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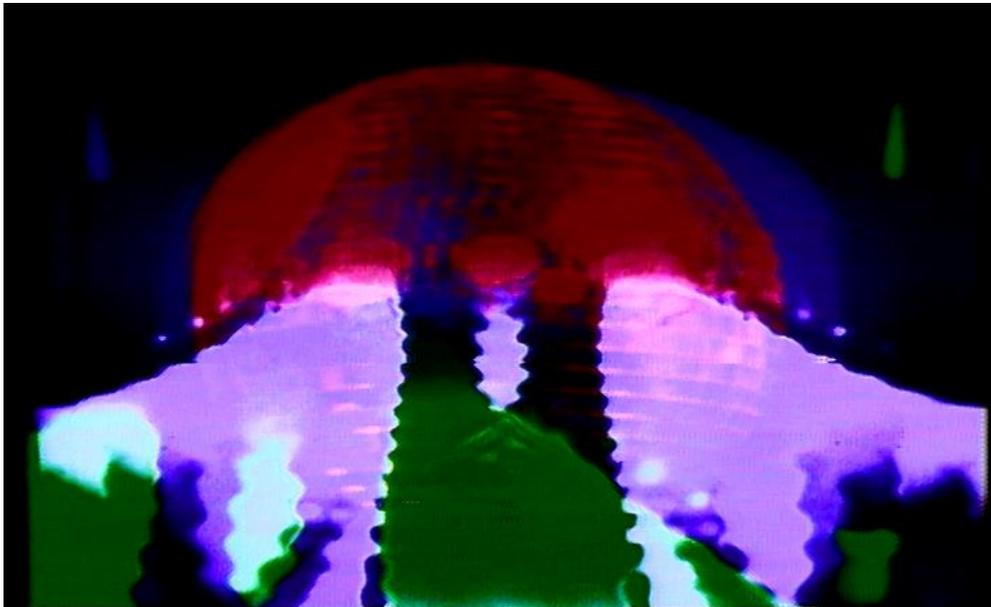
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PROOF OF SOVEREIGNTY: A CURATED NFT SALE

by **Lady PheOnix**
ONLINE SALE NOW LIVE

Featuring Nam June Paik, Jenny Holzer and Gerald Laing alongside legacy and emerging new media artists

*Announcing **Gucci's** first NFT, inspired by fashion film co-directed by Alessandro Michele and award-winning photographer and director Floria Sigismondi*



NAM JUNE PAIK
Global Groove (Opening)

Video 0:38 seconds

Features: video, color, sound

Created in 1973.

This work is unique and is accompanied by a non-fungible token.
Estimate USD \$100,000-200,000.

NEW YORK – Christie's is pleased to announce a collaboration with **Lady PheOnix**—one of the most respected voices in the new media landscape today—to present an expertly curated sale of both unique legacy and newly created artwork sold with NFTs. The online auction, **PROOF OF SOVEREIGNTY**, not only brings together **22 new media artists** utilizing blockchain technology, but also employs metadata, storage and legal standards that have been virtually absent from millions of artworks associated with non-fungible tokens until now. PROOF OF SOVEREIGNTY is live online from **May 25-June 3**.

Leading the auction is a historic NFT from the Estate of **Nam June Paik**—considered the grandfather of video art—that both memorializes and revitalizes the artist's seminal work, *Global Groove*, originally aired on WNET-Channel 13 in

1974. Paik's famous piece heralds the age of global connectivity through a hypnotic visual and sonic rhythm—creating an endless loop of ecstatically groovy energy.

The subsequent works, introduced by Lady PheOnix, highlight a broad selection of exciting new media artists, whose collective practice spans more than 30 years. **Marguerite deCourcelle**, also known as “Coin Artist,” creates visually compelling puzzles coded directly into the Polygon blockchain. **Joshua Davis**, known as ‘Praystation’, has created colorful, generative, audio reactive artwork. **Claudia Hart** implements the still life motif, inverting Matisse and Picasso references into a simulated, uncanny composition. **IX Shells**, the top selling female artists in the NFT landscape, uses TouchDesigner to create intricate black and white works mixed with carefully composed audio to reflect the relationship between respiration and emotional response. Internationally renowned artist **KESH** creates an intimate dialogue between experimental music, photography, film, fashion and sculpture. Pioneering new media artist **Tamiko Thiel** will be minting her work on a proof-of-stake blockchain to retain the very values of her environmentally conscious art practice.

Auriea Harvey creates augmented reality-enabled sculptures that live inside the worlds and mythologies she alters. **RTFKT and Guy Marshall** together reimagine a shoe inspired by Marshall's original Kobe 1 design as born-digital fashion. **Jeron Braxton's** Sundance Award Winning work links early 3D gaming aesthetics and pop culture iconography as a lens to explore the ups and downs of the Black American experience. **Lans King** explores what it means to sell the rights to his personal data. **Raf Grasseti** aims to carry on the legacy of classical sculpture through contemporary, digital tools. **GMUNK** allows viewers to observe the infrared spectrum of light in a moment of compressed time; **Ash Thorp's** moving image work treats each individual frame as if it could be a standalone composition. **LIA** captures a specific moment in generative time, recorded from her publicly accessible, interactive work. The Estate of **J Dilla and REO** honor the memory of JDILLA. **Josie Bellini** includes her famed print as an NFT. **Lethabo Huma** of Pretoria, South Africa, captures the warmth of human connection through soft color and vulnerability.

