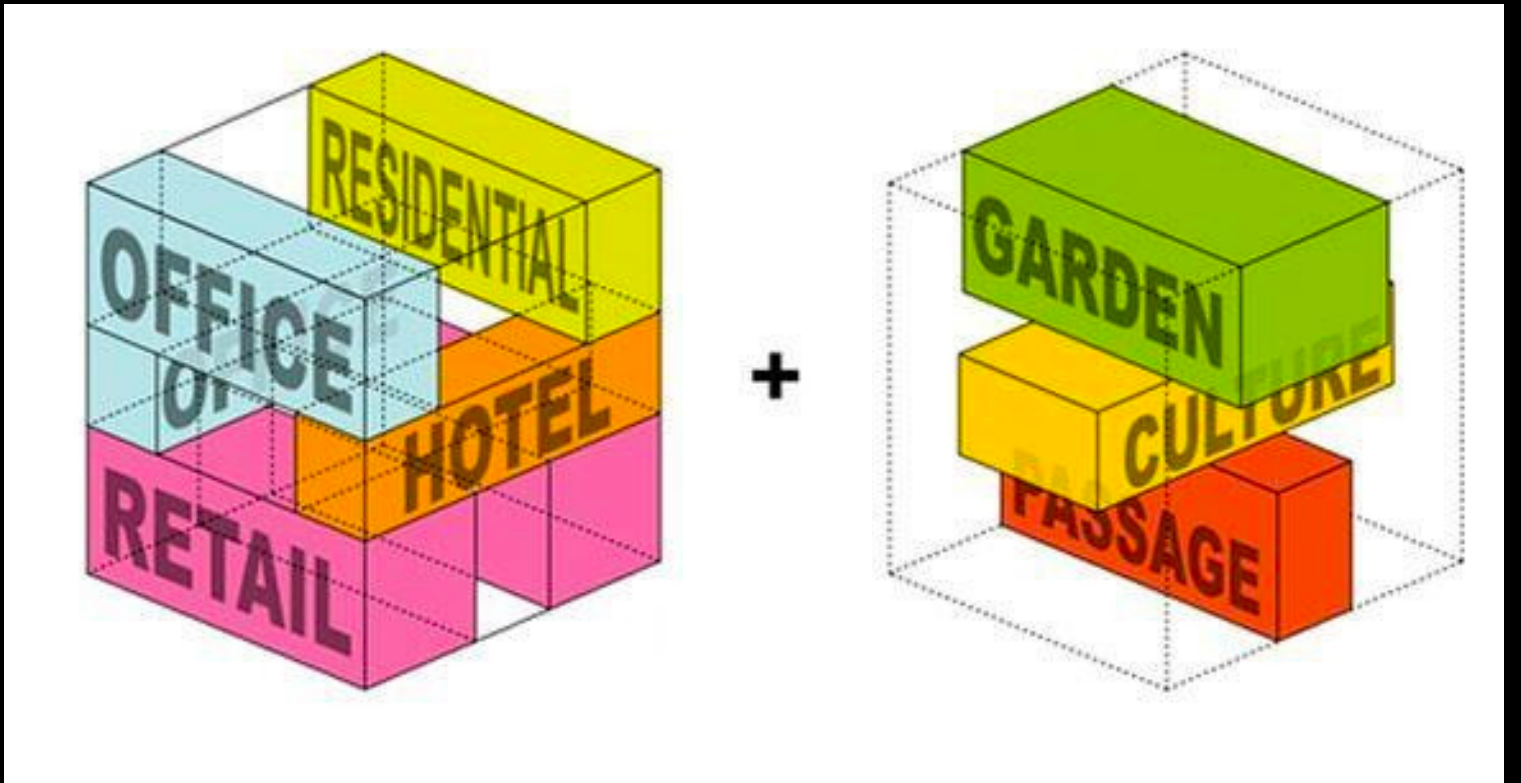
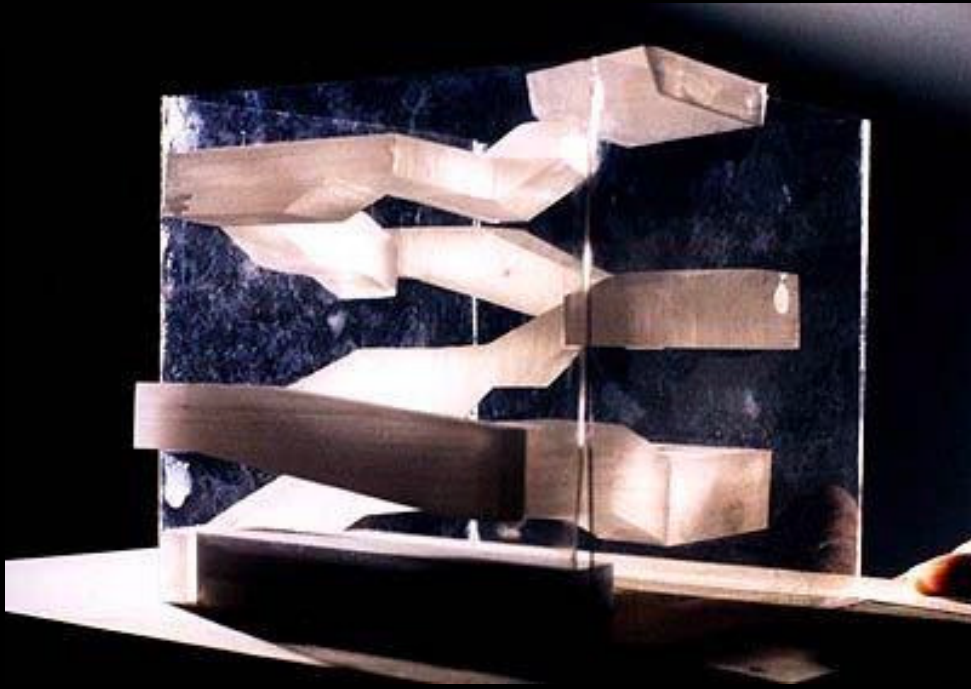
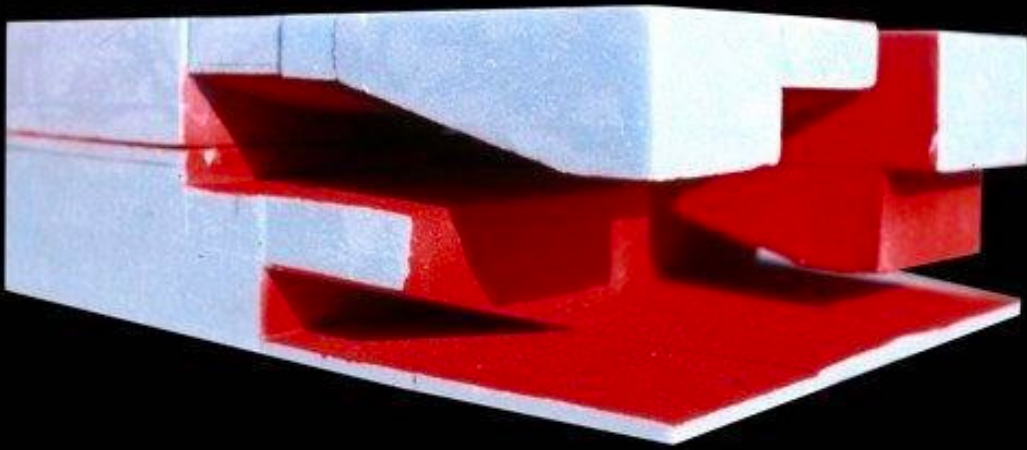


