



Using domain names to identify the artworks

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ART RECORDS

THE NEW INTERNATIONAL STANDARD FOR ART OBJECT IDENTIFICATION USING STABLE, RELIABLE, SAFE INTERNET INFRASTRUCTURE.

ART RECORDS IS BASED ON THE “OBJECT ID” STANDARD DEVELOPED BY J. PAUL GETTY TRUST AND ADOPTED BY UNESCO, ICOM AND MAJOR LAW ENFORCEMENT AGENCIES, INCLUDING THE FBI, SCOTLAND YARD, INTERPOL.

Provenance tracking

Art Records can establish and store an art object's chain of ownership and even movements around the globe. This technology is embedded in the Art Record online registration process.

Easy and convenient online track of art object usage

Art objects using online Art Records registrations are more visible and easier to track in the online space - providing control of when, where and how your art work is presented, while protecting your property rights in the art.

ART RECORDS

Centralization of art object-related information accumulate information about an object in one place

- Store different types of records: text files, images, videos, data files for 3-D printers, touring schedules, and so on.
- Regulate information access: the owner of an art object decides what information should be publicly accessible.
- Publicise or monetise art object information about an object: make available pieces of information about an object – e.g., academic references, articles, catalogues, audio and video guides.
- Add 3rd party services: image printing up to a certain quality, memorabilia, gifts for students and children, museum store or limited edition sales, etc.

Art Records is based on “Object ID” – a universal art object identification standard developed by J. Paul Getty Trust and adopted by UNESCO, ICOM, and major law enforcement agencies, including the FBI, Scotland Yard, and Interpol.

Object ID fields

Type of object

Measurements

Materials & Techniques

Title

Date or Period

Maker

A PICTURE



WHOIS / ART RECORDS



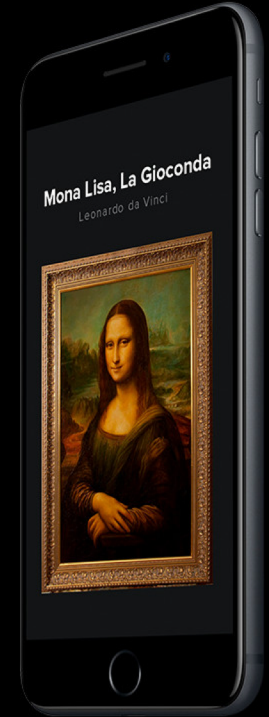
DIGITAL ART OBJECT



Domain name: LOUVRE.FR
Registry Domain ID: D171121058-LROR
Registrar WHOIS Server: <https://www.nic.tu/whois>
Registrar URL: <http://www.whois.nic.ru>
Updated Date: 2018-02-05T21:07:32Z
Creation Date: 2018-01-05T11:51Z
Registry Expiry Date: 2019-02-05T11:51Z
Registrar Registration Expiration Date:
Registrar: Regional Network Information Center, JSC dba RU-CENTER
Registrar IANA ID: 463
Registrar Abuse Contact Email: tid-abuse@nic.ru
Registrar Abuse Contact Phone: +7.4959944601
Reseller:
Domain Status: clientTransferProhibited
<https://icann.org/epp#clientTransferProhibited>
Registry Registrant ID: C188094402-LROR
Registrant Name: Musee du Louvre
Registrant Organization: ETABLISSEMENT PUBLIC DU MUSEE DU LOUVRE
Registrant Street: Musee du Louvre
Registrant City: Paris
Registrant State/Province:
Registrant Postal Code: 75058
Registrant Country: France
Registrant Phone: +33 1 40 20 53 17

.ART'S SOLUTION

Art Record – Type of Object: Painting
Art Record – Materials & Techniques: Oil on poplar wood
Art Record – Measurements: Height: 77cm Width: 53 cm
Art Record – Title: La Joconde
Art Record – Date or Period: between 1503 and 1516
Art Record – Maker: Leonardo da Vinci
Art Record – Reference: Musee du Louvre



Steps to launch

STEPS TO LAUNCH

RSEP approved by ICANN – **DONE**

ArtRecord EPP extension RFC draft – **DONE**

Registry EPP extension implementation – **DONE**

WHOIS amendment – **DONE**

Create a name with Art Records – **DONE**

Registrant privacy

ICANN / GDPR aligned

Proxy registration

Privacy protection

Public

YUGEN

YUGEN

*A radical new moving image artwork by Martha Fiennes
starring Salma Hayek*

Domain Name: YUGEN.ART

Creation Date: 2018-08-31T15:06:43.0Z

Art Record - Type of Object: a moving-image

Art Record - Materials & Techniques: digitally processed film shot on camera

Art Record - Measurements: 1920x1080 px

Art Record - Title: Yugen

Art Record - Date or Period: 2018

Art Record - Maker: Martha Fiennes

Next steps

Registry / registrar assigned name

2nd / 3rd level domain registry

Sync art records to DNS

Thank you!

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