

# CHRISTIE'S

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## CHRISTIE'S SURPASSES \$100 MILLION IN NFT SALES



**BEEPLE (B. 1981)**  
*Everydays: The First 5000 Days*  
Price Realized: US\$69,346,250  
Sold in *Beeple | The First 5000 Days*



**FEWOCIOUS (B. 2003)**  
*Year 4, Age 17 - His Name Is Victor*  
Price Realized: US\$475,000  
Sold in *Hello, i'm Victor*  
(*FEWOCIOUS*) and *This Is My Life*



**LARVA LABS (EST. 2005)**  
*CryptoPunk 9997*  
Price Realized: HK\$33,850,000  
Sold in *No Time Like Present*

**New York** – Christie's announces that it has shattered the \$100 million ceiling in NFT sales worldwide. Pushing Christie's over this historic mark was the record-setting success of Christie's first ever NFT auction in Asia, which closed online in Hong Kong on 28 September and achieved a total of HK\$122 Million (USD \$15.6M).

This landmark moment, which Christie's shares and celebrates with the NFT community and its artists, began less than a year ago with the first NFT sale at Christie's in October 2020 and hit headlines worldwide when **Beeple's** monumental *Everydays: The First 5,000 Days* sold for \$69 million in March 2021, setting the record for the most expensive work sold online and the third highest price for a living artist at auction. After becoming the first international auction house to sell an NFT of a purely digital work of art, Christie's continued to forge new ground in this revolutionary collecting category through iconic sales of **Larva Labs'** Cryptopunks, digital artwork by **FEWOCIOUS**, curated sales, NFTs by **Bored Ape Yacht Club**, and partnerships with The **Andy Warhol Foundation for the Visual Arts**, established artists like **Jenny Holzer** and the estate of **Nam June Paik**, as well as NFTs in the field of luxury and design with **Misha Kahn** and fashion brands such as **Gucci** and collectibles giants **Superplastic**.

**Guillaume Cerutti, Chief Executive Officer of Christie's, commented:**

"Exceeding this \$100 million milestone is huge for Christie's and for all the creators and collectors in the NFT community. This confirms that the NFT market is here to stay. We will continue to invest in the opportunities NFTs offer us to deeply engage with new audiences and artists, an exciting new generation of collectors, and more expansive and inclusive markets."

## **Noah Davis, Head of Digital Art and Online Sales at Christie's, commented:**

"I'm equal parts humbled, astonished and euphoric about this milestone. The last 6 months have been a crucible for Christie's and this proves just how battle-ready we are now for presenting premier programming in The NFT Space. I'm grateful to our consignors for their trust, our bidders and buyers for their tenacity and—most of all—I'm deeply proud of the artists and creators, without whom we would have nothing to brag about. Looking forward to what's next, whatever that may be..."

## **Christie's Inaugural NFT Sale in London**

Christie's also announced today that it is bringing NFTs to the UK for the first time, offering an exceptional clean red laser beams Bored Ape along with its M1 and M2 Mutants (by creators Bored Ape Yacht Club) as a group lot in the live 20<sup>th</sup> / 21<sup>st</sup> Century evening sale in London on 15 October.

## **NFTs Next in New York**

As part of our Post-War to Present sale on October 1, Christie's will next feature a full set of highly sought after Art Blocks and Curio Cards collections in addition to a new video and performance art NFT by artist Dread Scott.

## **CHRISTIE'S NFT FIRSTS:**

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|----------------|---|
| 2018           | <b>First international auction house to record sales of works on a Blockchain</b> , partnering with industry leader, Artory, in <u><i>An American Place: The Barney A. Ebsworth Collection</i></u>  |
| 2020 Oct       | <b>First to introduce NFTs to the global auction stage</b> , with the sale of <u>Robert Alice's <i>Block 21</i></u> from <u><i>Portraits of a Mind</i></u> , which also included a physical painting.   |
| 2021 March     | <b>First to sell an NFT of a purely digital work of art</b> , the revolutionary online sale of <u>Beeple's <i>Everydays</i></u> that achieved \$69 million and set the record for the most expensive work sold online and the third highest price for a living artist at auction  |
| 2021 continued | <b>Introduced curated NFT sales</b> , gave a platform to <b>digitally native artists</b> like 18-year-old <u>FEWOCIOUS</u> and <u>LarvaLabs</u> (for their iconic Cryptopunks), and partnered with <u>The Andy Warhol Foundation for the Visual Arts</u> and <b>established artists</b> like <u>Jenny Holzer</u> and the estate of <u>Nam June Paik</u> , as well as <b>fashion brands</b> such as <u>Gucci</u> and collectibles giants <u>Superplastic</u> |
| 2021 Sept      | <b>First international auction house to hold an NFT auction in Asia.</b> <u><i>No Time Like Present</i></u> , an online-only auction that achieved a record total of HK\$121,642,750  |
| 2021 Oct       | <b>First to accept live bidding exclusively in ETH</b> (cryptocurrency) for our live <u>Post-War to Present</u> sale taking place 1 October   |
|                | <b>Christie's announced today it will offer NFTs for the first time in London</b> at its <u>20/21 Evening Sale</u> on 15 October  |

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### **About Christie's**

Founded in 1766, Christie's is a world-leading art and luxury business. Renowned and trusted for its expert live and online auctions, as well as its bespoke private sales, Christie's offers a full portfolio of [global services](#) to its clients, including art appraisal, art financing, international real estate and education. Christie's has a physical presence in 46 countries, throughout the Americas, Europe, Middle East, and Asia Pacific, with flagship [international sales hubs](#) in New York, London, Hong Kong, Paris and Geneva. It also is the only international auction house authorized to hold sales in mainland China (Shanghai).

Christie's [auctions](#) span more than [80 art and luxury categories](#), at price points ranging from \$200 to over \$100 million. In recent years, Christie's has achieved the world record price for an artwork at auction (Leonardo da Vinci's *Salvador Mundi*, 2017), for a single collection sale (the Collection of Peggy and David Rockefeller, 2018), and for a work by a living artist (Jeff Koons' *Rabbit*, 2019).

Christie's [Private Sales](#) offers a seamless service for buying and selling art, jewellery and watches outside of the auction calendar, working exclusively with Christie's specialists at a client's individual pace.

Recent innovations at Christie's include the groundbreaking sale of the first NFT for a digital work of art ever offered at a major auction house (Beeple's *Everydays*, March 2021), with the unprecedented acceptance of cryptocurrency as a means of payment. As an industry leader in digital innovation, Christie's also continues to pioneer new technologies that are redefining the business of art, including the creation of viewing and bidding experiences that integrate augmented reality, global livestreaming, buy-now channels, and hybrid sales formats.

Christie's is dedicated to advancing [responsible culture](#) throughout its business and communities worldwide, including achieving sustainability through net zero carbon emissions by 2030, and actively using its platform in the art world to amplify under-represented voices and support positive change.

Browse, bid, [discover](#), and join us for the best of art and luxury at: [www.christies.com](http://www.christies.com) or by downloading Christie's apps. The COVID-related re-opening status of our global locations is available [here](#)

*\*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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*Images available on request*

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