

**US**

TECHNOLOGY ART AUCTION

FEB 5, 2022

Unpublished auction of NFT works will offer from a Hokusai to a cathedral on Mars

MICHAEL MOORE  32

All the works were created from a physical reality or from algorithms and then digitized with new technologies.

Paris.- The global frenzy for digital works of art (NFT) arrives in Paris, where everything from a Hokusai to a cathedral on Mars will be auctioned on Tuesday, in an event that takes place both in the metaverse and in a physical space. .

The hybrid sale includes fifty visual (paintings, videos, photos, fashion, design) and sound digital works by twenty emerging international contemporary artists, as well as the Japanese master Hokusai.

It is "the first auction of its kind in the world," according to organizers, with auctioneers and bidders interacting in the metaverse, unlike traditional remote auctions.

Among the contemporary works, a unique 3D creation of a cathedral imagined for the planet Mars stands out, the sale of which will go towards the restoration of the Latin Chapel of the Holy Sepulcher in Jerusalem, according to the Aguttes auction house, which organizes the event.

That house is the one that sold in the form of NFT the first SMS in history for 107,000 euros (\$122,000) in December.

"Internet safe"

All these works were created from a physical reality or from algorithms and then digitized with new technologies.

"Each one is equipped with a certificate of ownership and authenticity called 'non-fungible token' (non-fungible token or NFT in English), which gives it its value," Maximilien Aguttes, a specialist in the matter at the founded house, explained to AFP. by your father.

This small revolutionary digital object "is registered in the blockchain, a kind of 'internet safe' that allows the encrypted safeguarding of the works, their layout and certification," said Valérie Hasson-Benillouche, founder of the Charlot gallery, pioneer of the digital art.

According to her, NFTs are "a new tool at the service of art that gives artists access to new forms of creation with infinite possibilities and allows them to make themselves known."

With an estimated starting price of between 500 and 70,000 euros (between 570 and 80,000 dollars), the NFT works will be auctioned on Tuesday.

The public will be able to follow the auction through the metaverse, with or without virtual reality headsets," said Aguttes.

virtual universe

At the same time, the public will be able to admire the works in a 1,000 m2 space replicated in the metaverse, accessible by smartphone, tablet or computer.

You will be able to dialogue with some artists and curators in real time thanks to an internet link that allows you to register for the event, explained Anton Toledano, from the NFT ArtAtak

platform, which conceived the technological and technical organization of the event.

The public will be able to buy the works in the virtual universe as if they were in real life, he added.

France only authorizes the sale of material goods. "The acquired immaterial work will be sent to the buyer in the form of a USB key and its NFT transferred in the blockchain," Aguttes explained.

These works attract the attention of "collectors who are passionate about new technologies, often young, NFT initiates and investors," he said, but "they also interest museums."

Hokusai's works, which will be put up for sale on Tuesday, are physically in the British Museum, which wanted to make NFT copies with certificates of authenticity.

Several museums have done the same with other works, such as the Hermitage Museum in St. Petersburg, according to Hasson-Benillouche.

"It is a form of investment that ensures the belonging and origin of the works, and that raises new patrons," he said.



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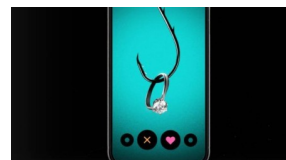
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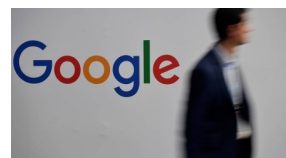
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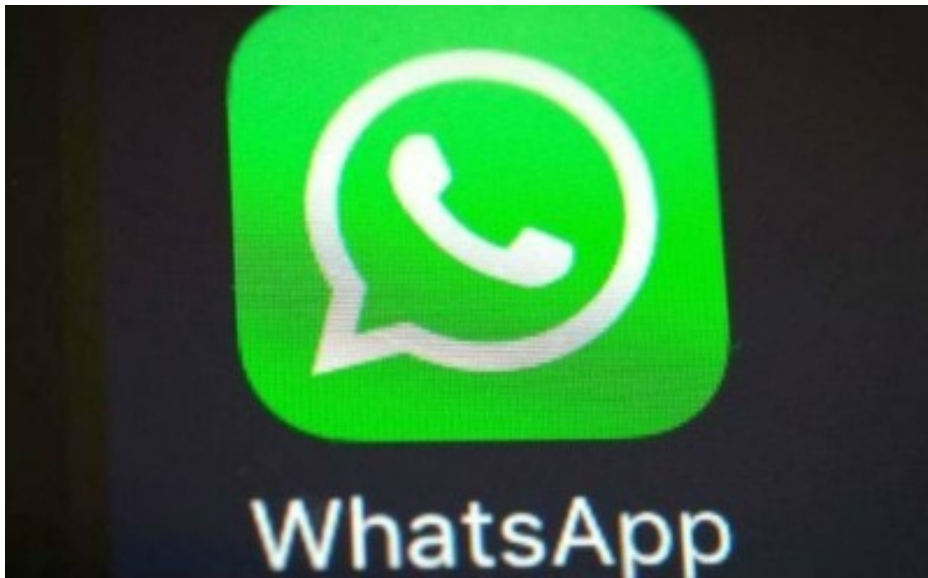
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