

FORCE ONE®

THE LUXURY EXPERIENCE

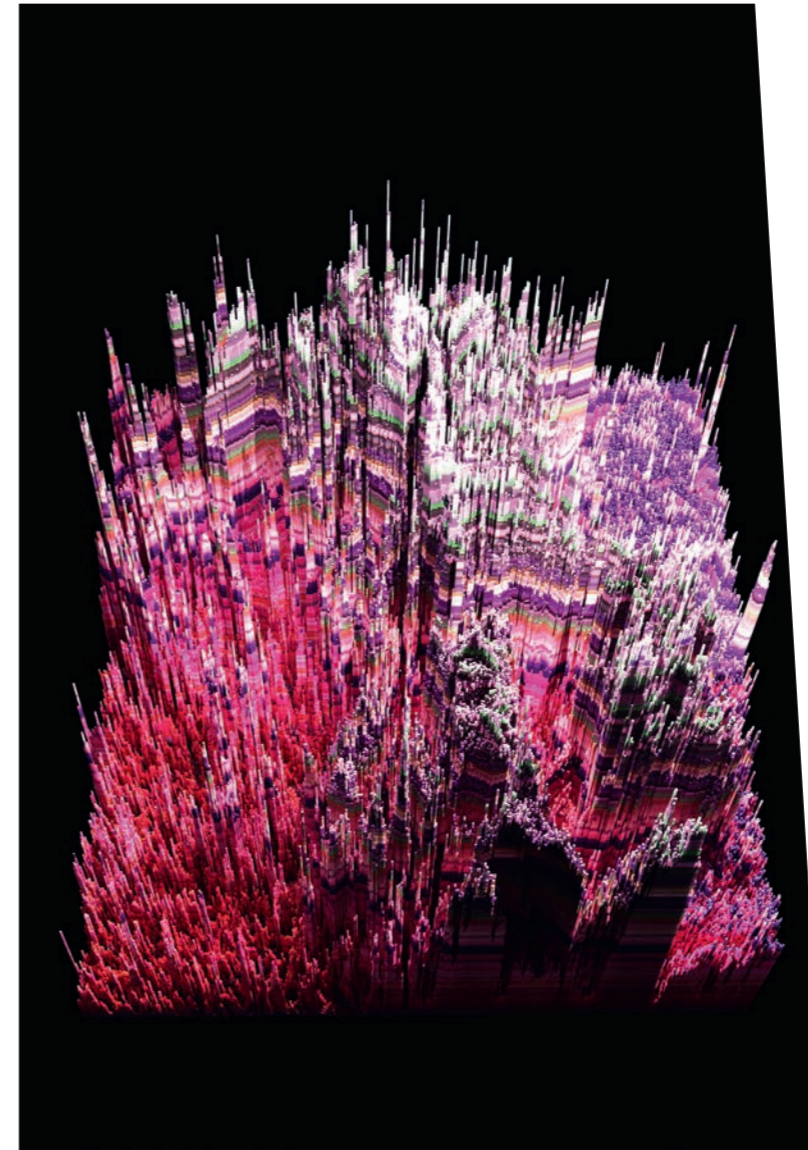


BARNABA FORNASETTI
SUPER SAINT-TROPEZ! ■

MIKE THOMPSON ■ MICHAEL KORS ■ SUNREEF
A BRAVE NEW DIGITAL WORLD ■ PAOLO ROVERSI

29

'RED FLOWER IV'
NFT by Zhuang Hong Yi (2021)



Taken from the recent release of NFTs
by ARTCELS Banksy's Grin Reaper,
Screenprint in colours on wove paper,
Signed and dated (2005)

'OBSERVER NFT'
by Vladinsky (2021)



A BRAVE NEW (DIGITAL) WORLD

By Alice Gardner

Volatile. Controversial. Alluring. The continual reinvention of the art market has always fascinated, ever since its infancy in the 14th-century. What's in vogue one day is out the next; fortunes can be made and lost on the same piece.

This evolution is driven by the art itself, and the climate in which it is created. A mixed media collage à la Picasso would have not only been out of place amongst the collectible sculptures and oil paintings of the 1500s, it would also have been pretty impossible. This interlinking of art and the time during which it is created, therefore, is an enchanting pictorial comment on our own society.

Which is why, however confusing, NFTs seem to have casually slotted themselves in amongst the multi-million dollar greats; they even make Banksy look outdated.

For those unfamiliar with the acronym, Non-Fungible Tokens are a unique unit of data stored on a digital ledger – a blockchain. This then certifies the digital asset to be unique. Powered by the Ethereum blockchain it works a bit like the cryptocurrency Bitcoin. Essentially, they are crypto artworks. It's an artform in itself just to understand it.

