

# nft now × CHRISTIE'S

PRESS RELEASE | NEW YORK | FOR IMMEDIATE RELEASE: 18 NOVEMBER 2021

## The Gateway nft now × CHRISTIE'S at Art Basel Miami

*Launch event on December 3rd in celebration of a new era of NFT innovation*

POWERED BY



FriendsWithYou  
"fRiENDSiES 00001" (1/1), 2021  
Cast Bronze, Urethane Finish  
36 3/4" L x 22 3/4" W x 50" H  
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**MIAMI, FL** – [nft now](#), the leading web3 digital media platform for NFT coverage, curation and analysis, today announces it is partnering with leading auction house [Christie's](#) to host an exclusive exhibition of NFT-based art and collectibles at Art Basel Miami. On December 3rd, the registered public will have the opportunity to experience "The Gateway" – a one-of-a-kind sensory experience in downtown Miami featuring music and art in celebration of a new era of NFT innovation.

The mission of "The Gateway" is to bring together the worlds of traditional fine art and NFTs to showcase how they can intersect and coexist. For this unique activation, nft now and Christie's will transform one of Miami's many financial office buildings into a reimagined 23,000 square-foot gallery where guests can explore a curated collection of pieces from the

world's top NFT creators, as well as physical pieces from some of the leading artists in the space. You can learn more and RSVP at [nftnow.com/thegateway](https://nftnow.com/thegateway).

"The Gateway" will be set up as an immersive maze, taking attendees through an audiovisual journey. Guests will begin the experience in an unassuming corporate lobby, then exit the elevators high above the Miami Harbor where they can explore several rooms featuring a diverse selection of artwork.

To guide the experience, nft now has handpicked a selection of the most innovative NFT creators and coveted musicians to soundtrack the event. These forward-thinking artists will display their work on immersive screens throughout the space, with a live performance and main showcase featured in the center of the exhibition. SuperRare, BlockParty and Ronnie K. Pirovino will be showcasing art for sale at the event, and selected works from the collections of SeedPhrase and 33NFT will be on display, along with a very special drop from digital collectible powerhouse, RECUR. The event is also powered by MoonPay, a financial tech company that builds crypto payment infrastructure, as well as Blockparty, an NFT marketplace and storefront platform.

"We are thrilled to be partnering with Christie's to host "The Gateway" at Art Basel Miami," said nft now co-founder and president **Alejandro Navia**. "We believe that NFTs will power a new economic model of prosperity for creatives across all domains and disciplines. With this event, we're excited to celebrate the creators behind the innovative medium of NFTs and engage with Miami's artistic community."

**Matt Medved**, nft now co-founder and CEO, commented, "We are the last generations to grow up without digital ownership from day one. Future generations will not question or contrast the physical and digital art worlds, they will accept them both on the basis of their own unique strengths and appeals. "The Gateway" offers a glimpse into this not-so-distant future in which the worlds of traditional art and NFTs coexist in creative harmony."

**Noah Davis**, Christie's Specialist and Head of Online Sales and Digital Art, commented, "'I'm delighted to be working closely once more with so many amazing artists, all of whom have been integral to building this incredible new space. nft now have been at the vanguard of this whole movement, giving voice to the best and brightest creators, documenting this magic moment in culture with dedication and insightful passion. I couldn't ask for better collaborators or better friends."

"SuperRare is pleased to partner with Christie's and nft now on an incredible showcase of NFT artworks in Miami during art week," stated SuperRare CEO and co-founder **John Crain**. "We are excited for our curated exhibition to showcase some of the world's most talented artists that embody the community spirit at SuperRare. This is a major moment for collectors and digital artists as the contemporary art world embraces NFTs and cryptoart."

**What:** nft now x Christie's presents "The Gateway" at Miami Art Basel

**When:** Friday, December 3, 2021 | 11am-3pm ET

**Where:** Secret Location

#### Featured Curators:

- Ronnie K. Pirovino
- SuperRare
- BlockParty
- SeedPhrase
- 33NFT

#### Featured Artists:

- Ash Thorp
- Baeige
- Blake Kathryn
- Coldie x Snoop Dogg
- Cory Van Lew
- Dave Krugman
- Defaced
- DotPigeon

- Emonee LaRussa
- Fabio Giampietro
- Federico Clapis
- FriendsWithYou
- FVCKRENDER
- Helena Sarin
- JENISU
- Joshua Davis
- KESH
- Krista Kim
- Lushsux
- MADSTEEZ
- Matt Kane
- Olive Allen
- Otherworld
- Ryan Keeley
- Sarah Zucker
- Skygolpe
- Victor Mosquera
- WhisBe
- And more...

“The Gateway” is an extension of nft now’s mission to redefine how creators and their communities share in the value they create. NFTs have created an entirely new economy for creators that is enabling them to reclaim and redefine traditional financial systems; this event celebrates that new economy in honor of Art Basel Miami.

### **About nft now**

nft now is the leading web3 digital media platform for NFT coverage, curation and analysis on how trailblazing artists and builders are redefining the creative economy. nft now is on a mission to empower the creators of culture and help drive mainstream adoption of NFTs, which will redefine how creators and their communities share in the value they create and power a new economic model of prosperity. nft now is working today to build that future tomorrow.

Follow nft now on all social media platforms: @nftnow

### **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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