

SELF MADE GENIUS



Metaquake

Organizers



Walking House New York  **Walking House**
NEW YORK

Walking House New York is a mission-driven art operation that promotes the long-term development of the international contemporary art scene around the globe by providing support to emerging and promising artists and taking them to the international stage. By trading art and culture among nations and exchanging interdisciplinary knowledge, Walking House New York encourages critical discourse, celebrates artists, transforms creative space, and promotes cultural understanding to the public.

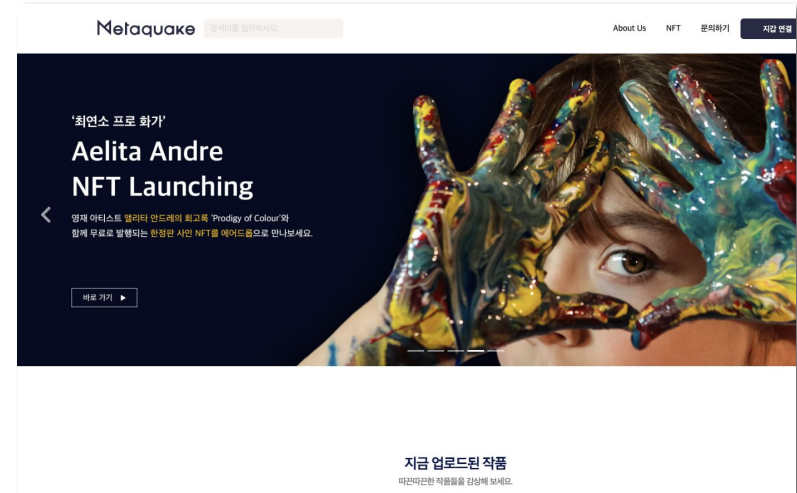


BODYFRIEND  **BODYFRIEND**

As the No. 1 brand in the healthcare market, BodyFriend, a brand that designs health, has established an 'Art Lab' to conduct research on extending a healthy life span and realizing a valuable art life through art participation, holding a special exhibition on Nam June Paik and a special exhibition on ancient artworks, 'The Promise of a Thousand Years', and participating in the Busan International Gallery Art Fair to contribute to improving health and quality of life through art.

BodyFriend operates exhibition halls in 130 stores nationwide planning art collaborations with artists using massage chairs and exhibitions to appreciate artworks, and strives to realize a valuable art life through art.

Organizers



FOBL, operated by FOBLGATE, is a first-generation virtual asset exchange that officially opened on July 8, 2019. In addition to ICO, FOBL supports the trading environment by discovering promising virtual assets based on its successful experience in accelerating various global projects. In line with the recent government guidelines, FOBL is focusing on new businesses such as developing token securities products, and through brand innovation, FOBL will introduce various new services including AI and NFTs.



Metaquake was inspired by the term "Youthquake", coined by Vogue magazine's editor-in-chief Diana Vreeland in 1965 to describe a creative movement toward youth culture at the time. Inspired by her values and philosophy, Metaquake takes the lead in inclusively embracing talented creators and expanding their economic opportunities with a firm goal. Unlike other platforms, Metaquake does not focus only on monetary transactions, but provides an environment where dynamic mixtures of ownership and relationships between users exist.

Walking House Collective, curated by Walking House New York, is committed to supporting emerging artists and rendering contemporary art accessible to all. We strive to present projects in physical spaces and online geared toward engaging, enlightening and educational for diverse audiences.

**SELF
MADE
GENIUS**

Contest Theme

The Twelve Animals of the Korean Zodiac

(Rat, Tiger, Dragon, Horse, Monkey, Dog, Cow, Rabbit, Snake, Sheep, Rooster, Pig)



The **Korean zodiac sign** is a symbol of twelve animals that represents the energy and movement between heaven and earth, developed through the study of astronomy and the eight signs of the four zodiac in ancient Korea and China. Each animal has various personalities and characteristics, and it also represents people's personalities and fortunes.



