

LOOK LATERAL

ANNOUNCES THE LAUNCH OF ITS DISRUPTING BLOCKCHAIN PLATFORM

A REVOLUTIONARY APPLICATION FOR THE DEMOCRATIZATION OF THE ART MARKET

[Look Lateral](#) began as an editorial project in the town of Mantova, one of the finest examples embodying the Italian Renaissance. The company has now evolved into a cutting-edge art fintech platform based in Seattle, the most advanced tech incubator of the new millennium. Driven by the vision of a democratized art market, Look Lateral's global art exchange will redefine how art is bought, sold and appreciated worldwide.

Look Lateral is built on four main pillars: Tagging, Provenance, Pricing and Fimart (Fractional Marketplace of art). Its blockchain-based platform archives and locks a work of art's information, provenance, and price in one simple tag. Its digital marketplace, Fimart, unlocks the value of art as an asset class and opens the art world to a wider audience, allowing everyone to collect and trade fractions of ownership of artworks.

Each of Look Lateral's strategic partners positions the company at the forefront of advancing the art market into the 21st century. [Dragonchain](#) ensures the security of data on the blockchain; [Certilogo](#) provides a people-powered authentication platform; and the exclusive Media Partner, [artnet](#) represents the leading digital resource for the art world and is *the* online destination to buy, sell and research art. The sum of these prestigious partners creates a system that responds to the art market's most pressing needs: transparency, liquidity and accessibility.

***“Look Lateral mission is to democratize the art market toward deeper transparency, accessibility and liquidity.*”**

Its revolutionary application will change the way people engage with fine art. For the first time the art market will be accessible to everyone, erasing the traditional barriers to entry. The interactions between Look Lateral's community of art experts, collectors, investors, and enthusiasts will redefine the balance of art market prices. Academic and curatorial research, stored on the blockchain-based platform, will instill future generations with deeper knowledge about fine art from the past.

“Innovation, beauty and technology are written in our DNA”.

Look Lateral's mission keeps up with the quality of the Italian intellectual and artistic heritage driven by the Renaissance values: reason, exploration, science, innovation, personal growth and disruption.

**Own a fraction of a masterpiece,
only with Look Lateral.**

ABOUT US

Look Lateral is a decentralized platform integrating human expertise with groundbreaking technology to vastly improve the functioning of the centuries-old art market, as the world once knew it. The company is based between Italy (Mantua) and Seattle (USA).

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