

# MISA

PRIMARY AND SECONDARY ART MARKET

Berlin, 20th of August 2021

## MISA LAUNCHES THE FIRST ART WORLD NFT PLATFORM ON AUGUST 22

**On the occasion of the third edition of MISA (MESSE IN ST. AGNES) at KÖNIG GALERIE in Berlin, the NFT marketplace launches on [misa.art](https://misa.art) on August 22. It bridges the gap between the traditional art world and the crypto world with a broad and diverse selection of artists. MISA will bring together the most important voices from each world with the aim of presenting the state of the art in the NFT space.**

The inaugural project on MISA will be the NFT BOOTH that is on view at MISA #3 in St. Agnes, Berlin. Presented are NFTs by among others the Austrian sculptor Erwin Wurm, the digital artists Itzel Yard, Auriea Harvey, and Refik Anadol, the crypto pioneers Jonas Lund and Olive Allen, as well as by the net art icons Übermorgen.

The acronym NFT stands for non-fungible token. NFTs certify that a digital asset is unique and therefore not interchangeable. If you collect NFTs, you purchase tokens and the objects associated with them. These objects can be anything, for example, digital works of art or virtual real estate, music pieces or card collections. The NFT is stored on the blockchain, it is unique, authenticated, and cannot be forged.

Until now, digital art has not had the same value as painting because it could be easily copied and shared. The new technology is revolutionizing the art market: it ensures that digital art can finally be collected just like traditional painting or sculpture.

### THE NFT MARKETPLACE

MISA offers NFTs minted by artists on the primary market. Art can not only be bought, but also be sold on the secondary market. With every secondary market sale the seller and the artist receive 4% royalties which corresponds with the Artist's Resale Right in Europe.

MISA makes NFTs accessible for everyone. **Non crypto-native users** can easily purchase an NFT using a credit card, the wallet is automatically created at checkout. They can view their collection using only an email. It is also possible to pay in crypto currencies such as ETH and Bitcoin. Available will be unique artworks, limited and open editions.

### THE ENVIRONMENT

MISA is built on Flow, a fast, decentralized, and environmentally friendly blockchain, designed as the foundation for a new generation of games, apps, and the digital assets that power them. It is a proof of stake blockchain which allows for overall lower transaction fees. Flow uses less than 1GWh of power in a year. Ethereum in comparison uses approximately 8TWh per year.

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#### MISA #3

10.08.-22.08.2021  
ALEXANDRINENSTR. 118-121  
10969 BERLIN

MISA.ART  
PRESSE@MISA.ART  
+49.30.261 030 80

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## THE ARTISTS

MISA brings together four generations of artists working with technology: net artists, Internet artists, social media artists and crypto artists. At the same time, it enables traditional art world artists to produce and present their first NFTs.

Erwin Wurm (b. 1954 Bruck an der Mur/Styria, Austria) is internationally recognized for his unique way of having reinvented sculpture through performance, video, drawing and photography. On MISA, he will drop his first NFT on August 30 as an open edition that will be exclusively available for 24 hours (999,- USD). With his FAT SCULPTURES – “fatty” middle-class status symbols like cars or single-family homes – Wurm delivers snappy and striking commentary on today’s consumer society. The NFT titled BREATHE IN, BREATHE OUT brings his iconic FAT SCULPTURES via an animated version of a breathing Porsche to life.

The inaugural drop on MISA presents some of the most relevant artists in the NFT space. Claudia Hart emerged as part of a generation of 1990s intermedia artists examining issues of identity and representation. She is a pioneer and an early adopter of virtual imaging, using 3D animation to make media installations and projections. Itzel Yard is the highest-selling female NFT artist with a \$2 million sale of her artwork DREAMING AT DUSK in May this year. She makes generative art, which uses algorithms and autonomous systems to create patterns and shapes.

Auriea Harvey’s work combines digital and physical processes to create sculptures in physical space and mixed reality. Drawing on her extensive experience in net art and video games, she brings personal narratives and character development to her sculptures. MESSENGER is part of an ongoing series of digital sculptures created from the worlds and mythologies Harvey alters. She remixes art history and autobiography and thinks about the connection between heaven and earth. ROMAN HEAVEN is a messenger of the gods inspired by her immersion in art and artifacts in Rome. Harvey scanned an angel’s wing and her own foot and resculpted it using virtual tools. The piece can be interacted with in a desktop browser, or through mobile devices where one can access the AR experience. She creates the illusion that the digital sculpture exists in the real world.

LEANING SCREEN by Jeremy Bailey continues a series of virtual sculptural works where his artist persona playfully inserts itself in sculptures inspired by famous contemporary artworks. This piece is inspired by Robert Smithson’s LEANING MIRROR, a work consisting of two mirrors, 6’ high, placed back-to-back and inserted 30” off the floor into a mound of soil and stones. Smithson’s sculptural works begun in 1968 and were self-named ‘Nonsites’: natural materials were gathered from designated outdoor sites and then situated indoors, often with fabricated objects such as mirrors, containers, or maps. Here, unnatural materials are gathered and situated in meta-space. A flatscreen with a video feed from a drone replaces the mirror, coins take the place of soil, and Famous New Media Artist Bailey inserts himself in-between as a playful commentary on identity in an era where the internet has evolved from cooperation to commerce and where influencer fame is the primary currency.