In 2023, FOBL has launched a new business development agenda to **accelerate blockchain-related startups**. In this contest, we look forward to creative ideas of the harmony between traditional Korean astronomy and nature through the zodiac sign.

FOBL continues to support the international cultural exchange with **Working House Collective** and **Metaquake**. With nominated artists, it will develop zodiac characters through merchandising, domestic and international curated exhibitions, and social media marketing.



The most inclusive and diverse art competition open to all visual artists working with traditional mediums & AI technology.



FOBL Metaquake

The Self-Made Genius aims to expand the Web 3.0 community by presenting all mediums of art including digital art using AI, blockchain, NFT, and big data in collaboration with FOBL and Metaquake. We aim to embrace the relationship between technology, which we expect to expand the the traditional art world.

Global competition promoted in 9 Asian countries

The **Self-Made Genius Competition** will be featured in **nine Asian countries** in collaboration with Greater China media channel **Moon Factory**, and the winners will receive art collaboration business through online and offline distribution channels.

The original artworks of the Zodiac Gods based on oriental philosophy will be featured on the broadcast on K-Product, a specialty program that airs in nine Asian countries through **Disney Channel** at the **Moon Factory**. It is a global competition aimed at the MZ generation from Korea to countries in Greater China and Southeast Asia, and the grand prize winner will receive broadcast appearances, copyright business support, and export sales.



Contest Period

May 15, 2023 (Mon) - Jul 14, 2023 (Fri) 4pm KST

Deadline Extended

Categories (Mandatory to indicate the category of application)

1. **Fine Art** (painting, sculpture, installation, design, video art)
2. **Digital Art** (utilizing AI, big data, and blockchain technology)

Eligibility

- Anyone regardless of age, education, genre, and nationality
- Individual or team can apply

Conditions of Participation

- No entry fee required
- Maximum 10 artworks per individual/team per category
- An artist can apply for both Fine Arts and Digital Art categories

How to Participate

Use the Google Form on the Walking House Collective website. (walkinghousecollective.com)

Submission Format

- Original artwork: Vector, MP4, MOV, etc.
- Additional materials such as artist statement, portfolio, artwork description: Word, PDF.

Notes

- It is mandatory to indicate the applied category, either Fine Art or Digital Art.
- If applying for AI Art, it is mandatory to disclose used platform(s) and describe prompt engineering language of the AI Art.
- If applying for AI Art, it is mandatory to submit a minimum of 250-word descriptive essay of the AI Art.
- The copyright of the image of the work submitted to the contest belongs to the artist. NFT, partnership project, art collaboration, and exhibition contract will be made under individual agreement only with the nominated artists.



Awards & Benefits:

Awards:

- **Grand Award: KRW 3,000,000 + BODYFRIEND DAVINCI Massage Chair**
(1 team/individual)
- **Excellence Award: KRW 1,000,000**
(1 team/individual per category)
- **ESG Special Award: KRW 1,000,000**
(1 team/individual per category)
- **Honorable Mention: KRW 500,000**
(2 teams/individuals per category)
- **20 selected works will receive global marketing support such as English portfolio description by Walking House Collective.**

Walking House Collective:

- The selected works will be issued as NFT (optional) and be exposed to various channels and opportunities for participating in planned exhibitions.
- For Honorable Mention winners and above: global marketing support such as English portfolio description.
- Opportunities to participate in art collaboration projects
- Curatorial exhibition with Walking House New York and art fairs (to be discussed)
- Promotion and appearance on Disney Channel in 9 Asian countries

FOBL:

- The NFT will be issued on Metaquake and airdrop to FOBL members (the quantity of NFT editions to be discussed with artists)
- Project collaborations within the FOBL platform
- NFT can be used as part of FOBL membership benefits.

Winning Artist Benefits 1 Excellence Award or above



- Opportunity to participate in domestic and international exhibitions and art fairs at Walking House New York (after discussion with the artist)
- Walking House Collective artist promotion, SNS promotion, and art collaboration business



Seoul



Busan



Winning Artist Benefits 2

Grand Award (BODYFRIEND Special Award)

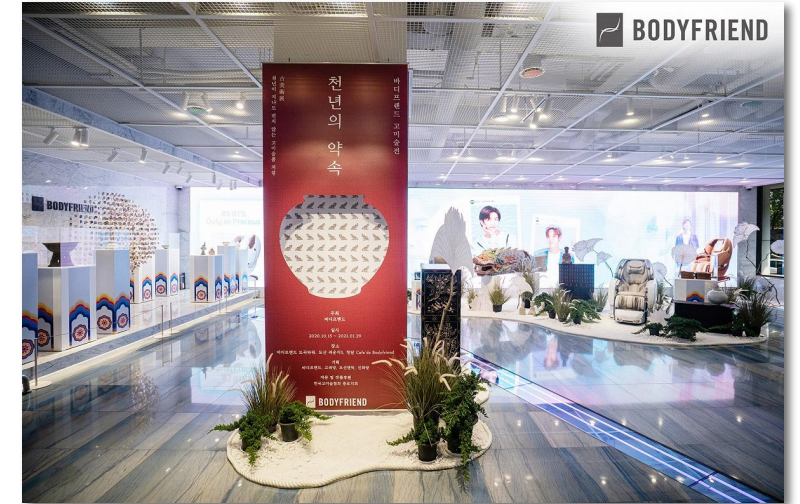
No.1 Healthcare Group BODYFRIEND Design Your Health

As the No. 1 brand in the healthcare market, BodyFriend, a brand that designs health, has established an 'Art Lab' to conduct research on extending a healthy life span and realizing a valuable art life through art participation, holding a special exhibition on Nam June Paik and a special exhibition on ancient artworks, 'The Promise of a Thousand Years', and participating in the Busan International Gallery Art Fair to contribute to improving health and quality of life through art.

BodyFriend will provide selected artists from the Self-made Genius Competition with an exhibition opportunity at BodyFriend Lounge, and they will be awarded the BodyFriend DAVINCI Massage Chair.

Grand Award (BODYFRIEND Special Award)

- Grand Award: KRW 3,000,000 + BODYFRIEND DAVINCI Massage Chair (1 team/individual)
- Providing an opportunity to exhibit artworks at BodyFriend Lounge exhibition hall nationwide in the future.

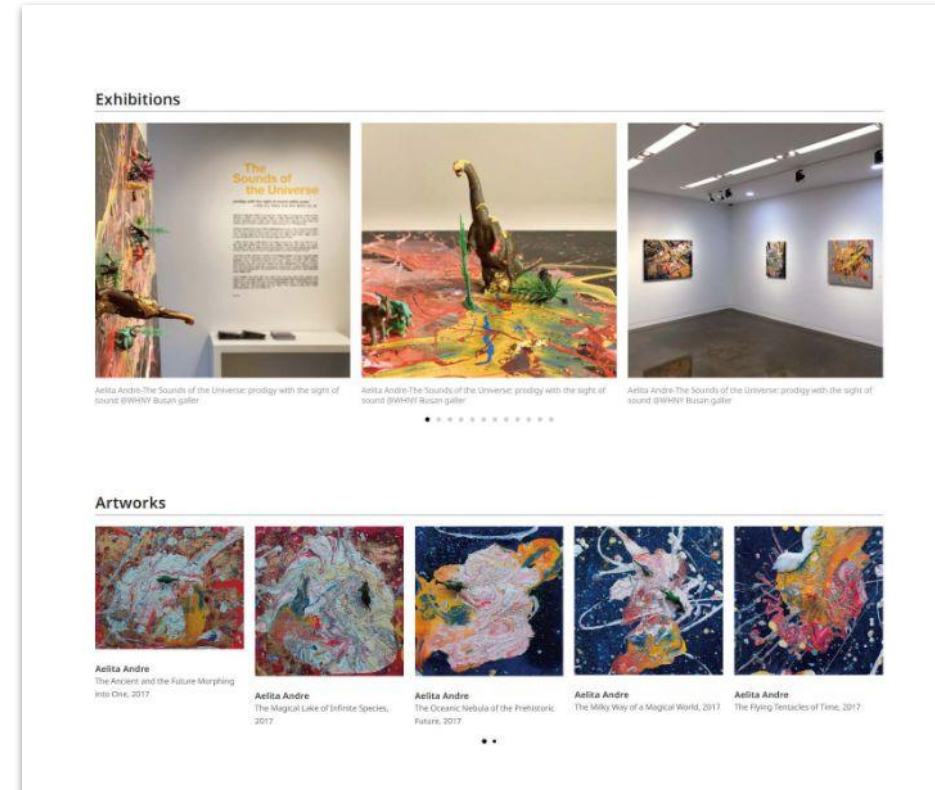


Winning Artist Benefits 3

20 Selected Artists or above : Global Marketing Support



- Customed English portfolio page on Walking House Collective website
- Google SEO: Global Search Engine Optimization Marketing Support



Winning Artist Benefits 4 ESG Special Award



ESG Specialist LIVEWITH Flying With All, Live With Together!

As an ESG company that pursues new sustainable values, **LIVEWITH** plans and operates ESG activities for companies and institutions and conducts projects with various social values. By continuously discovering and supporting emerging artists and young writers through **Self-Made Genius Competition**, we aim to plan long-term programs to foster talent.

In addition, LIVEWITH offers an overseas expansion program for emerging writers with the Walking House Collective, and selected artists will participate in various corporate ESG campaigns.

Requirements for the ESG Special Award

- Artwork that connects the contest's theme of the zodiac animals with ESG philosophy.

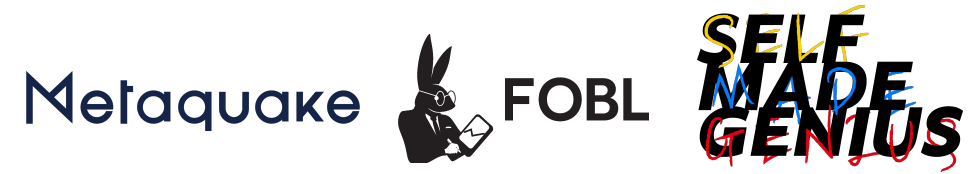
Benefits of the ESG Special Award

- ESG Special Award (1 person/team per category)
- Opportunity to participate LIVEWITH ESG projects (artist residency and curated exhibitions)

