

# CHRISTIE'S

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# BEEPLE HUMAN ONE

The Artist's First-Ever Dynamic  
Physical Artwork + Video NFT  
Christie's 21st Century Evening Sale:  
9 NOVEMBER 2021

[VIEW VIDEO HERE](#)



**BEEPLE (B. 1981)**

*HUMAN ONE*

token ID: 1

wallet address: 0xc6b0562605D35eE710138402B878ffe6F2E23807

smart contract address: 0xa4c38796C35Dca618FE22a4e77F4210D0b0350d6

kinetic video sculpture—four video screens (16k resolution), polished aluminum metal, mahogany wood frame, dual media servers;  
endless video with corresponding dynamic non-fungible token

87 x 48 x 48 in. (220.1 x 121.9 x 121.9 cm.)

Executed in 2021 and minted on 28 October 2021. This work is unique and is accompanied by a non-fungible token.

**New York** – Beeple is back at Christie's, materializing in the form of the unprecedented *HUMAN ONE*, the artist's first ever physical work of art. Groundbreaking, life-size, and spellbindingly illuminated in three dimensions, Beeple's first video sculpture, perpetually updated remotely by the artist, accompanied by an NFT representing the underlying digital assets, invites collectors to join the artist on a life-long journey never-before launched in digital art. *HUMAN ONE* will make its debut at Christie's Rockefeller Center galleries the morning of October 30, one week prior to heading to Christie's highly anticipated 21<sup>st</sup> Century Art Evening Sale, taking place in New York Tuesday, November 9.

Beeple's instantly iconic sculpture is a hybrid physical and digital object, propelled by the theme of continuous exploration. Both the object and its NFT display dynamically changing imagery drawn at random from a data pool of the artist's visual creations. The NFT video files are stored on Beeple's private server and the sculpture's digital assets are stored directly in the embedded media servers within the sculpture. Over the course of his lifetime, Beeple intends to seamlessly add to and evolve this pool of imagery in response to current events—creating an eternally contemporary work of art.

Featuring more than 24 hours of dynamic visual information programmed to adapt to the viewer's current experience of day or night, Beeple's monolithic LED sculpture evokes the form of a magician's transparent cell. Four interconnected video screens serve as walls. Powered by computers built into the base of the more than 7-foot-high artist-designed structure, the screens display a constantly shifting dystopian landscape through which an anonymous astronaut-like hero—the helmeted *HUMAN ONE*—rhythmically strides. Oblivious to his Sisyphean fate, the explorer appears to walk forever in place as the digital landscape around him continues to turn on its axis within the physical confines of the box.

The smart contract for Beeple's *HUMAN ONE* NFT has been written by Manifold. Comprised of an ongoing series of one-minute video clips, the master video will endlessly evolve as it is programmed to update continually according to the artist's inspiration. During the sale, Christie's will accept cryptocurrency (Ethereum or Bitcoin) as payment for this work in addition to US dollars. Priced as estimate on request, bidding for *HUMAN ONE* is expected to achieve in excess of \$15 million USD.

**Beeple** commented: *"I am excited to explore concepts through this artwork that tap into the full potential of the medium of digital art, in a way that has never been done before, exploring the unique potential of digital works to dynamically change over time. The message and meaning of this piece will continue to evolve over the course of my life. While a traditional work of art is more akin to a finite statement, frozen in time at the moment it was completed, this artwork's unique ability to be updated makes it more akin to an ongoing conversation."*

**Noah Davis, Specialist, Head of Digital Art & Online Sales, Christie's** commented: *"The pressure on artists of all stripes to outdo themselves in the wake of a massive success can be daunting. In Mike's case, he practically knocked the entire art world off its axis earlier this year, so I can't imagine what that weight—the weight of the expectations of this enormous, global audience—must feel like. But I do know that with *HUMAN ONE*, and against the odds, Mike has achieved something historic (again). I'm honestly euphoric to present such a heroic follow-up in our prestigious 21C Evening Sale. The exhibition will no doubt be a pilgrimage for believers in the bright future for NFTs."*

**Marcus Fox, Global Managing Director, 20<sup>th</sup> / 21<sup>st</sup> Century Art, Christie's**, commented: *"In March, the potent combination of Beeple and Christie's made history. I couldn't be more thrilled for Christie's to introduce the next phase of Beeple's artistic evolution to the world with *HUMAN ONE*. Presenting this physical object, and the associated NFT, as a highlight of the 21st Century Evening sale, alongside the best artists in recent decades, provides context for the best of physical and digital works. Christie's is proud to continue to be in the center of the NFT conversation and to show this groundbreaking work on our biggest stage."*

## **ABOUT THE ARTIST**

Beeple is Mike Winkelmann (b. 1981). He holds the record of the third highest price achieved for a living artist at auction. From Charleston, South Carolina, USA, Beeple is known for using various mediums to create comical phantasmagoric works that make political and social commentary, often featuring notable pop culture figures. He creates a variety of digital artwork including short films, Creative Commons VJ loops, Everyday's and VR / AR work. After he began releasing a set of widely used Creative Commons VJ loops he went on to produce concert visuals for Justin Bieber, One Direction, Katy Perry, Nicki Minaj, Eminem, Zedd, deadmau5 and many others. One of the originators of the current "Everyday" movement in 3D graphics, Beeple has been creating a picture every day from start to finish and posting it online for more than ten years without missing a single day.

## **CHRISTIE'S AND NFTs**

Christie's introduced NFTs to the global auction market. Beginning with the first blockchain recording of a sale in 2018 (for The Barney A. Ebsworth Collection), in October 2020, Christie's sold Robert Alice's "Block 21" from Portraits of a Mind, an

NFT which also included a physical painting. The watershed moment for NFTs came in March 2021, when Christie's \$69 million sale of **Beeple's** monumental *Everydays: The First 5,000 Days* made headlines worldwide, 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**. Recently Christie's became the first international auction house to hold an NFT auction in Asia; sell in New York a full set of **Curio Cards**, some of the oldest artworks on the Ethereum blockchain; and in London to offer the first NFT in Europe by a contemporary African artist.

## **CHRISTIE'S 21<sup>ST</sup> CENTURY EVENING SALE | NEW YORK**

### **Featuring Beeple's *HUMAN ONE***

Christie's Americas | 20 Rockefeller Plaza, New York, NY 10020  
(Entrance on 49<sup>th</sup> Street between 5<sup>th</sup> + 6<sup>th</sup> Avenues)

- **Press Preview (20/21 Sales)** **Friday 29 October @ 9am** (Broadcast @ 8:30am)
- **Public Exhibition** **Saturday 30 October – Tuesday 9 November**  
viewing by appointment; make reservations [here](#)
- **21<sup>st</sup> Century Evening Sale** **Tuesday 9 November @ 7pm**

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**DOWNLOAD PRESS IMAGES AND VIDEO FILES [HERE](#)**

### **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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