

Everledger Paints a Picture of Its Future in The Art Market by Announcing Investment in Vastari

On its one-year anniversary, Everledger, the fin-tech company that has taken the diamond market by storm has proudly announced its investment in Vastari, the world's largest private collection and temporary exhibition database, demonstrating its commitment and movement into the Fine Art market.

This venture demonstrates the versatility of the digital, global ledger and how it can be applied to prevent fraud and theft on a multitude of items. Blockchain technology not only prevents fraud but provides transparency by efficiently recording the provenance of an item, which is essential in the movement of an object for exhibition. According to Fondazione Industria e Cultura in Italy, there are over 80,000 museums worldwide, and a large number of them host temporary exhibitions of valuable works of art. Working with other institutions as well as the private sector, it is essential that all the works included in an exhibition are duly documented and their provenance thoroughly researched.

When asked what benefits the new partnership would bring, Francesca Polo and Bernadine Brocker, co-founders of Vastari affirmed, "We are committed to promoting cultural exchange worldwide, and working with Everledger helps ensure that this happens within a safer environment." The relationship between Vastari and Everledger is a real benefit for both parties, Leanne Kemp, CEO of Everledger says, "This is an exciting time for Everledger, it is applying its emerging technology (Blockchain & smart contract) with Vastari as an enabler for provenance records alongside perfecting the lean (securitisation) of the artworks for lenders"

For Everledger, diamonds were just the starting point: it hopes to essentially trust-stamp an object with a guarantee of their provenance, providing the end-consumer with a reliable source-to-sale narrative. In a market where trust is everything, the potential of Blockchain to transform the luxury space cannot be ignored. Provenance, quality, material, ownership, place of manufacture – from diamonds to watches to haute couture fabric, whether you're buying, selling or wearing, these details matter. Blockchain has the key attributes for a successful application to the luxury market: providing a safe, efficient and independently verifiable record of trade and ownership. It is a technology for truth, within a world where not everything can be trusted.

The diversity of applications from ethical trade supply chains, fine wines, art and luxury are just the beginning. Everledger will be revealing its next steps at Consensus in New York City in May, so watch this space...

Notes to The Reader:

Everledger - Everledger is a permanent, digital global ledger for diamond certification and transaction history. It utilises the database network behind Bitcoin to create a permanent ledger of diamonds, keeping records of ownership, size, cut, and clarity. The database can be used to track the provenance of diamonds and help prevent fraud and theft. This UK company was founded by Australian tech entrepreneur Leanne Kemp in April 2015. Allianz, AVIVA, Barclays, BBVA have supported the startup commercially through their open talent accelerators and digital garages. The technology will be applied to other valuable assets in the same way, extending Everledger's horizon beyond diamonds into the world of art and luxury goods.

About Vastari Group - The world's largest temporary exhibition database, with up-to-date information about available exhibitions around the world. Run by Bernadine Bröcker and Francesca Polo, Vastari Group has received investment from private individuals from the arts and technology sectors in the UK, Ireland, USA and the Netherlands. Founded in January 2012, the company expanded in May 2015 with a very significant investment, taking it into expanded markets and improving the technology provided.

The company provides technology platforms [Vastari](#), [VTEN](#) and soon to be released [Vastari Professionals](#).

Moreover, the company provides consultancy to museums, collectors and corporates for their upcoming exhibitions. They have assisted exhibitions in the UK, Europe, USA, Singapore and China.

For further Information Contact - schedule@everledger.io