These NFTs don't have any intrinsic value. They don't really exist at all. Yet the art market has gone crazy for them over the past few months. There's something to be said about the art market and its fear of missing out.

But the early bird catches the digital worm, and Mayfair's HOFA Gallery was the first fine art gallery to offer purchases via cryptocurrency back in 2018. So it is little wonder that they have positioned themselves at the forefront of this NFT movement.

As of March this year, HOFA – along with sister digital art investments platform ARTCELS - launched a new NFT programme of crypto artworks by established contemporary artists;

The process of purchase is almost as captivating as the works themselves. The marketplaces allow artists to mint their NFTs straight onto the Ethereum blockchain where bids for ownership can be made. This in itself creates its own market, bringing artist and collectors together at the inception of the work; while authenticity and ownership of a work are certified via the blockchain, while the unique work moves through various collectors the original buyer retains status as the official owner of the first iteration of the piece - the artist receives royalties with every resale.

And breathe.

It's a whole new world, and one HOFA believes is the Next Big Thing. One needs only a slight interest in the market to realise that the March 11th \$69 million sale of Mike "Beeple" Winkelmann's *Everydays – The First 5000 Day* represented a significant shift.

For HOFA, their foray into the world of NFTs began with Zhuang pink flower. Artist Zhuang Hong Yi's *Pink flower IV* NFT sold as a unique 1/1. This marks just the beginning of NFTs at this premier contemporary art gallery.

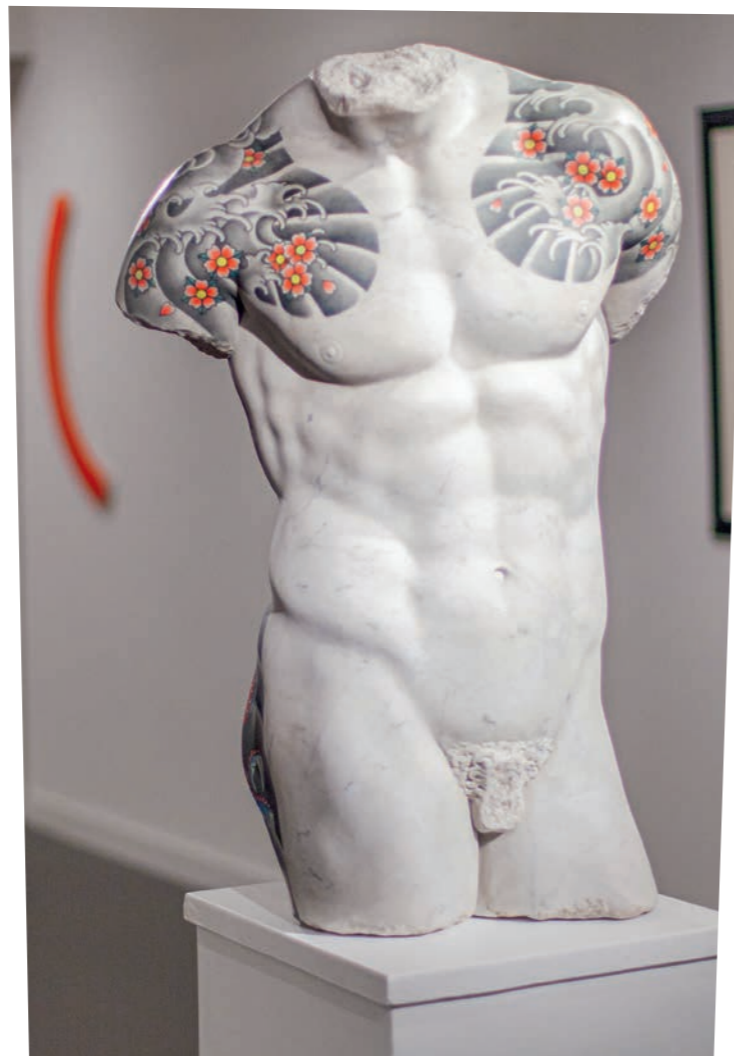
Matter & Form runs from 29th April - 30th May both NFT and physical Exhibition in HOFA gallery, showcasing crypto works from emerging artists such as Gregory Siff, Jan Kaláb, Vladinsky, Zhuang Hong-Yi, Jason Sims, Romina Ressia, Katya Zvereva, Loribelle Spirovski, Bran Symondson, Mary Ronayne, Chris Lizarraga, Ilhwa Kim, Marie Soliman, Noman, Aleksandr P, Derrick Santini and Darian Mederos. "Our new crypto-artworks will break new ground for collectible digital contemporary fine art. It's part of our ongoing effort to diversify the options available for art investments while also welcoming a new and enthusiastic cohort of young, affluent investors."

