

PROGRAMME

## Digital art and NFTs: legal challenges and opportunities

23 NOV

17h00 – 19h30

**PLMJ Auditorium**

Av. Fontes Pereira de Melo, 43  
1050-119 Lisboa

PLMJ has teamed up with the **Ephemeral Eternal platform** and **Galeria Underdogs** to host a **PLMJ Session** that delves into the **digital art market** and the much debated and controversial **NFTs**.

On **23 November**, PLMJ's auditorium will be the starting point for a journey that will alternate between the physical and digital worlds through a conference divided into two significant and complementary parts. The first part will feature **Serena Cabrita Neto**, the partner who heads PLMJ's Tax practice, **Hugo Monteiro de Queirós**, partner and head of PLMJ's Intellectual Property practice and **Eduardo Quinteiro**, director of Ephemeral Etherna. Together, they will address the financial, legal and tax outlook for companies operating in the digital art and NFT trading industry. **Pedro da Costa**, from Unit London, will moderate this first panel.

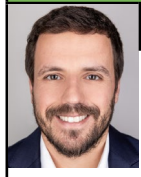
The second part comes from the creator's perspective and will feature artists **Rita João**, from Pedrita Studio, and **Julien Raffin**, both pioneers in the world of NFTs, who will present the concept of **phygital** - the intersection between physical and digital art - and talk about its impact on the wider art market. The panel is joined by **Romain Trevisan**, CEO of Cultural Affairs, and it will be moderated by **Pauline Foessel**, curator and founder of ARTPOOL and co-founder of Galeria Underdogs.

This panel will be an exploration into the **new possibilities and challenges that the technology associated with NFTs and their creative implications bring to their body of work, and to the world of art in general.**

To give body and context to this conference, **the PLMJ auditorium will also have an exhibition of physical and digital works** which will demonstrate the relationship and nuances between these two universes.

PROGRAMME	17h00	<b>WELCOME</b> <b>Bruno Ferreira</b> – PLMJ's Managing partner
	17h10	<b>INTRODUCTION TO NFTs IN THE WORLD OF ART</b> <b>Pauline Foessel</b> – curator and founder of ARTPOOL and co-founder of Galeria Underdogs
	17h20	<b>LEGAL AND TAX CONTEXT FOR THE NFT MARKET IN PORTUGAL</b> <b>Serena Cabrita Neto</b> – partner and head of the PLMJ Tax practice <b>Hugo Monteiro de Queirós</b> – partner and head of the PLMJ Intellectual Property practice, <b>Eduardo Quinteiro</b> – director of Ephemeral Etherna  <b>Moderator:</b> <b>Pedro da Costa</b> – head of business development & partnerships at Unit London  <b>Sessão de Q&amp;A</b>
	18h15	<b>PHYGITAL: THE INTERSECTION BETWEEN PHYSICAL AND DIGITAL ART</b> <b>Rita João</b> – artist <b>Julien Raffin</b> – artist <b>Romain Trevisan</b> – CEO at Cultural Affairs  <b>Moderator:</b> <b>Pauline Foessel</b> – curadora, fundadora da ARTPOOL e co-fundadora da Galeria Underdogs  <b>Q&amp;A Session</b>
	19h15	<b>CLOSING SESSION</b> <b>Carlos Moura-Carvalho</b> – Municipal director of culture at the Lisbon Municipal Council
	19h30	<b>COCKTAIL</b>

## PANEL



**Hugo Monteiro de Queirós**

**Partner and head of the PLMJ Intellectual Property practice**

Has more than 15 years' professional experience. He advises on patents, trademarks, designs, copyright, software licensing, information technologies, data protection and advertising. Hugo has also focused on litigation in the area of intellectual property, with an emphasis on dealing with arbitration and court cases involving industrial property rights relating to medicines and trademarks. He also drafts opinions and contracts in the area of intellectual property. Hugo has been an Official Industrial Property Agent since 2012 and a European Trademark and Design Attorney since 2016.



**Julien Raffin**

**Artist**

French artist based in Paris expressing his visual creation through the medium of analogue collage and playing with historical and cultural references, in rupture with our contemporary lives. His work offers a poetic and dynamic narrative where compositions in colour and black & white come into opposition, revealing the contrast and dissonance between the past and the present in a disruptive harmony.



**Pauline Foessel**

**Curator and founder of Artpool**

Pauline Foessel is the curator and entrepreneur behind Artpool whose extensive work as director at art institutions, galleries and studios has shaped her understanding of the art landscape globally. Artpool provides an innovative platform for art professionals and art lovers alike. By tapping into its established social network and through harnessing blockchain technology it provides an innovative way for curators and artists to connect, collaborate and share their work whilst generating revenue through selling art editions as NFTs. Beyond shaping the art tech space, Foessel's work as co-director at Underdogs Gallery and her previous directorship of Alexandre Farto's Vhils Studio placed Lisbon on the global map of contemporary public art while promoting a generation of urban artists.



**Pedro da Costa**

**Head of Business Development at Unit London,**

Responsible for the creation of the division of digital art at Unit London Digital. He was also involved in the creations of some DAOs (Decentralized Autonomous Organization), such as the Constitution DAO, which attempted to purchase one of the original copies of the US Constitution, which was auctioned at Christie's in the end of 2021, having raised 43 million dollars for this purpose, through the sale of NFTs. Pedro was also one of the founders of NFT LDN, the first conference focused on NFTs in London, with its first edition taking place in November 2021. He participated as organizer and curator of NFC Lisbon, the first NFT conference in Portugal, which happened in April 2022.



**Rita João**

**Founding member and part of Pedrita Studio**

Pedrita is a multidisciplinary design studio based in Lisbon since 2005. Founded by Rita João and Pedro Ferreira after their consultancy collaboration at Fabrica, the studio team and resources are brought together according to each project request relying on a network of established professionals. Every project casts an inquisitive look on process and material culture, gathering unexpected and conscious formal solutions.



**Romain Trevisan**

**CEO at Cultural Affairs**

Experienced marketer in various marketing roles at LVMH (Paris) and in the communication sector (HAVAS, TBWA), Romain Trevisan is currently leading Cultural Affairs. Based in Lisbon, this creative group with stand-alone businesses operates mainly in Europe and in the US. Cultural Affairs gathers artistic and digital units, including Vhils Studio (artist's studio), Underdogs (cultural platform and art gallery), Iminente (music and visual art festival), Ephemeral Etherna (digital and NFT platform) and formerly Solid Dogma (design agency). In everything we do, we believe that culture can be a vehicle of change!



**Serena Cabrita Neto**

**Partner and head of the PLMJ Tax practice**

She has over 20 years' experience and is recognised as a tax law specialist by the Portuguese Bar Association. Specifically dedicated to tax litigation, represents a wide range of Portuguese and international companies in significant tax cases before the courts. With a law degree from the University of Lisbon and a postgraduate qualification in tax from the Higher Institute of Management, she is also an arbitrator in tax matters at the Administrative Arbitration Centre. Serena is a guest lecturer at Universidade Católica Portuguesa.