



How to Benefit from The Digital Art and NFT Trend

Artists are driving a modern art revolution; here's how brands and companies participate and benefit from this wave

A digital revolution occurs when new technology turns mainstream and all the complexities that stopped the mass audiences from entering suddenly disappear. [Digital art & NFTs](#) fit the description — it is the same cycle, but even bigger due to the speed of digital transformation.

The latest art revolution has created a space within which artists can sell (and collectors can buy) digital art without a physical element attached. Arguably the most prominent element of this revolution is the dazzling entrance of the NFT market.

While many generally know what an NFT is, how artists are using NFTs to enhance the digital art space for themselves, collectors, curators, architects, and businesses alike is much more nuanced — and there's so much potential. Artists have the opportunity to let their artwork be seen from anywhere in real-time, and businesses can support and celebrate art in a more powerful way than ever before. Even major historic art events, such as the [Venice Biennale](#), are featuring NFTs for the first time ever.

Businesses and recognizable brands are also contributing to this art revolution with their own NFT collections, investing in NFTs, interacting with customers in new ways, transforming their spaces, and being part of the trend-setting as much as the trend-following.

Let's explore how artists are using NFTs to enhance the digital art scene and what the role of business looks like in this evolving space.



David O'Reilly, 4004 (2021)



What is an NFT?

Technically speaking, **NFT stands for “non-fungible token.”** In the world of digital art, the NFT is the token, not the art itself. Rather, the token is connected to the art to identify and validate the purchase as a unique transaction on a blockchain. Instead of getting a physical oil painting to hang on the wall, the buyer receives a digital file to display on their screen, use as their profile picture on social media, and many other digital applications. So what’s the appeal?

Powerful Benefits of NFTs

The NFT boom is creating extensive benefits for artists who choose to get involved and are unleashing a previously untapped market of innovation in the art community. There are many benefits for artists joining this revolution and minting their digital artwork as NFTs.

Exclusivity and empowering artists

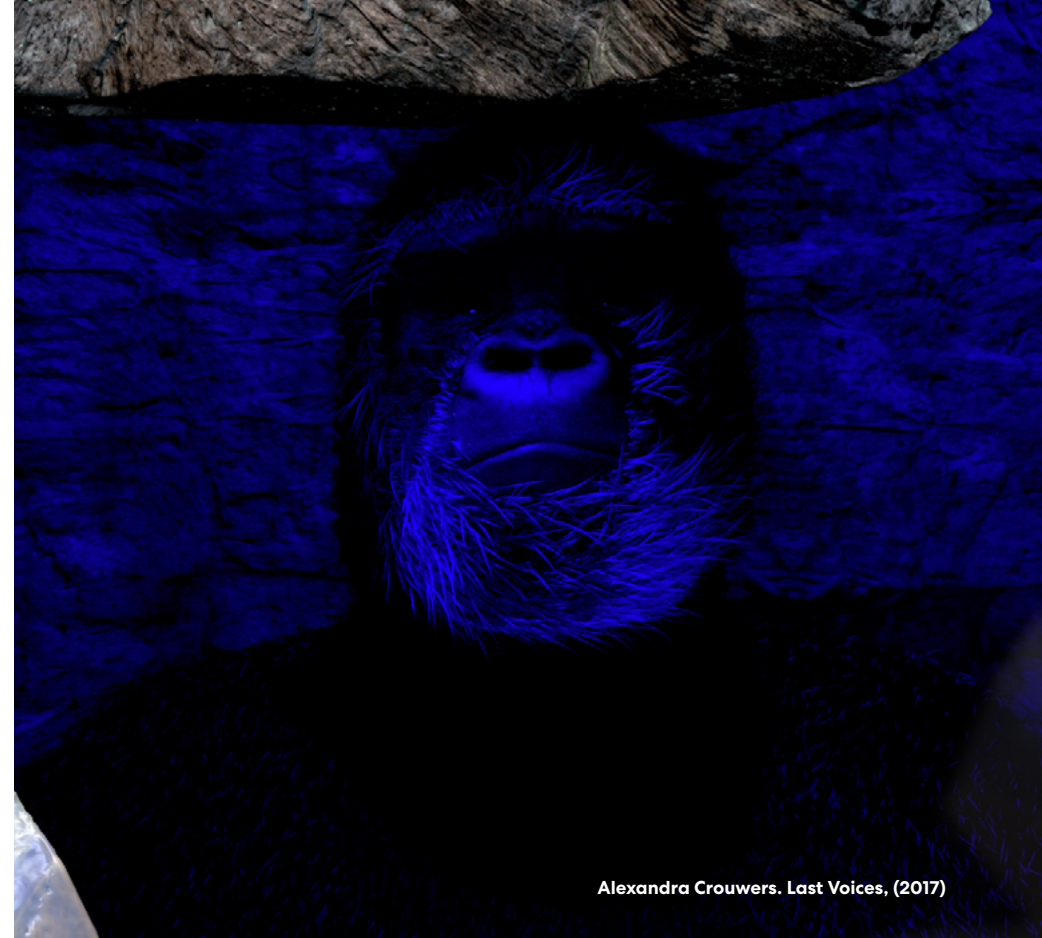
What makes an artwork an NFT is the exclusivity tied to it. Once purchased from an emerging or established artist, the NFT owner receives rights to the artwork. Collectors are participating in an art movement, and have an opportunity to be innovators of art and culture like never before.

