

NFTs and the Issue of Authenticity in Digital Art

Darja Tokranova, Tallinn University

Until recently, digital art was perceived as something of secondary value compared to the physical artistic artefacts. One of the reasons for that being its predisposition for duplication and hence inability to assign “original artwork” tag to digital file and represent it as a unique object on the artistic market. But the rapid pace of popularization of blockchain technologies in creative communities through the use of Non-Fungible Tokens has a seeming potential to change the perception of digital art.

The ERC721 standard sets a precedent for authentication and traceability of digital artworks suggesting that the old paradigm might shift, and digital art will gain more attention and value than before. In this presentation I propose to discuss how digital art production, perception and distribution could possibly be affected by the “tokenization” and how NFT technology can re-define the concept of originality and authenticity for digital artworks within the next decade..