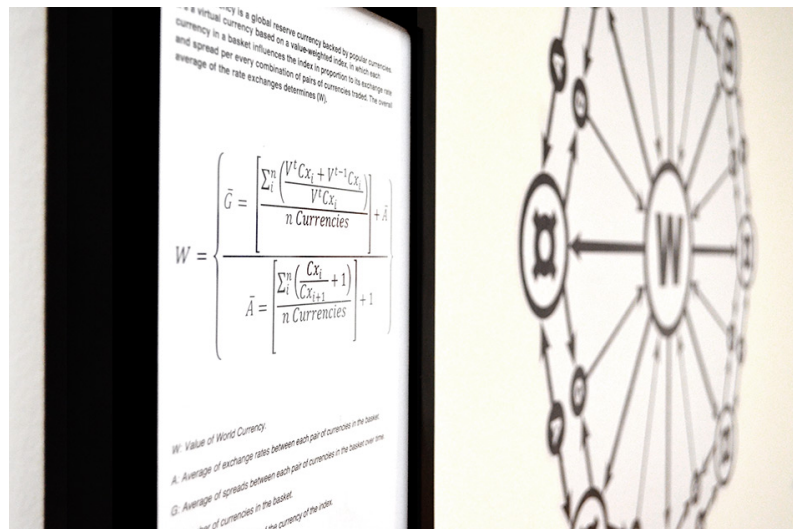


(W)orld Currency Equation.

Artwork by Paolo Cirio.

Press Release. March 5th 2014, NYC and Zagreb.



This artwork illustrates a global currency through the creative formulation of an equation and a trading algorithm for the currency exchange market. The visionary creation of algorithmic trading combines art with the material that governs contemporary society. In doing so, it aims to introduce new art practices.

The artwork seeks to inspire social transformation through envisioning positive and innovative economic tool. It addresses the inherent instability of various currencies, as well as the need for a new independent global reserve currency that could potentially empower and unite the world population.

As a sustainable financial instrument, the World Currency Equation will act as a cushion that will protect people against the increased volatility of individual currencies due to speculative manipulations and economic swings, while preserving market access across different geo-political and social domains.

The proposed algebraic equation provides valuation and liquidity for a new currency (W) based upon the average of an index of individual currencies. The formula combines and secures dominant national currencies with new digital and local complementary currencies, preserving autonomy and diversification within universal acceptance.

The artwork is illustrated through the artistic expression of a mathematical equation and a diagram of an algorithm. These two elements indicate how the value of the currency is calculated and how its liquidity is created and maintained.

The equation and the algorithm make use of Forex market conventions and can only include currencies that are tradable electronically.