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NFT ART DAY ZRH

Press release: Uster, 10 June 2022

NFT ART DAY ZRH, the first annual NFT and metaverse conference in Switzerland, takes place on Sunday, 12 June 2022 at the Kunsthaus Zürich's Auditorium. As the result of a collaboration between the E.A.T. / Engadin Art Talks and Tokengate, the conference aims to access new grounds on the relationship between NFTs and the arts.

The E.A.T. / Engadin Art Talks and Tokengate join forces to develop an insightful programme of talks and panel discussions that explore different topics related to the field of NFTs. Themes include an introduction to the phenomena of Non-fungible tokens and their relationship to the art world, an exploration of the active collecting behaviour, the various artistic practices, and the impact the specificity of the realm has on the perception of NFTs.

Amongst the speakers participating in the NFT ART DAY ZRH conference are artists, representatives of art institutions, entrepreneurs, art collectors and writers. Speakers include Kevin Abosch, Refik Anadol, Georg Bak, Daniel Baumann, Erick Calderon (Snowfro), Primavera De Filippi, Alex Estorick, Patrick Foret, Sarah Friend, Leander Herzog, Jonathan M. Ledgard, Anika Meier, Hans Ulrich Obrist, Penny Rafferty, Margit Rosen, Laurent Sauveur, Kenny Schachter, Paul Seidler (terra0), and Alfred Weidinger. Through its wide range of international contributors, the conference is thus set to offer new understandings of the relationship between the traditional art world and the realm of NFTs.

Given the international interest in the event, the conference takes place in-person as well as online via a Live Stream from 2.30 p.m. until 8 p.m. CET. Throughout the afternoon-long event, the panellists joining either on-site or virtually will share their experiences, visions, and expertise on their fields, thus offering insightful interpretations on NFTs and the metaverse. The conference will start with a keynote speech and will end with an apéro riche to celebrate the first annual NFT ART DAY ZRH conference with all attendees.



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We would like to address our special thanks to our supporting partners

Julius Baer | Velas | unpaired | BMW

our media partners

designboom | NZZ | Right Click Save | Cointelegraph | The NFT Magazine

our event partners

Crypto Oasis | MetaverseTalks | NFA non fungible architecture

and Zurich Art Weekend for welcoming us in the public programme of ZURICH ART WEEKEND 2022.

Discover more on

www.nftartday.com | www.engadin-art-talks.ch | www.tokengate.io | www.snowcash.io



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Programme*

2.30 p.m.
Check-in opens

3.00 p.m. – 3.05 p.m.
Welcome
Daniel Baumann

3.05 p.m. – 3.15 p.m.
Keynote
Kenny Schachter

3.15 p.m. – 4.05 p.m.
On NFTs and the Value of Art
Moderated by
Anika Meier

Speakers
Kevin Abosch
Georg Bak
Sarah Friend (virtually)
Leander Herzog

4.05 p.m. – 4.20 p.m.
Coffee break

4.20 p.m. – 5.00 p.m.
NFTs and Public Art
Hans Ulrich Obrist and Refik Anadol

5.05 p.m. – 5.55 p.m.
Collecting Digital Art
Moderated by
Alex Estorick

Speakers
Erick Calderon (Snowfro)
Patrick Foret
Margit Rosen
Alfred Weidinger

5.55 p.m. – 6.10 p.m.
Coffee break

6.10 p.m. – 7.00 p.m.
Impact NFTs
Moderated by
Jonathan M. Ledgard

Speakers
Privamera De Filippi
Penny Rafferty (virtually)
Laurent Sauveur
Paul Seidler (terra0)

7.00 p.m. onwards
Apéro riche

*please note that the programme may be subject to changes. For the most up to date version refer to nftartday.com



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About NFT ART DAY ZRH

NFT ART DAY ZRH is a collaboration between E.A.T. / Engadin Art Talks and Tokengate. It aims to spotlight crypto art within the wider realm of the history of digital art, whilst building bridges with the art world. NFT ART DAY ZRH envisions a series of conferences and other gatherings that focuses on the relationship between art and NFTs, through the innovation of blockchain technology, historical digital art since 1950s, its market performance, and other components of this complex ecosystem.

About E.A.T. / Engadin Art Talks

E.A.T. / Engadin Art Talks is Forum of art, architecture, design, literature, and innovation that takes place in Zuoz in the Engadin valley. It brings together leading thinkers from the arts to share their ideas, visions, and expertise. Since its beginning, E.A.T. has featured more than 300 international speakers and contributors. In addition to the annual forum in Zuoz, E.A.T. presents a nomadic series of talks and collaborations with international institutions throughout the year in some of Europe's cultural capitals to pursue its mission abroad.