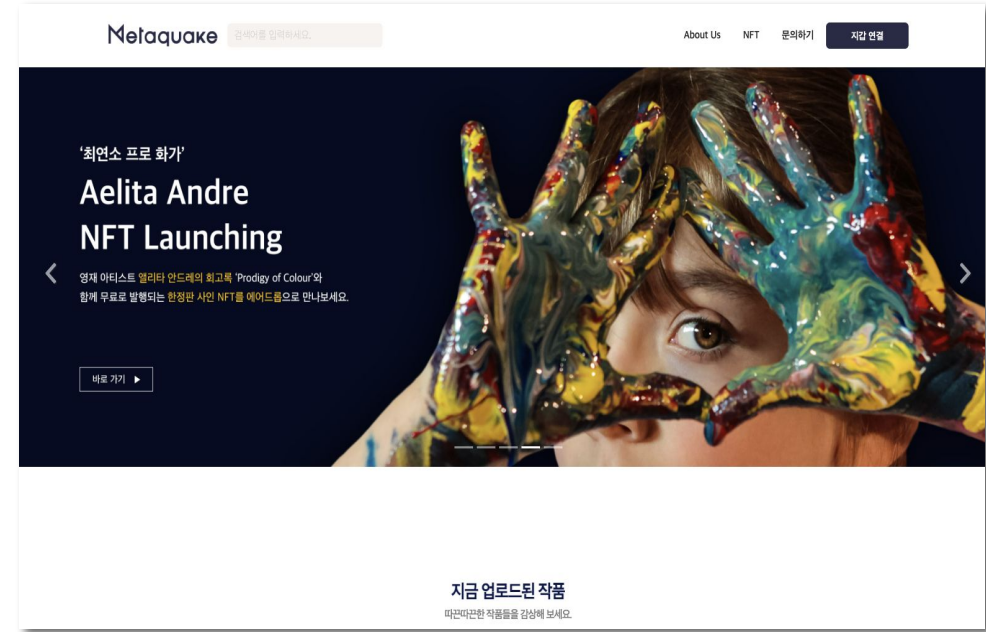
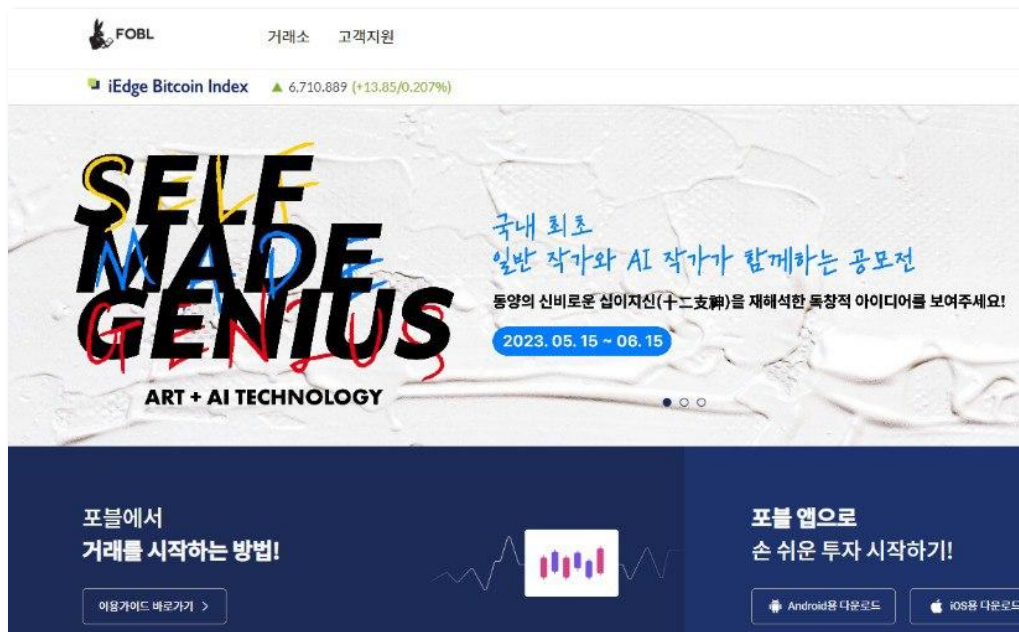


Winning Artist Benefits 5

20 Selected Artists or above : Global Marketing Support



- Issued NFTs are utilized as FOBL membership benefits, providing various utilities to the holders
- Over 130,000 FOBL users & NFT community Author promotion, SNS promotion, and art collaboration business



Winning Artist Benefits 6

DALFACTORY



Grand Award Winner

- Artist and artwork featured in Taiwan's TV program "Oh My Venus"
- Broadcast in 9 Asian countries through Disney Channel
- Art Collaboration licensing business
- Online and offline sales on Shopee, Asia's largest e-commerce platform

20 Selected Artists or above

- Artist and artwork will be introduced on 'Oh My Venus' official YouTube, Facebook, Instagram, and other social media channels.



