

CHRISTIE'S

PRESS RELEASE | NEW YORK
FOR IMMEDIATE RELEASE: 11 MARCH 2021

BEEPLE'S *FIRST 5000 DAYS*

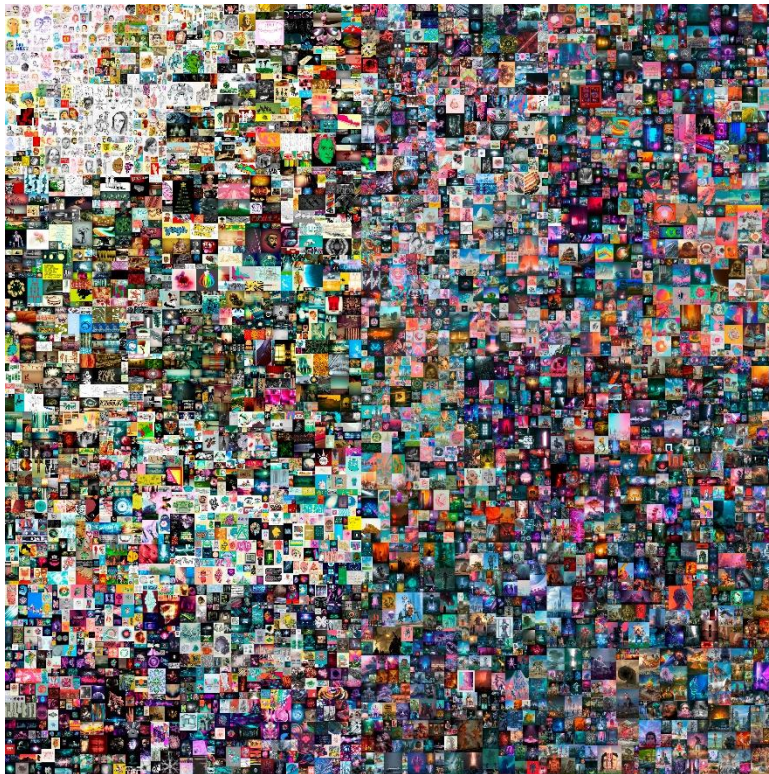
**THE FIRST PURELY DIGITAL NFT-BASED WORK OF
ART OFFERED BY A MAJOR AUCTION HOUSE**

**ACHIEVES \$69,346,250 IN A
CHRISTIE'S ONLINE ONLY SALE**

**BECOMES THE THIRD MOST VALUABLE WORK BY A
LIVING ARTIST SOLD AT AUCTION**

**22 MILLION VISITORS TUNED INTO CHRISTIES.COM FOR THE
FINAL MINUTES OF BIDDING**

BIDDERS FROM 11 COUNTRIES



Beeple (b. 1981), *EVERYDAYS: THE FIRST 5000 DAYS*
21,069 x 21,069 pixels (319,168,313 bytes)
Minted on 16 February 2021. This work is unique.

NEW YORK – On March 11, 2021, Christie’s concluded its single lot online sale of Beeple’s *Everydays: The First 5000 Days*, achieving \$69,346,250 and setting the third highest price for a living artist at auction in a watershed moment in the development of digital art. The sale of the first purely digital NFT based work of art by a major auction house achieved a new world record for any work of digital art, the highest price for any lot in any online-only auction, the highest price for any winning bid placed online, and the highest total for any online-only auction.

Digital Art has been an established artistic medium since the advent of the personal computer. However, before the introduction of NFTs and Blockchain technology it was impossible for even the most celebrated digital artists to claim their place in the art market. These mechanisms have paved the way for future of art of purely digital means, and Christie’s is proud to have been on the forefront of this pivotal movement. As the art world continues to embrace digital art, Christie’s looks forward to holding further sales of NFTs. Full details on these plans will be released in due course.

Christie’s is grateful to both the artist and MakersPlace, a leading marketplace for online collectibles, for facilitating this monumental sale, and for helping us to usher the international art market into the exhilarating world of digital art.

Beeple, *Digital Artist*, remarked: *"Artists have been using hardware and software to create artwork and distribute it on the internet for the last 20+ years but there was never a real way to truly own and collect it. With NFT's that has now changed. I believe we are witnessing the beginning of the next chapter in art history, digital art. This is work that has just as much craft, message, nuance and intent as anything made on a physical canvas and I am beyond honored and humbled to represent the digital art community in this historic moment."*

Noah Davis, Specialist, *Post-War and Contemporary Art*, Christie’s, added: *"The last year has been an extraordinary period for the art market, and today’s result is a fitting tribute to the significant digital transformation that has taken place at Christie’s. And just as our business has evolved, so has the way in which art is being made."*

"I'm thrilled to have had the opportunity to introduce the Christie's audience to Beeple's work, and I'm honored to welcome all the of the remarkable new clients, who not only bid with us, but reached out to share their brilliant ideas on how to further the crypto art movement. Beeple's success is a testament to the exciting possibilities ahead for this nascent marketplace. Today's result is a clarion call to all digital artists. Your work has value. Keep making it."

Bidding Breakdown

Total Active Bidders

33

Percent of Bidders New to Christie’s

91%

Geographic Breakdown

55% Americas

27% Europe

18% Asia

Age Breakdown

6% Gen Z (1997-2012)

58% Millennial (1981-1996)

33% Gen X (1965-1980)

3% Baby Boomer (1946-1964)

Please find a Dropbox of assets here.

About Christie's

Christie's is a name and place that speaks of extraordinary art, unparalleled service and international expertise. Founded in 1766 by James Christie, Christie's has conducted the greatest and most celebrated auctions through the centuries providing a popular showcase for the unique and the beautiful. Christie's offers around 350 auctions annually in over 80 categories, including all areas of fine and decorative arts, jewellery, photographs, collectibles, wine, and more. Prices range from \$200 to over \$100 million. Christie's also has a long and successful history conducting Private Sales for clients and online sales are offered year-round across all categories. Christie's global presence is spread across a network of international salerooms and 61 representatives and offices. Christies.com provides detailed articles and videos on the objects offered for sale alongside the latest advances in digital viewing tools to make Christie's accessible to all.

**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.*

###

Images available on request

FOLLOW CHRISTIE'S ON:

