

Olga Zvagolskaya (Zvagolya)
NFT Jury Selection Contest

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TON Surf address:

0:4a1eace1b9fdee93bb96f60bd69e5a03e8955
c5f14a34e7f094cd44bccd18a40



Hello everybody!

I am a winner of Free TON Ambassador Contest. I in Saint-Petersburg, Russia. NFT Gallery is the 5th point of my Ambassador program. I am a lawyer and my specialization is IT-technology law. I own a legal business. In my Instagram profile I tell users about Free TON. I provide services to IT companies, venture investors, IT startups, programmers. Since 2015 i am in Art community. Since 2019 I own Art&City Space in the center of Saint-Petersburg (Liteinyi, 62), named **THIRD PLACE** (7000 sq.m.). Everyday nearly 1000 people go through my Art&City Space. I think my experience, my knowledge, my Art&City Space and My Ambassador program will help Free TON to become a significant blockchain system for changing the world in the best way.

IT-lawyer & Art Manager

My anamnesis is not very typical for an art figure. I am a lawyer by education, I am proud of my diploma from the Law Faculty of St. Petersburg State University (bachelor and master), for many years nurtured and cherished my legal firm <https://zvagolya.ru>. "But he, rebellious, asks for the storm, as if there is peace in the storm." My soul craved high art, in which I found a storm, and interest, and a new round of self-realization.

With trepidation finished the Art history course, and away we go - the next step was graduating at the Masters school <https://masters-project.ru/ru/> on art management faculty, and in general I felt that my heart responds most of all to contemporary art. This is how I found my specialization

in the endless space of Art in general. Further - more. I realized that for contemporary art the question of life and death is its own exhibition space.

Perhaps my fantasies about the high would have remained so, if not for the main family business - the hotel. It always requires searching for new properties for our hotel chain The Faces <https://faceshotels.com>.

At the time of the acquisition of the building on Liteiny 62, there were already two objects under this brand in the network - on Malaya Morskaya and on Mira street. And in search of a third hotel for the chain, we came across almost by accident (but no coincidence) on an advertisement for the sale of the Lopukhins-Naryshkins mansion.

The very first inspection provided, you know, an exuberant mixture of horror and admiration: such a mix was what appeared to the visitor's gaze! Imagine, every successive owner of the building has built-added-rebuilt something in his own spirit! I will mildly characterize the final result as something very eclectic: imagine the neighborhood of preserved palace interiors with speaking inserts, for example, from the Soviet era. Recorded the mansion as it appeared at the first meeting, and my plans for the future in this video <https://vimeo.com/333442024/cc8457c00e>.

Exploring the building, I finally came to the conclusion that one wing is ideal for a hotel, while the historical part of the palace seems to have been born to be a gallery and an art space. I modestly cherish the thought that it would be great to become the very mistress for this site, who will competently dispose of the potential of her child and find the best possible use for 7 thousand square meters.

It is not an easy task to unite the premises with a common goal, to “sew without seams” different nuances of the purpose so that it becomes an effective and inspiring solution for guests, and for the historical context, and for the business model. But I try: project account link <https://www.instagram.com/thirdplace.ru/>

The work of the courtyard of the Third Place in the fall season of 2020 attracted 1,000 visitors per day. Almost 100% of the visitors used their smartphones to take pictures of the courtyard interiors, to take a selfie against the background of the art object they liked.

In the summer of 2020, it was in our yard that the hottest insta-point of the season was held - Alina Glazun's "STRASHNOVATO" arch. I immediately liked her for her desperation and directness of the statement, which so strongly reflects our shared strange and terrible year. You

can see our Third Place yard and this art-object in this TV-report <https://topspb.tv/news/2020/09/14/vo-dvore-osobnyaka-na-litejnom-prospekte-otkryli-novoe-obshestvennoe-prostranstvo/>

We got the building in a rather torn state. Close your eyes for a second, and imagine an island of old magical Petersburg, disconnected from communications for many years, for about twenty years the building did not really have an owner in the sense that only legal owners who did not deal with it. We are gradually moving towards the rehabilitation of our invaluable patient: now we are connecting the mansion to communications, we are working on a project to adapt the object for modern use (and the creation of such a project is a whole story), then we will submit the project to the Committee for Urban Planning and Monument Protection.

The building is an architectural monument, so we have an order from the KGIOP about its protection - this is an additional pride and responsibility for the project!

Recent developments in my space (Third Place)

On October 10-11, the magnificent contemporary art fair THIRD PLACE ART FAIR took place in the Third Place, you can read about it here:

<https://www.sobaka.ru/city/city/116496>

<https://www.sobaka.ru/entertainment/art/117054>

<https://topspb.tv/events/14121/>

And look here:

<https://www.instagram.com/tv/CGiCz9tIMWf/?hl=ru>

<https://gorod-plus.tv/videos/80119>

In the fall of 2020, two issues were filmed in the Third Place **#Еще не познер:**

<https://www.youtube.com/watch?v=NTy2w5C-qA0> Bookmark #58

https://www.youtube.com/watch?v=_X-wmamXE8w Interview with Evgeny Vyshenkov

In the Third Place there is a lecture hall where various lectures are held:

<https://www.sobaka.ru/fashion/heroes/118006>

I learned about Free TON from my husband, who got sick with Free TON back in May, starting to participate in the validator contest (Magister Ludi). He is now a Free TON validator and activist.

As the owner of the Third Place, I want to combine blockchain technology with real-world use. One of the goals of the Third Place is to familiarize residents and guests of the city with contemporary art:

<https://www.the-village.ru/city/public-space/tretie-mesto-v-osobnyake-lopuhinyh>
<https://www.sobaka.ru/city/urbanistics/118329>

The most interesting thing is that the task of acquainting and educating the public in terms of perception of contemporary art is relevant to the task of promoting and acquainting ordinary people with modern technologies, namely Free TON. I propose to combine these two tasks and solve them jointly.

Educational courses are being regularly held in Third Place, primarily devoted to contemporary art, and enlightenment with new technology greatly enrich and diversify the educational program. Therefore, I offer courses on blockchain technology, talking about the ways to use technology, in particular about DePool Staking, security when working with blockchain and the use of these technologies for art (NFT).

In view of the fact that the number of TON Surf users is the main measure of success in promoting Free TON to the masses, I propose to implement a special DeBot, through which visitors to the Third Place could get acquainted with the exhibited objects of art, their description and history, could give feedback on what they liked objects, thereby accelerating the selection of time and bringing them closer to public recognition, allowing them to migrate from the way of decorating everyday life to museum exhibits.

THIRD PLACE NFT GALLERY

As indicated above, a contemporary art gallery functions at the Third Place. In accordance with the growing maturity of the Free TON project, I want to organize a crypto gallery of the Third Place, within which I will register digital art objects in Free TON blockchain and teaching artists new opportunities for distributing art objects, to increase the value and relevance of Free TON blockchain.

My spirit of NFT Ecosystem

NFT is the only way to make the Art market transparent and safe. In the world of counterfeiting, the NFT star has risen as a star of hope. In addition, artists, receiving royalties for the further

resale of their work, received additional motivation to create masterpieces, because best mints will increase in value and the artist will receive eternal rewards. There are no losers here, this is the explanation why this technology took over the world. With the advantage of small fees Free TON NFT marketplaces will become a real alternative to Ethereum. I hope that in the end of NFT marketplace Contest there will appear a few good projects which are competitive to <https://niftygateway.com>, <https://opensea.io>, <https://rarible.com> and so forth. I am sure that my oversight in Art and my lifestyle related to Art and technology will help me to be a professional Juror.