



Valence Art Launches New App 'Valence Art Wallet' at EXPO CHICAGO 2023



- The 'Valence Art Wallet' app integrates insurance, shipping, and financing options powered by reliable service layer providers including ARTA and Art Money.
- The app will be available for download in the App Store and the Google Play Store in early April in anticipation of the major art fair.
- Leading art galleries such as Jane Lombard, RYAN LEE, Marisa Newman Projects, and many others, as well as prominent non-profit organizations including Art At A Time Like This and Art+Culture Projects, are among the numerous exhibitors showcasing works within 'Valence Art Wallet'.

CHICAGO, IL, March 30, 2023—Valence Art, a division of Valence, a web3 infrastructure provider serving creators and brands, is thrilled to partner with EXPO CHICAGO, the international exposition of modern and contemporary art, to launch 'Valence Art Wallet,' a new mobile app that provides art exhibitors and collectors with a next-level streamlined experience of art dealing and collecting. Collectors at the fair will be able to purchase works directly through the app, receiving digital Certificates of Authenticity (COA) at the point of sale, with payment, insurance, shipping, and financing options powered by reliable service layer providers including ARTA and Art Money. Leading art galleries such as Jane Lombard, RYAN LEE, Marisa Newman Projects, and many others, as well as prominent non-profit organizations including Art At A Time Like This and Art+Culture Projects, are among the numerous exhibitors showcasing works within 'Valence Art Wallet'.

Delivered as a secure, digital document on the blockchain, the digital COA establishes the authenticity and provenance of the works of art, enabling collectors to track primary and secondary sales with ease and confidence. Furthermore, the app's 'Automate Holds' feature allows collectors to place works on hold for a specified period, streamlining administrative and documentation processes during peak hours at art fairs.

Chris Vroom, Co-Founder of Valence, says, "The market value of fine art exceeds \$3 trillion in the United States alone yet less than 1% trades each year due to imperfect information and inefficient



workflows. We aim to change that by introducing a verifiable identity and authentication architecture based on standards created in conjunction with ArtLedger, an art industry nonprofit dedicated to digital transformation. Advancing the technology will connect the myriad of service providers that are essential actors in the arts ecosystem, so they can do more business.”

A long-time art-world philanthropist and entrepreneur, Vroom also founded Artspace, Artadia, CollectorIQ, and Art+Culture Projects. Kerry Gaertner Gerbracht, a writer, entrepreneur, and leader with more than 25 years’ experience in the art industry, works closely with Vroom serving as the Head of Fine Art at Valence. Previously, Gerbracht held leadership positions at a wide range of organizations including Art Resource, Artstor, Driesassur USA Insurance Brokerage, and the Museum of Fine Arts, Boston.

The Valence technology is embraced across the art world including the corporate art collection of Bank of America, Sotheby’s, Kavi Gupta, among others; and by global brands including Sephora and Verizon. Valence offers digital solutions that enhance growth, improve margins and extend market reach, all while preserving privacy and trust. Valence Art, a specialized division of the company, is dedicated to serving the needs of the art industry. The collaboration with EXPO CHICAGO marks the launch of a new tool that aims to streamline the collecting process with an unprecedented level of transparency and convenience, and to facilitate more sales in the ever-evolving art market.

“We are proud to be partnering with Valence Art on the inaugural launch of the Valence Art Wallet at EXPO CHICAGO this year,” said Tony Karman, EXPO CHICAGO President | Director. “This new technology will further support and extend our exhibitors’ and collectors’ onsite experience and we applaud their broader vision to create a new digital tool for the art industry – one that seamlessly allows art patrons to view, purchase, finance, ship, and digitally catalogue artwork.”

From April 13 to April 16, **EXPO CHICAGO’s** tenth anniversary edition will be hosted at Navy Pier’s Festival Hall, showcasing works of art presented by 170 leading international exhibitors. The exposition draws upon the city’s rich history as an international cultural destination, while engaging the region’s contemporary art community and collector base. The 2023 edition is expected to welcome more than 30,000 arts enthusiasts from around the city, country, and beyond.

In time for the upcoming major art event, the ‘Valence Art Wallet’ app will be available for download in the App Store and the Google Play Store in early April 2023.

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ABOUT VALENCE

Valence enables novel value exchange by connecting businesses to consumer data using public blockchains. Valence drives new revenue streams and innovation opportunities by helping all parties receive value for data transactions while remaining secure on AliceNet, a proprietary blockchain technology. To find out more: <https://www.getvalence.com>.

Valence Art, a division of Valence, is dedicated to serving the needs of the art industry. It offers comprehensive digital solutions for the art collecting experience with a full suite of enterprise-grade applications. Functions available include digital Certificates of Authenticity (COA), as well as integrated service offerings including payment, insurance, shipping, financing, and more.



Website: www.getvalence.com

LinkedIn: www.linkedin.com/company/getvalence

Twitter: [@getvalence](https://twitter.com/getvalence)

ABOUT EXPO CHICAGO

EXPO CHICAGO, The International Exposition of Contemporary & Modern Art features leading international galleries alongside a leading platform for contemporary art and cultural programming. Hosted within historic Navy Pier's Festival Hall, EXPO CHICAGO presents a diverse and inventive program, including /Dialogues (presented in partnership with the School of the Art Institute of Chicago) and Exchange by Northern Trust: An Interactive Conversation Around the Art of Collecting, unrivaled talks programs for both public and VIP audiences; IN/SITU, dynamic on-site installations highlighting large-scale sculpture, film, and site-specific work; and major public art initiatives, including IN/SITU Outside, public art installed throughout Chicago Park District locations, and OVERRIDE | A Billboard Project, a curated selection of international artists throughout the city's digital billboard network. The EXPO CHICAGO program also features an unprecedented commitment to host curatorial initiatives during the exposition, including the Curatorial Forum in partnership with Independent Curators International (ICI), and the Curatorial Exchange, which partners with foreign agencies and consulates to expand the exposition's global reach EXPO CHICAGO is presented by Art Expositions, LLC. Under the leadership of President and Director Tony Karman, EXPO CHICAGO draws upon the city's rich history as a vibrant international cultural destination, while highlighting the region's contemporary arts community and inspiring its collector base. For more information on EXPO CHICAGO, visit expochicago.com.

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