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Crypto pioneer Olive Allen uses token-based digital works to offer a critical yet playful view on hype, the attention economy, and cultural mores. Through bright, colorful digital artworks composed of pop-cultural and nostalgic elements, Allen grabs attention and redirects it to today's urgent issues.

BOUNCY SCULPTURE IV is part of Manuel Rossner's COLOR series in which he examines the digital realm. Wood burns or breaks into pieces, but digital material has qualities that make it unique. Digital material mimics what we know from the physical world. Why do we understand and feel virtual environments when they ultimately are a bunch of zeros and ones? Since 2012, Rossner has been designing digital spaces and virtual worlds that allow him to investigate the effects of technological developments on society and art. He builds interactive architecture with digital materials that are both spatial interventions and virtual extensions of existing spaces.

Artists: Itzel Yard, Refik Anadol, Auriea Harvey, Claudia Hart, Nancy Baker Cahill, Olive Allen, AES+F, Manuel Rossner, Michael Sailstorfer, Jeremy Bailey, Reeps100 & Trung Bao, Ubermorgen, Nicole Ruggiero, Erwin Wurm, Jonas Lund, Jon Burgerman, Sucuk & Bratwurst, Ben Elliot, and Andy Picci.

## **ABOUT misa.art**

misa.art offers a carefully curated selection of art from the primary and secondary market. It is the only online marketplace that brings emerging and established artists together and offers a range of traditional and digital art. Ultra Contemporary artists are presented alongside the classics of art history from the past 70 years. The selection of new discoveries and canonical works is constantly being expanded, and NFTs and editions are regularly dropped. misa.art is the entry point into the art market and contributes to its democratization. Both artists and collectors are given access to new ways of selling and buying art online.

Depending on preferences, click and buy or face-to-face meetings with experts who are on hand to provide advice are possible. Information and expertise, transparency and knowledge, storytelling and experience enliven the online platform. At the same time, they facilitate quick orientation and the acquisition of knowledge regarding the significance and prices of works on offer. Rankings and statistics, studio visits to artists and reports from collectors offer deeper insights and help to become an art market insider. To both strengthen trust in the offers on misa.art and enable a reliable and objective assessment based on data, rankings by ArtFacts are included on the artists' pages. The ArtFacts Artist Ranking measures the position of artists in the art world based on their exhibition history. misa.art also utilizes Limna's machine learning engine, which analyzes millions of art world data points in seconds and provides instant price validation and insights. By comparing the valuation with the offer price, a confident decision based on meaningful data can be made when buying art.

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## ABOUT FLOW

Flow is a fast, decentralized, developer-friendly, next-gen blockchain chosen for its combination of scalability, usability, and environmentally friendly features. Flow is the only layer-one blockchain originally created by a team that has consistently delivered great consumer blockchain experiences: CryptoKitties, Dapper Wallet, NBA Top Shot.

Flow boasts a rich ecosystem of top entertainment brands, development studios, and venture-backed startups. Flow ecosystem partners include global IP brands like Warner Music, Ubisoft, NBA, CNN, Olympics and UFC; leading game developers, including Animoca Brands, Sumo Digital and nWay; and many leaders in the crypto space such as Circle and Binance.

## ABOUT DAPPER LABS

Founded in 2018, Dapper Labs is the company behind NBA Top Shot and the Flow blockchain. Dapper Labs uses blockchain technology to bring new forms of digital engagement to fans around the world by bringing fans closer to the brands they love, giving people a real stake in the communities they contribute to, and creating new ways for consumers to become creators themselves. Dapper Labs' studio partners include the NBA and NBPA, Warner Music Group, Ubisoft, and UFC. Notable investors in Dapper Labs include Andreessen Horowitz, Union Square Ventures, Venrock, Google Ventures, Samsung, and the founders of Dreamworks, Reddit, Coinbase, Zynga, and AngelList, among others. For more information, please visit [www.dapperlabs.com](http://www.dapperlabs.com).

## PRESS CONFERENCE

The press conference takes place on Monday, August 23, 5.30 PM CEST [via Zoom](#).  
Johann König, Anika Meier and the artists will be present.

## FURTHER INFORMATION AND CONTACT

Please direct your questions and inquiries to: [christoph@koeniggalerie.com](mailto:christoph@koeniggalerie.com)  
Johann König and Anika Meier are available for interviews.

NFT Marketplace: [misa.art](https://misa.art) (Launch: 22 August)  
Please enter the NFT BOOTH [here](#).

Instagram: [@misa.artmarket](https://www.instagram.com/misa.artmarket)

Partner: Flow

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