

[Under embargo until 11 am EST, 15 March 2021]



GAM (Global Art Museum)

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Global Art Museum meets Great Success with Social Experiment; will launch Special Animated Canvases in April

- GAM (Global Art Museum) is an art collective that transforms old paintings, from the Renaissance to Neoclassicism, into live, breathing, animated canvases. They are created on the blockchain as Non-Fungible Tokens (NFTs).
- We started a Twitter social experiment that attracted a lot of global attention by purporting to list Open Access digital assets in the public domain for sale on OpenSea, a NFT marketplace.
- Building on this publicity, we will launch our live, breathing, animated canvases of old paintings following this announcement.

Singapore – 15 March 2021: GAM (Global Art Museum) has concluded an international social experiment on the future of Non-Fungible Tokens (NFTs)* with great fanfare. What was our social experiment?

GAM transformed Open Access digital assets from 4 museums into NFTs and purported to list them as “exclusive artwork” on the world’s premier NFT digital asset marketplace, OpenSea. Open Access digital assets belong in the public domain; they can be used by anyone for private or public purposes, educational or commercial works. GAM did this because we believe an international conversation about physical and virtual NFTs should be started today. We have received many tweets from concerned NFT artists and

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aficionados, some with anger, many with distaste, and some with ambivalence. We are sorry that we have evoked such passions in people.

We must absolve GAM of any actions that ostensibly hints at any attempt to leverage on and profiteer from the public domain nature of the paintings. During our social experiment, it must be noted that GAM:

1. did not label any NFTs of Open Access paintings [for sale or auction](#) on OpenSea as we did not intend to sell any; & GAM
2. encouraged Tweeters to transform Open Access paintings into NFTs because we knew it would bring attention to our social experiment; & we
3. made our actions more ridiculous by stating publicly we staked a claim on Open Access paintings before “callous speculators”, thus bringing more attention to GAM.

Clues were intentionally left to show that our social experiment was not intended to be serious. For example, we received bids (even though no prices were listed) that were record on the public OpenSea ledger, but we did not accept any offers. Statements made regarding the [average age of museum curators](#) were deliberately made [ridiculous and illogical](#) to spark passions.

We are very proud to announce that our campaign has succeeded beyond our wildest dreams. So much publicity was generated that the Rijksmuseum’s Twitter account has [tweeted about us](#), MuseumNext [wrote about us](#), Brendan Ciecko [tweeted](#) about GAM, and the BBC is interested in writing a report on GAM. GAM has even been [reported](#) on the most visited Dutch news website, NU.nl.

GAM is committed to the future and direction of the NFT art world, and we are invested in its future. We are committed to preserving and defending the integrity of the legacy of our artistic forebears. Taking heed from the giants of our history, we will build upon their legacy with resolve.

Some pertinent questions the art world should ask are:

- If a person or corporation were to stake a claim on Open Access work in the public domain as a NFT, should he / she be able to sell it and claim royalties?
- Should ownership of a physical artwork also entitle the owner to ownership of the NFT on the blockchain?
- What is the material value of a NFT?

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on the blockchain as Non-Fungible Tokens (NFTs). Want to see 16th, 17th, 18th, & 19th century art come to life? All animated canvases are faithful to their namesakes, right down to the smallest detail envisioned by the original artist.

We are currently transforming Open Access paintings from the following museums into live, breathing, animated canvases:

- The Rijksmuseum, Amsterdam, The Netherlands
- Art Institute of Chicago, Chicago, U.S.A.
- Cleveland Museum of Art, Cleveland, U.S.A.
- Birmingham Museums Trust, Birmingham, U.K.

Our first suite of animated canvases based on old paintings, from the Renaissance to Neoclassicism, will be launched in April for sale. Stay tuned on our social media channels for more information.

*According to Investopedia, non-fungible tokens are “cryptographic assets on blockchain with unique identification codes and metadata that distinguish them from each other. Unlike cryptocurrencies, they cannot be traded or exchanged at equivalency. This differs from fungible tokens like cryptocurrencies, which are identical to each other and, therefore, can be used as a medium for commercial transactions” (Sharma, 2021). Thus, each token is unique and irreplaceable, and cannot be duplicated or forged.

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GAM (Global Art Museum) is an art collective of NFT graphic animators and artists based across the world. Established in 2021, we have worked on a number of prestigious paintings, transforming them into live, breathing, animated canvases. We specialize in animating still paintings from the Renaissance to the Neoclassical Era. We are open to collaboration and cooperation. We are located on OpenSea at <https://opensea.io/accounts/GlobalArtMuseum>. Contact us at globalartmuseum.io@gmail.com. Our Instagram is [@globalartmuseum.io](https://www.instagram.com/globalartmuseum.io).

Citations

Sharma, R. (2021, March 8). “Non-Fungible-Token (NFT) Definition”. Retrieved from <https://www.investopedia.com/non-fungible-tokens-nft-5115211>.

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