These investors couldn't be in better hands; ARTCELS digital art investments platform is also now offering shared ownership of high-value artworks through NFTs. And while contemporary artists like Banksy might now feel outdated by all of this blockchain-powered art, the ability to purchase his works certainly isn't.

ARTCEL's latest portfolio – Millennials – is opening up part-ownership investment into their latest blue-chip contemporary art portfolio that includes works from the likes of Banksy, Jonas Wood and Yoshimoto Nara, among others. And for the first time ever, investors will be able to purchase their shares using NFTs.



Red Squiggle by Josh Sperlin, Acrylic on shaped canvas



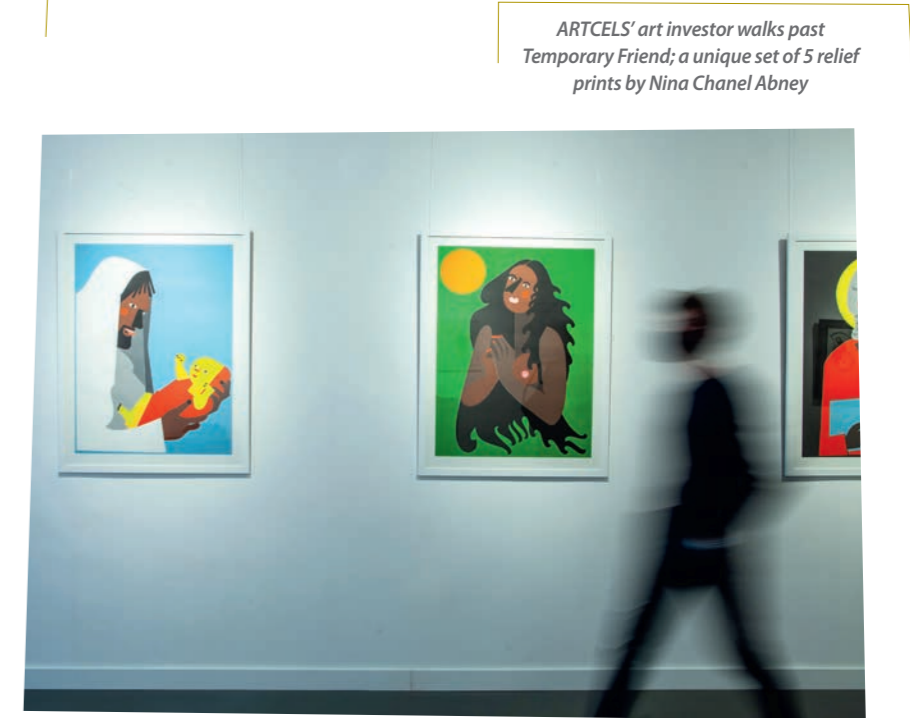
Kouros by Fabio Viale, 2020, a highlight of the new 'Millennials' portfolio

We have always aimed to innovate in this market. Our entry into NFTs will become another first, as we successfully usher contemporary art by recognised and celebrated artists into the cryptosphere.

*Elio D'Anna
HOFA & ARTCELS Co-founder*



Girl with a Balloon by Banksy; a distinctive screen print by Banksy



ARTCELS' art investor walks past Temporary Friend; a unique set of 5 relief prints by Nina Chanel Abney

These will be backed by their own revolutionary Swiss-based cryptocurrency, ARTEM.

Works by these artists have appreciated in value, demand driven by the rising numbers of millennial collectors who have turned to more contemporary investment methods. Hopes are that this latest portfolio will perform along the lines of the sold-out success of their first, XXI.

The price of a single Millennials share is \$1,000. The portfolio will open with an initial offering of \$250,000 capped by 250 shares. Based on the performance of their last portfolio, the team believes that Millennials will attract a large value of commitment from each investor, also drawn to the benefit of 'owning' a personalised online gallery with investor dashboard and an in-platform social network. Art still remains one of the most secure investment options available.

ARTCELS launched their next investment portfolio Millennials at HOFA Gallery London on 22 April 2021. In compliance with COVID-19 safety protocols, all visits to the gallery will be strictly on RSVP basis.

HOFA Gallery's Matter & Form exhibition NFT release will be 2 May 2021 via Zora.

www.artcels.com
www.thehouseoffineart.com