

The impossible art: Tokenising land art

FANFIRE

IDENTIFIED NEED

Strijdom van der Merwe has gained global renown for his land art created with sand, water, wood, rocks, and stone. Land-art is inherently a difficult medium on which to build a lasting career, and even more so to sustainably monetise.

A juxtaposed yet poetic overlap became discernible between NFTs, with its clinical and permanent nature, and Strijdom's eloquently expressive and ephemeral artform.

The need to monetise, in a simple and intuitive method, the documentation of land-art was required.

SOLUTION

Through the 52 Collection, Fanfire seek to present new ways of thinking about the permanence and ownership of an art form that is fleeting and purely digital.

For the duration of a year, a single artwork is released each week as an original on the 52 Collection platform - Strijdom52. The full commercial rights to these works, including reprint and digital usage rights, is made available for purchase, and ownership will be represented as non-fungible token.

The ownership of the artwork can also be resold at any time, either on the 52 Collection platform or platforms that support the sale of NFTs. A significant advantage of blockchain and its smart contract technology, is that a resale royalty will always flow back to the artist.

The artist essentially obtains an annuity income stream and benefits from the appreciation in the value of their art in future - enabling for the sustainable monetisation of a digital asset.

CONTACT US

www.fanfire.ai

(+27) 21 833 9652 | info@fanfire.ai

The 52 Collection enabled Fanfire to re-image what blockchain technology can achieve when used in a seemingly technologically stagnant industry.

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FIFTYTWO

"Nature is the art. I only imitate that which we have lost to see,"

Strijdom van der Merwe
Land artist, The 52 Collection