

SOCA

Museum of Us

All of us.

The School of Crypto Art aims to use the opportunity that blockchain technology opens up to empower creatives around the world and address systemic inequalities that exist between genders, ethnic identities, sexual identities and geographies. We help artists from around the world have the best chance of building a sustainable livelihood through Crypto Art.

SOCA Consulting is rooted in the same principles as our school, but works with organizations to identify projects and opportunities that use NFTs to creatively empower communities, particularly those disempowered through historical oppression, and elevate artists. We help with all aspects of the project and work collaboratively with organizations to deliver a successful outcome.

We are experts in identifying opportunities that are focussed on our core principles of education and empowerment, DE&I, working collaboratively with communities that we are engaging with, web3 marketing, community management, and NFT launches from creation to minting.

We would like to propose a joint partnership with The Museum of Us to explore:

- **NFT collection:** Opportunities for an NFT collection aiming to “decolonize” current Indigenous artefacts and deliver financial returns to traditional owners.
- **Artist-in-residence:** The possibility of a sponsored Artist-in-residence for a community artist, including access to a physical space and Museum archives.

NFT collection

We propose a joint workshop to scope an NFT project that looks at creating a collection on the blockchain to “decolonize” current artefacts and return economic benefit to the Kumeyaay people, or other identified Indigenous populations whose cultural history the museum has in their collections.

Once we have agreed on the scope, SOCA will quote for upfront costs for development of the tokens, plus smart contract creation and launching. 10% of primary sales through the collection will be paid to SOCA and directly go to the School fund.

Costs for the workshop are \$350 USD an hour, with an initial target for a half-day workshop.

STEPS:

1. Collaborative workshop to scope the NFT collection
2. SOCA Quote
3. Project kick-off

Artist-in-residence

SOCA was born when a group of artists-in-residence came together and formed a community to empower other artists. We propose a joint residency that we could open to the SOCA community to work as an artist-in-residence at The Museum of Us. The artists would explore an agreed topic and the work would be on display at the Museum. The process for exploring this would be similar to the NFT collection and begin with a workshop to explore and identify the scope of the project as an initial step.

Costs for projects will be quoted as a whole with a rough estimate of hours needed. Should projects exceed hours we will negotiate with the Museum in good faith. Costs for travel will be at the expense of the Museum.