Judging Process



1st	May 15th - Jul 14th: Application Submission (Submission deadline at 16:00 KST, Jul 14th) Submission review during the competition period
2nd	Jul 16th - Jul 25th: Online voting and jury panel review <i>(30% online vote, 70% judging panel)</i>
Final Announcement	Jul 26th: Announcement for nominated artists

Jury: Fine Art

Suy Kang 수이 강 대표

- CEO, Metaquake (주)메타퀘이크 대표
- Walking House New York (워킹하우스뉴욕) 대표
- Ricco/Maresca Gallery (리코 마레스카 갤러리) Consulting Associate (자문위원)
- 킹스칼리지 문화, 미디어 및 창조 산업 석사 졸업
- 골드스미스 창의적 문화적 기업가정신 대학원 디플로마
- 홍익 대학교 미술대학, 조소과 졸업

Kim Yoon Sub 김윤섭 대표

- CEO, Aifnco 아이프미술경영연구소 대표
- 숙명여자대학교 겸임교수
- 명지대학교 대학원 미술사 박사
- 예술경영지원센터 이사
- 제 6회 안양공공예술프로젝트 예술감독
- 인천국제공항 제 4시 문화예술자문위원
- '그림명상' 도서 출판 (2021)
- '그림좋다' 도서 출판 (2008)

Lee Hyo Seung 이효승 대표

- CEO, Kansong C&D 간송 C&D 대표
- 태흥영화사 대표
- 메타리움 대표
- Fimz 대표
- 보스턴 대학교 B.A International Relations, Communication
- 고려대학교 Media & Communication M.A

Kim Jong Won 김종원 대표

- CEO, Unilapse Unilapse 대표이사 & 총괄기획감독
- 현) GINAF 경기국제넷아트페어 총괄기획감독
- 아트부산 2023 CONNECT5 윤하프로젝트 기획감독
- 2021-2022 BAMA 부산국제화랑아트페어 총괄기획감독
- 부산국제영화제 한국영화 100주년 랜드마크 기념사업 기획감독
- 더현대 서울 아트페어 총괄기획감독
- 웨이브티비 원어스아트피아 NFT심사위원
- KBS 노머니노아트 4회, 10회출현

Jury: Fine Art

Prof. Jung Young Han 정영한 교수

- Professor, Chung-Ang University Graduate School of Art, Art Department 중앙대학교 예술대학 미술학부 교수
- 중앙대학교 예술대학 서양화학과 졸업
- 중앙대학교 대학원 회화학과 졸업
- 홍익대학교 대학원 박사과정 미술학과 졸업
- 수상 : 한국예술평론가협회 선정 주목할 예술가상, 대한민국 미술인 상 청년작가상, 대한민국미술대전 우수상, MBC미술대전 우수상, 송은미술대상전 장려상 등

Artist Kwon Soon Ho 권순호 작가

- Art Director, Hozowa 現) 호조와 아트디렉터
- Game Graphic Designer, Nexon 前) 넥슨 게임 그래픽 디자이너
- - 싸이월드 '시니컬토키' 브랜드샵 입점
- - 싸이 5집 '라잇나우' 캐릭터 제작
- - 싸이 6집 '강남스타일' 캐릭터 제작
- - 카카오프렌즈 캐릭터 제

Jury: Science and Technology

Prof. Lee Chul Ho 이철호 교수

- Professor of Technology Management, Korea Advanced Institute of Science and Technology (KAIST) 한국과학기술원 (KAIST) 기술경영학부 교수
- KAIST 메타버스 대학원 산학협력 책임교수
- 연구주제: Platform/FinTech, AI+Business, Token Economy, VR/AR+Security 등 기업과제 수행
- 강의과목: 경영분석 및 기술경영관리
Information Systems Research와 Production and Operations Management
- 2019년 Informs e-Business 분야 우수연구상 수상
- ABCD 저널 리스트의 A* 저널인 Decision Support Systems의 편집위원

Prof. Han Seung Heon 한승헌 교수

- Professor of Technology Management, Korea Advanced Institute of Science and Technology (KAIST) 한국과학기술원(KAIST) 기술경영학부 교수
- 글로벌 디지털 혁신대학원의 원장
- KAIST 디지털경제연구센터 센터장
- 연구주제: ESG, 기업 지배 구조, FinTech, 기술기업 가치평가 등
- 2021년 KAIST 경영대학 연구우수상
- 2018년 KAIST 교수강의 우수상 수상
- 기계 학습 데이터 라벨링 및 ESG 점수 예측 등의 특허 출원

