



## OUR PHILANTHROPY DRIVEN MISSION STATEMENT

**Caldwell Gallery Hudson's philanthropic mission is to bring awareness and support to environmental and social issues of our day by collaborating with artists who's work addresses these topics, and directing our firm's donations to nonprofit partners in related fields. Working together, we help can make our world a better place.**

- Our small business is committed to showcasing how traditional and Blockchain resources can financially support and enable enable artist's who are making a difference earn a more sustainable living via their creative practices.
- For the first time in our firm's forty-eight year history, we will be representing living artists utilizing an innovative "suite of tactics" which empower their artistic visions and commitment. And we are doing so in a different way than the existing gallery system which typically operates on a 50/50 artist/gallery split.
- Our innovative exhibition strategy will utilize a novel blend of traditional art world exhibition modalities and Blockchain, NFT, and Metaverse technology.
- In order to increase artist's opportunities to connect with their audiences, we've reduced the standard gallery commission by 10% so the artist receives 60% of sales proceeds.
- In addition, our firm has built tethered philanthropy into the exhibition structure by splitting our 40% commission on sales *in half*, thus donating 20% of all sales to a leading non-profit organization working in the artist's chosen field.
- We've also committed to providing outreach and education opportunities by underwriting an on-site artist's residency. Visitors from near and far can connect with the artist, and learn about a pressing issue of our times. At the same time, they can observe a small business making a meaningful business model commitment which generates tangible philanthropic results. The artwork created during this residency is raffled, with 100% of the proceeds being donated to the exhibition's charitable partner.
- The innovation of the blockchain aspects of the exhibition challenges artists to create NFT's – providing a new opportunity to grow creatively, while generating a brand new revenue stream (60% of sales proceeds) in their practices. In addition, the artist receives ongoing royalties of 10% for every resale of an NFT on the secondary market.
- Our non-profit partner also receives 20% of all blockchain sales proceeds. This inspires and encourages charities to investigate the growing opportunity – and take a leading position – through the acceptance of donations in crypto currency. Experts estimate this mostly untapped strategy represents a burgeoning revenue source for non-profits.

**Caldwell Gallery Hudson and CGH Blockchain are excited to be taking a leadership role in showcasing how a small business can help make a big difference.**



## BACKGROUND REGARDING A NEW VENTURE OF CALDWELL GALLERY HUDSON

A once-in-a-lifetime sea change is underway in the art world. The arrival of Blockchain technology, NFTs, and the Metaverse are empowering a broad spectrum of artists to – for the first time in history – control both opportunities and agency regarding their creative output and career sustainability.

What exactly are these innovative tools enabling this revolution?

- Blockchain technology is an immutable, decentralized, and distributed ledger that records the provenance of a digital asset.
- Non-Fungible Tokens (NFTs) are unique units of digital data which represent real-world assets, including art, and their underlying intellectual property.
- Metaverses (meta= “beyond” / verse= “known universe”) are virtual shared worlds where participants can interact with both content and each other.

CGH Blockchain’s mission is to play a meaningful role in a revolution destined to not just support artists, but also to inspire museums, scholars, collectors, and galleries to engage in processes which will lead to a more accessible art world for all. We’ve been busy building portals between the historic art world, which has oft been described as a dogmatic power structure averse to change, and the emerging art world which is being built with equity, inclusion, and opportunity as its foundational principles.

Perhaps most exciting of all, these technological innovations are being utilized by artists as novel tools to deploy in their art making practices. Today’s artists are being challenged and inspired to imagine unprecedented forms of artistic expression, which will lead to the creation of the art of tomorrow.

Our framework of collaborations, projects and partnerships – all of which are tethered to philanthropic goals – are intended to engage, challenge, and inspire us all to help support artists as they endeavor to make our world a better place. Please join us!

Jay Caldwell  
Principal





### **ABOUT:**

Caldwell Gallery was established in 1973 by Joe (1929-2017) and Marcy Caldwell. Jay Caldwell has been a full-time art dealer since joining the firm in 1985.

### **CONTACT:**

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