E.A.T. aims to find novel perspectives on a socially relevant theme that frames each edition. In the context of this year's theme *Matter & Memory*, E.A.T. is collaborating with Tokengate to present the first NFT ART DAY ZRH conference in Switzerland. E.A.T. is a respected platform for creative exchange with an extensive global reach.

About Tokengate

Established in 2018, Tokengate is a tech company specializing in launching tokens and building launch pads for their own ventures and 3rd party clients. The team of blockchain experts specializes in six key industries: Art and Collectibles, Commodities and Minerals, Real Estate, ESG and IP, Sports and Gaming, and Financial Products.

SNOWCASH creates physical and virtual happenings in multiple metaverses with a series of exhibitions; the first physical show will be inaugurated at Kunsthalle Zürich on October 8th 2022, followed by talks, conferences, events and drops with affiliated artists, architects and designers.

elementum is one of the first NFT art platforms in the world, where you can buy, stream, trade, and exhibit NFT art online. It is a curated platform specialized in new media and photography NFT art.



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12 June 2022, Auditorium Kunsthaus Zürich

Speakers' biographies

Kevin Abosch

Refik Anadol

Georg Bak

Daniel Baumann

Erick Calderon (Snowfro)

Primavera De Filippi

Alex Estorick

Patrick Foret

Sarah Friend

Leander Herzog

Jonathan Ledgard

Anika Meier

Hans Ulrich Obrist

Penny Rafferty

Markus Reindl

Margit Rosen

Laurent Sauveur

Kenny Schachter

Paul Seidler (terra0)

More details on the participating speakers are available on nftartday.com



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Kevin Abosch

Kevin Abosch is a conceptual artist and CryptoArt pioneer who has been working with the blockchain as a method since 2013 posing ontological questions and responding to sociological dilemmas. In 2018 Abosch tokenised himself on the blockchain and in 2020 the artist's project 1111 Abosch's work has been exhibited throughout the world, often in civic spaces, including The Hermitage Museum, St Petersburg, The National Museum of China, The National Gallery of Ireland, Jeu de Paume (Paris), The Museum of Contemporary Art Vojvodina, The Bogotá Museum of Modern Art and ZKM (Zentrum für Kunst und Medien).

Refik Anadol

Refik Anadol (b. 1985, Istanbul, Turkey) is a media artist, director and pioneer in the aesthetics of data and machine intelligence. His body of work locates creativity at the intersection of humans and machines. In taking the data that flows around us as the primary material and the neural network of a computerized mind as a collaborator, Anadol paints with a thinking brush, offering us radical visualizations of our digitized memories and expanding the possibilities of architecture, narrative, and the body in motion. Anadol's site-specific AI data sculptures, live audio/visual performances, and immersive installations take many forms, while encouraging us to rethink our engagement with the physical world, its temporal and spatial dimensions, and the creative potential of machines.



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Georg Bak

Georg Bak is an art advisor and curator who specializes in digital art, NFTs, and generative photography. Bak has worked in senior positions at Hauser & Wirth and as a fine art specialist at LGT Bank (Switzerland) Fine Art Services. He currently advises institutions and art collectors at the intersection of blockchain technology and art. He has advised MoCDA (Museum of Contemporary Digital Art), CADAF (Contemporary and Digital Art Fair), and Rare Digital Art Festival #2. He is also on the curatorial board of SNGLR Art Collection, CRYPTO OASIS Art Collection, and GENAP Collection. As an independent curator he has worked with Sotheby's, Phillips, and The Vancouver Biennale. In October 2022 he will curate *SNOWCASH* at Kunsthalle Zürich.

Daniel Baumann

Daniel Baumann, E.A.T. Curator, is currently the curator and director of the Kunsthalle Zürich and in October 2022 will be co-curating the *SNOWCASH* exhibition together with Georg Bak and Nina Roehrs. Recipient of the Swiss Award for Best Curator (2006) and Special Advisor for Frieze (2009/10), he was previously the curator of the Adolf Wölfli Foundation at the Kunstmuseum Bern and of the Carnegie International in Pittsburgh (2013). Baumann was a contributing writer for Exhibition #1. Baumann is an art historian, curator, and writer for Kunst Bulletin, Parkett, and Spike Art Quarterly.



Erick Calderon (Snowfro)

Erick Calderon is a Houston, TX based blockchain entrepreneur fully immersed in the NFT space. Erick has dedicated himself to exploring functional use cases for NFT technology, specifically in the art sector. These explorations culminated in the development and subsequent launch of the generative art NFT platform Art Blocks in November of 2020 and release of his own NFT project called the Chromie Squiggle.

Primavera De Filippi

Primavera De Filippi is a Research Director at the National Center of Scientific Research in Paris, and Faculty Associate at the Berkman-Klein Center for Internet & Society at Harvard. She is the author of "Blockchain and the Law" published by Harvard University Press. Former member of the Global Future Council on Blockchain Technologies at the World Economic Forum, she is the founder and coordinator of the U.N. Internet Governance Forum's dynamic coalitions on Blockchain Technology (COALA).

Alex Estorick

Alex Estorick is a media theorist whose work seeks to develop socially progressive approaches to new technologies. As Editor-in-Chief at Right Click Save, he aims to drive critical conversation about NFTs, blockchain, and Web3. He is also Contributing Editor for Art and Technology at Flash Art, establishing the magazine's digital column, "The Uncanny Valley," as a bridge between contemporary art and new media. He contributes to numerous publications – from Frieze to the Financial Times – and recently published the first aesthetics of crypto art: A data-driven study of the early genesis of the NFT phenomenon.

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Patrick Foret

Patrick Foret is the CEO at Aorist, a next-generation cultural institution supporting artists creating at the edge of art and technology, working alongside co-founders Pablo Rodriguez-Fraile, Ximena Caminos, and Andrea Bonaceto. Prior to joining Aorist, Foret held leadership positions at global art world organizations, such as Art Basel, where he served as Director of Business Initiatives and Partnerships from 2010 to 2020. Previously, he worked as Business Manager for the Louvre Abu Dhabi and The Guggenheim Abu Dhabi, representing the government of the United Arab Emirates in the negotiations and management of ambitious international cultural partnerships.

Sarah Friend

Sarah Friend is an artist specializing in blockchain and the p2p web. She is a participant in the Berlin Program for Artists, a co-curator of Ender Gallery, an artist residency taking place inside the game Minecraft, an alumni of Recurse Centre, a retreat for programmers, and an organiser of Our Networks, a conference on all aspects of the distributed web. Recent exhibitions include Contingent Systems, Illingworth Kerr Gallery, Calgary; Proof of Stake, Kunstverein in Hamburg, Hamburg; Breadcrumbs, Galerie Nagel Draxler, Cologne; Proof of Art, Oökultur, Linz; Salon Solaire, suns.works, Zurich; Panarchist's Dinner, Floating University, Berlin (2021).

Leander Herzog

Leander Herzog is a visual artist based in Switzerland. He makes images with code since 2006 and is currently focused on webbased generative art. Prior to that he built digital products in the design and tech industry. In 2021 he joined everybody else in finding, collecting and creating NFTs. He aspires to not miss your drops and to balance sorting jpegs with finding a position in the expanding field of generative art.



Jonathan Ledgard

Founder, Interspecies Money - an attempt to push financial value to other species using NFTs and other technologies at multi-billion franc scale.

Leading thinker on risk, nature, and super advanced technology in emerging economies. Since 1998, award-winning frontline foreign and war correspondent for The Economist; lead stories from 50+ countries. Since 2012, fellow and director at EPFL. Invented blood delivery by drone, developed droneports. Since 2018, visiting professor, AI and Nature at CVUT. Separately, literary novelist: Giraffe (2007) and Submergence (2012); New York Times Book of the Year, Hollywood adaptations. Collaborator with major artists including Olafur Eliasson and Tomas Saraceno. Chair, Interspecies Future conference (Berlin, 2022). Board and advisory numerous organisations. Expertise: AI, robots, digital identity; Africa, post-Communist economies; nature, literature.

Anika Meier

Anika Meier is an author and curator specializing in digital art. She writes a column for the German art magazine Kunstforum titled STATUS UPDATE about the developments around the topic of NFTs in the field of art. Right now she's working on among others a book, exhibitions and art NFT Linz for Francisco Carolinum in Linz, the UNESCO City of Media Arts.

Hans Ulrich Obrist

Hans Ulrich Obrist (b. 1968, Zurich, Switzerland) is Artistic Director of the Serpentine Galleries in London. Prior to this, he was the Curator of the Musée d'Art Moderne de la Ville de Paris. Since his first show World Soup (The Kitchen Show) in 1991, he has curated more than 300 shows.

Penny Rafferty

Penny Rafferty is a writer, critic and visual theorist based in Berlin. Her theoretical essays and creative texts have been commissioned for Cura, Kaleidoscope Magazine, Flash Art and Elephant Magazine amongst others. She was the in-house critic at STATISTA, Berlin 2020 and is one of the founders of The Black Swan DAO (2018 - ongoing). She co-developed the think tank series Artworld DAO's (2019-2022) with Ruth Catlow in coordination with Ben Vickers, Serpentine Gallery, Furtherfield Gallery and Goethe Institute and continues to work as both a writer, auditor and researcher at the crossroads of art, culture and technology.

Markus Reindl

Markus Reindl curator at the Upper Austrian State Museums, where he is responsible for #digitalart and the programming of the #Metaverse exhibitions at DFC Digital Francisco Carolinum. He is included in the decision-making process for art acquisitions for the collection. Markus Reindl was a co-curator at the 2021 exhibition "Proof of Art - A short history of NFTs from the beginning of digital art to the metaverse" and is also a lecturer at the digital department at the University for applied arts Vienna.

Margit Rosen

Margit Rosen is an art historian and curator. Since 2016, she is head of the Collection, Archives, and Research department at the ZKM | Center for Art and Media. One focus in her research, curatorial work and teaching is the history of digital arts. She has taught at various universities, including the Academy of Fine Arts Münster and the Central Academy of Fine Arts, Beijing. Her publications include A Little-Known Story about a Movement, a Magazine, and the Computer's Arrival in Art (MIT Press, 2011), The Algorithm of Manfred Mohr (Spector, 2014), and (with Daniel Heiss) "It's Not About the Money. Blockchain from a Museum Perspective" in exhib. cat. Proof of Art (DISTANZ, 2021). In April 2021, Rosen co-curated with Daniel Heiss at ZKM the exhibition CryptoArt. It's not about Money.

Laurent Sauveur

Laurent Sauveur is the Director of the Foundation for the ICRC, whose mission is to accelerate humanitarian innovation. The Foundation acts as a catalyst, a laboratory and an enabler for the ICRC so it can best respond to future humanitarian needs. The Foundation engages the artworld to tell the story of humanitarian work and to contribute to its forward-looking agenda.

Previously, Mr. Sauveur was the Chief of External Relations for the Office of the United Nations High Commissioner for Human Rights (OHCHR), overseeing the external communications and partnerships programmes of the organisation.

Mr. Sauveur has over 20 years of external relations experience. He worked for the private sector as well as international NGOs like Doctors without Borders and Care International, focusing on humanitarian operations and the fight against extreme poverty.

Kenny Schachter

Kenny Schachter has been curating contemporary art shows in museums and galleries while teaching art history and economics for more than thirty years between Switzerland and the United States. Schachter has a column on Artnet.com and contributes to various international publications, including the *New York Magazine* and *The Times Magazine* (UK).

After making digital art for decades, Schachter has spearheaded the traditional art world's adaptation of Non Fungible Tokens in 2020-1 by lecturing at Yale and the Hirschhorn Museum and writing 12 feature articles on the subject. In 2021, he curated wide-ranging NFTism exhibitions (a term he trademarked) at Nagel Draxler in Cologne, Institut in London. Schachter had a retrospective of his art at Joel Mesler's Rental Gallery in New York in the summer of 2018, curated a show at Simon Lee Gallery in London (Fall 2018) and a solo show at Kantor Gallery in LA (Feb. 2019). He recently had a show with Eva Beresin at Galerie Charim in Vienna (May 2021) and participated in Art Basel 2021 (Basel and Miami) with Nagel Draxler Gallery. In addition, Schachter inaugurated the first one-person exhibit in Nagel Draxler's Crypto Kiosk Gallery in Berlin between January - March 2022. He is the subject of a documentary under the production and direction of Chris Smith (Tiger King/Fyre Festival) and a Hulu/ABC NFT film. Schachter lives in New York.

Paul Seidler (terra0)

Paul Seidler is a Berlin based artist and researcher exploring economic systems, smart contracts and computation. In 2020 he graduated at the University of Arts in the class of Prof. Joachim Sauter. During his studies, he worked in various research facilities, including the Design Research Lab.

Seidler is one of founders of terra0 - a group of developers, theorists, and artists exploring the creation of hybrid ecosystems in the technosphere. The group's first work proposes technologically-augmented ecosystems that are able to act as agents in their own right.

He also works with Max Hampshire as Nascent - an EXIT TECH production studio investigating alternative infrastructures. Delving into the nature of games, economics, and consensus systems, Nascent creates theory-based computational experiments and tools to prototype technological secessionism and spark discussion about the base layers of current stacks.

His works have been shown or discussed at the 7th Athens Biennale, Schinkel Pavillion, Transmediale and KW Institute for Contemporary Art.

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