“The history of modernism is intimately framed by the gallery space. . . .

An image comes to mind of a white, ideal space that, more than any single picture, may be the archetypal image of 20th-century art.”



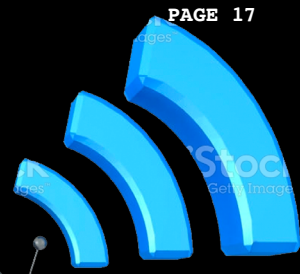








First Floor, 2 Arundel Street
WC2R 3DA, London



First Floor, 2 Arundel Street
WC2R 3DA, London



working with renowned
physical architects
in the digital space



First Floor, 2 Arundel Street
WC2R 3DA, London



ARTIST

CURATOR



“GYMNASTICS INSTITUTE”
-
CURATORIAL BOARD

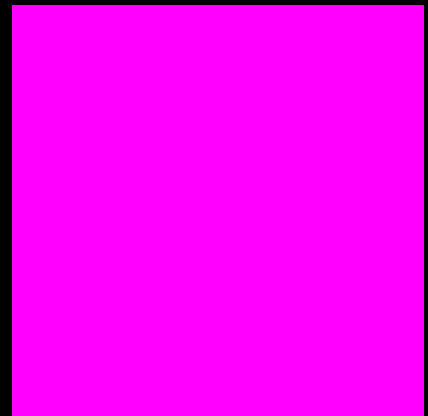
Founded by Virgil Abloh, the ‘curatorial board’ will be a spectrum subversive thinkers that will source, nurture and amplify global artistic talent; with their expertises encompassing the arts, culture, technology and business.



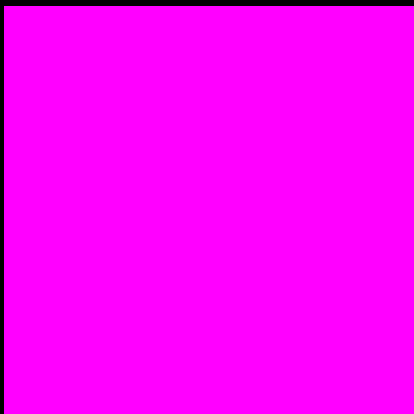
Virgil Abloh
Curator Artist



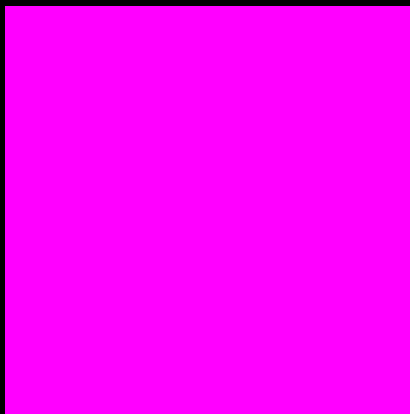
Hans Ulrich Obrist
Art Curator



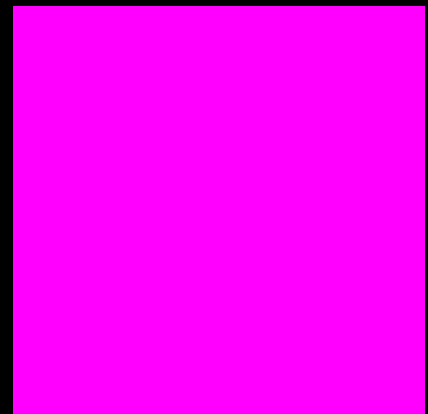
STREAMING SERVICE



ARTIST



BLOCKCHAIN/TECH



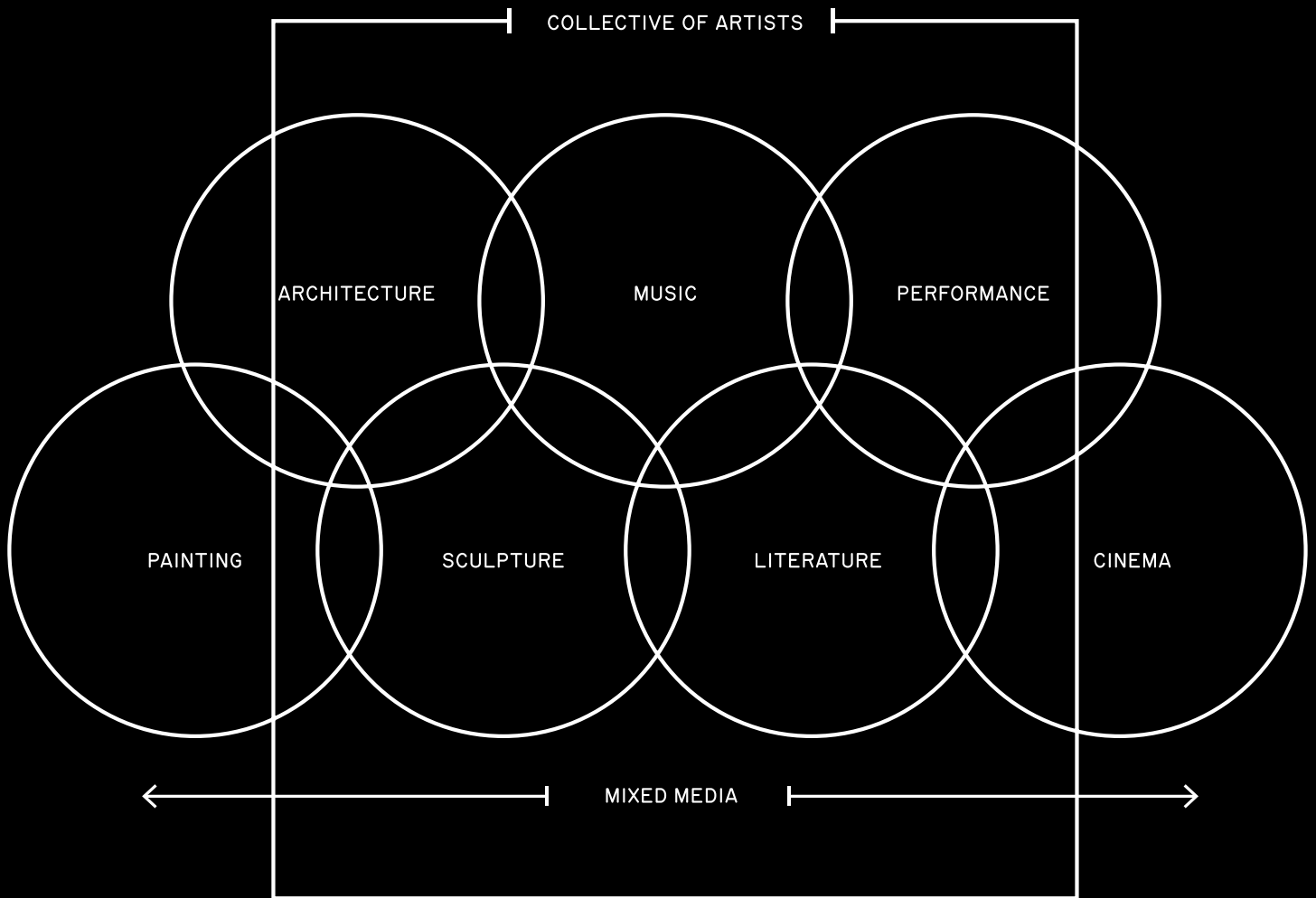
BUSINESS

First Floor, 2 Arundel Street
WC2R 3DA, London



“GYMNASTICS INSTITUTE”
-
ARTIST ROSTER

Heron Preston, Futura, JIM JOE, LEWY, Katsu ,
ZOOV, NEEN, Brendan Fowler, Cali Dewitt, BSTROY,
Tremaine Emory, Rob Cristofaro among others.



First Floor, 2 Arundel Street
WC2R 3DA, London



OWNERSHIP

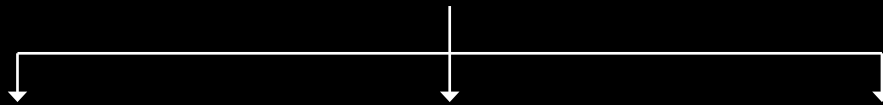
Curation and governance becomes decentralised



XYZ Corp.
Primary stakeholder



TOKEN [TBC]
“BREAD”; LIFT TICKETS; “PAPER”



Purchasing only
using this token

Integrating physical
with digital
experiences
where
token is used

Integrating
this token to
other
businesses



“GYMNASTICS INSTITUTE”
-
AUDIENCE AND COMMUNICATION

The platform could be launched with an announcement of Virgil and Hans Ulrich Obrist joining forces. This, coupled with a physical product drop from one of Virgil’s established brands (eg. Nike) to launch the NFT coin. The coin would be the only way to buy the physical product.

The initial launch will drive revenue and awareness and encourage other artists to join the platform. There would also be an increase in people minting NFTs through the platform.

Profit will follow awareness and demand increases.

Promotion will be largely through social media and regularly-timed product drops (similar to the MSCHF model) – a mix of digital and physical product as well as experiences - from Virgil and the other community artists and contributors.



We've entered "SKYSCRAPER" space.
A place that isn't bounded by the gallery space,
but buried in the culture and on the street.

First Floor, 2 Arundel Street
WC2R 3DA, London

[] []™



First Floor, 2 Arundel Street
WC2R 3DA, London