While most of these names may be new to the traditional Blue-Chip collectors, **Jenny Holzer**, **Urs Fischer**, and the Estate of **Gerald Laing** will hold lots, recognizing the importance of the emergent NFT market. Ultimately, PROOF OF SOVEREIGNTY is at once a celebration of both 20th and 21st century digital works and new media artists, providing a tantalizing glimpse of the future of art itself.

Included in the sale is also **Gucci's** first NFT, inspired by Gucci Aria, the iconic fashion house's latest collection presentation, a fashion film co-directed by **Alessandro Michele and award-winning photographer and director Floria Sigismondi**. With its dream-like landscape and effervescent energy, the NFT marks a historic moment for the storied brand, as it bridges into the new media landscape. The artwork underlying the NFT speaks to Aria's overarching message—that of a universal desire for renewal; a yearning to bloom and flourish after the shadow of winter has passed. Doors open as darkness yields to light and that long-awaited feast of air. Gucci will donate all its proceeds to UNICEF USA to support UNICEF's role in COVAX - an initiative aimed at ensuring global equitable access to COVID-19 vaccines.

In addition to Gucci, Jenny Holzer will donate proceeds from the auction to charity, supporting [NiaTero](#), an organization that works in solidarity with Indigenous peoples and movements worldwide and [Save the Children](#), a charity that is giving all children the best chance for the future they deserve.

Noah Davis, Christie's 21st Century Art Specialist, said, *“Working with Lady PheOnix has been an incredible privilege. I feel honored to have been welcomed into this insanely creative community, humbled by their virtuosic talents, and inspired by their utopian visions. I see so much potential for blockchain technologies—from Smart Contracts to DAOs—to revolutionize (some might say “disrupt”) our way of doing business. And by “doing business,” I really mean that as generally as possible. Blockchain isn't just going to shake up the art world and decentralize the financial industry, it's going to change the way artists make art, and the way every creative industry operates, by democratizing access to information, diminishing opacity in favor of transparency, and empowering creative people everywhere.”*

Curator Lady PheOnix said, “*PROOF OF SOVEREIGNTY places the sovereignty and legacy of the artist at the center of the conversation—and has established a new standard for artists, collectors, and institutions with the help of Time-Based Media Specialist, Regina Harsanyi and smart contract partner, Monegraph. These practices rarely get implemented outside of museums and academia, but are essential for the long-term preservation and storage of digital art. With Christies as the leader in NFTs, they are helping to secure the future for all new media artists.*”

The premier provider of rights management technology for NFTs and other crypto assets, **Monegraph** has partnered with Christie’s to support the artists and associated galleries in registering their copyrights and managing their rights on the blockchain for PROOF OF SOVEREIGNTY. The company’s smart contracts enable owners of intellectual property to secure their rights on the blockchain. Based on global patents for media copyrighting and licensing, the company provides infrastructure to support the seamless sales and transfer of media rights on the Ethereum, Bitcoin and various other blockchains.

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About Lady PheOnix

Lady PheOnix is the leading voice for contemporary digital art and culture, providing an essential platform for the art and artists of our time. She is a passionate producer of creative works at the intersection of art and technology. Lady PheOnix is a guest lecturer at Harvard and Dartmouth where she teaches the foundations of cryptomedia and NFTs. She is the founder of premier art and cryptomedia consultancy, Universe Contemporary and co-author of the forthcoming book, *Freedom Dreams in the Open Metaverse*.

About Monegraph

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About Christie’s

Christie’s is a name and place that speaks of extraordinary art, unparalleled service and international expertise. Founded in 1766 by James Christie, Christie’s has conducted the greatest and most celebrated auctions through the centuries providing a popular showcase for the unique and the beautiful. Christie’s offers around 350 auctions annually in over 80 categories, including all areas of fine, decorative and digital art, jewellery, photographs, collectibles, wine, and more. Prices range from \$200 to over \$100 million. Christie’s also has a long and successful history conducting Private Sales for clients and online sales are offered year-round across all categories. Christie’s global presence is spread across a network of international salerooms and 61 representatives and offices. Christies.com provides detailed articles and videos on the objects offered for sale alongside the latest advances in digital viewing tools to make Christie’s accessible to all.

**Please note when quoting estimates above that other fees will apply in addition to the hammer price - see Section D of the Conditions of Sale at the back of the sale catalogue.*

**Estimates do not include buyer’s premium. Sales totals are hammer price plus buyer’s premium and are reported net of applicable fees.*

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