Artists can include their digital signature in these purchased files, further embellishing the one-of-a-kind exclusivity. Rarity plays a major role in the price tag for certain pieces, as exemplified by the digital art sold at ArtBlocks: collectors pick a style they desire and then receive a unique artwork from a series **generated by an algorithm.**

Reaching a larger audience

Generally, though with some exceptions, artists want their art to be seen by as large an audience as possible. The NFT market is expected to grow by **23.9% through 2028**, so there are great opportunities for digital artists to break into the NFT space now and expose their art to an exponentially growing and diversifying audience.

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Alexandra Crowders. Last Voices, (2017)

“With NFTs, the creator is confronted directly by their audience and collectors; that’s why I decided to join in. The NFT entered my field of view, I didn’t really know much more than most people who were reading a newspaper.”

— Mihai Grecu, Visual Artist

Shedding light on digital art

While NFTs are the latest, and perhaps loudest, digital art form to gain global mainstream attention and acceptance, it is only one amid an expanding spectrum. Digital art streaming previously required a considerable amount of work to navigate a complex space with complicated hardware.



Artists had to overcome numerous challenges to deliver conscientious messages. The immense popularity of NFTs from the collector, artist, and business perspective is drawing attention to digital art as a whole.

Visual artist [Alexandra Crouwers](#) expressed how NFTs shed a unique light on digital art for those outside the realm of understanding:

“There is a gap in people’s knowledge of the digital arts which can be a bit frustrating and that is something that NFTs might help to explain.”

— Alexandra Crouwers, Visual Artist

Monetization of art

The NFT market is expected to grow back up to [\\$13.6 billion by 2027](#). With an incredibly lucrative emerging art space like this, artists have a previously untapped market that is looking specifically for digital art and will appreciate it and pay accordingly.

“The crypto art and marketplace boom has had a great impact on the artistic community: for many it has become the main source of income, for others it has meant the first experience of economic retribution for their artistic work in their entire lives, and for others, an acceleration in the artistic projection.”

— Cristian Reynaga, Art Curator

The Role of Businesses in the NFT Space

While the creator economy has its clear place in the NFT space, the ownership economy for businesses still has plenty of room to grow.

The first step for many brands has been to launch their own NFT collections, exemplified by [NFL](#), [Coca-Cola](#), and [Gucci](#), while others like [Samsung](#) and

[Hilton](#), have been creating strategic partnerships to display NFTs. There are exciting benefits for brands tapping into the NFT market and investing in this medium by purchasing artwork themselves.

Aside from breaking into NFTs by launching their own collections, businesses have the opportunity to play a significant role in the NFT space. But what does that role look like as NFTs evolve?

Interact with customers in the space

The modern consumer is evolving, and for many big brands, if they’re not investing in this trendy market, they are missing out on extensive opportunities to connect with their audiences.

Increased adoption leads to exponentially increased value and utility, so businesses that invest in the space early can help themselves by boosting the value of their investment as NFTs grow.

Gifts and creating exclusivity through NFTs

Many brands thrive on exclusivity, so entering into a space that is based around the idea of creating scarcity and value in digital art is the perfect gateway.

“Exploring this growing medium allows us to be on the cutting edge of art and design and continue to offer guests interesting and attention-grabbing pieces that will further strengthen their overall stay experience. With this new Digital Art and NFT program, Hilton’s iconic hospitality can stay with guests long after they leave.”

— Larry Traxler, Senior Vice President and Global Head of Architecture & Design at Hilton



Transform your space with digital art

Many businesses are considering breaking into NFTs from an investment perspective, but it's important to remember the power that [art has on business and corporate spaces](#), bringing it to life and perpetuating a brand. Digital art can be utilized to transform any surface into a dynamic, interactive statement piece that both represents your brand and is visually stimulating.

Not only can NFTs be used in a corporate or business space to enhance it visually or turn a black screen into an artistic masterpiece, but it can initiate both digital and physical foot traffic for your brand. This can come in the form of boosted social media engagement, increased brand awareness, and an enhanced customer experience. People come from far and wide to capture an “Instagrammable moment” in front of a mural — they’ll do it for a powerful NFT installation, too.

“The feedback from guests has been great — I see it on our social media more than I have ever seen a framed piece of art before. Some of them are standing in front of the screen, just really excited to see it.”

— Brian Jaymont, Senior Director & Global Brand Leader, Aloft Hotels & Moxy Hotels, Marriott

How to join the Digital Art and NFT Revolution

NFTs are revolutionizing the way that digital art is seen and giving it new power by getting digital art, NFTs, and their artists in front of new eyes every day.

NFTs are enhancing the digital art space, and [Niio continues to drive this transformation](#) in a number of ways:

- Niio creates a **secure platform for artists** to earn from their digital art and NFTs and reach wider audiences. In fact, 50% of revenue goes back to artists.
- The Niio app provides unique access to NFTs, empowering collectors, curators, and designers to **be part of this digital art renaissance**.
- Niio is bringing businesses along for the NFT movement — with easy-to-manage playlists and high-tech hardware partnerships, businesses can turn any screen, surface, or space into an exclusive **NFT installation that enhances brands** and attracts viewers.

[Learn more](#) about how you can stream, buy, or borrow from 7,500+ new and renowned artists and artworks as limited edition or NFTs with Niio’s unique platform.