Dr. No Joo Hwan 노주환 박사

- CEO, SDPlex (small data technology - based software development for industrial IoT and OT) SDPlex (산업용 IoT 및 OT 용의 스몰데이터 기술 기반 소프트웨어 개발), CEO
- 2023년 정보통신분야 대통령상 수상
- Former 농심 NSTech CTO
- 前 Intel, Santa Clara, USA 기술연구원
- SUN Micro Systems, Santa Clara, USA, 기술연구원
- 정부 3.0 Cloud 분과 산업 자문 위원
- 스탠포드 대학교 컴퓨터 공학 박사, 석사

Jury: Science and Technology

Ahn Hyun Jun 안현준 대표

- CEO, FOBL (주)FOBL 대표이사
- 前 한국전자통신연구원
- 前 한국광해광업공단
- 前 BR파트너스 사업이사
- 前 FOBL 사업본부장
- 現 (주) 젤리스페이스 이사
- 동국대학교 핀테크블록체인융합산업 최고위 과정 수료
- 포스텍 블록체인&디지털자산 전문가 과정 수료

Jung Joo Pil 정주필 대표

- CEO, Blockchain Today 블록체인투데이 대표
- 前) 삼성전자 경영혁신팀
- 現) 한국핀테크학회 이사
- 現) NFT나라 대표이사
- 現) 블록체인투데이 매거진 발행인
- 저서) 디지털화폐전쟁, 경제공약을 알면 돈이 보인다.

Paik Seung Gwang 백승광 대표

- CEO, Block Weiss Ratings 블록와이스레이팅스 대표
- 연세대학교 법과대학 법학 학사
- 연세대학교 경제대학원 경제학 석사(금융공학)
- 메타버스 디지털경제뉴스 “메타노미스트” 발행인
- 前 NICE그룹 나이스비즈니스플랫폼(주) 전략사업팀 총괄팀장
- 前 (주)블록미디어 기획본부장
- 現 한국자산캐피탈 CVC 신기술금융사업부문 카익투벤처스" Expert Partner
- 現 중소기업기술정보진흥원/한국데이터산업진흥원 평가위원
- 現 NIA 한국지능정보사회원진흥원 외 범부처 메타버스&블록체인 평가위원

Jury: Humanities and Social Sciences

Kim Hwi 김휘 감독

- (주)케이프로덕션 대표
- 전 부산영상위원회 운영위원장
- 전 (주)JK필름 콘텐츠 개발 실장
- 영화 '해운대' 외 시나리오 작가
- 영화 '이웃사람' 외 연출
- 드라마 '메모리스트' 연출
- 2014년 제32회 브뤼셀 국제 판타스틱 영화제 심사위원 특별상
- 2009년 제18회 부일영화상 각본상

Jinju Song 송진주 소장

- Author of 'The GPT Generation is Coming'
'GPT세대가 온다' 저자
- (주)지피티연구소 설립
- 교직원 원격직무 연수 콘텐츠 개발
- NH토지주택대학교 연수 교육
- 전남 소방학교 직무 교육
- 부산 사하구 청년 창업지원센터 교육
- 마인드셋 출판사 챗GPT & AI 전임강사

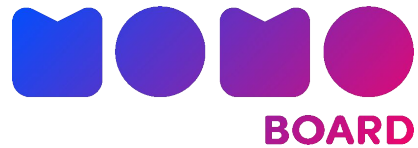
Marketing & PR plan

- Promoting in 9 countries in Asia through Disney Channel
- Promoting to 130,000 FOBL users familiar with NFTs and blockchain
- Webpage and social media ads on FOBL, Walking House Collective, and Metaquake
- Viral marketing with industry influencers
- Broadcast interviews and news coverage
- Advertising in the art field such as Art Hub, Monthly Art, Art University Admissions, Muum, etc.
- Google, Naver keyword advertising

Partners



DALFACTORY



HOZOWA

