



**NEW YORK | TIMES SQUARE**

**5 -11 SEPTEMBER 2022**

## **NFT, CONTEMPORARY AND DIGITAL ART**

**An exhibition by Art Innovation Gallery.**

**On the occasion of The Armory Show, Times Square is lit up with the works of more than 50 digital artists, the best on the international scene, including XCopy, Trevor Jones, Aeforia, Billelis, Osf, Vexx, Grant Riven Yun, Jack Kaido, Jivinci, Henrik Uldalen, Kaiwan Shaban, Nate Hill, Tim Maxwell and Six N. Five.**

On the occasion of The Armory Show, the exhibition ***NFT, Contemporary and Digital Art*** will open in Times Square, New York, from **5 to 11 September 2022**. The exhibition is curated by **Art Innovation Gallery**, one of the first Italian galleries to organise international exhibitions with an innovative curatorship.

***NFT, Contemporary and Digital Art*** will bring the works of 56 digital artists to the **Maxi Billboards of Times Square**. They include the pioneers of crypto art such as **XCopy, Trevor Jones, Aeforia, Billelis, Osf, Vexx, Grant Riven Yun, Jack Kaido, Jivinci, Henrik Uldalen, Kaiwan Shaban, Nate Hill, Tim Maxwell and Six N. Five**. They are drawn from **more than 20 countries**, including Italy, the United States, Egypt, South Africa, Thailand, Azerbaijan, Switzerland, Turkey, the United Kingdom, Brazil, France, the Netherlands and Australia.

**The billboards, higher than 20 metres and wider than 30 metres**, will be lit up with the works of digital art, colouring the most contemporary and brightly lit square in New York: Times Square.

Thanks to the extremely high technological quality of the media, ***NFT, Contemporary and Digital Art*** aims to consolidate and communicate a new demand on the part of young artists. The show begins with the physical experience and ends in the virtual space of web 3, the future of the Contemporary and Digital Art market that is being consolidated very rapidly through the Blockchain technology.

**Francesca Boffetti, founder of Art Innovation Gallery:** *'We are promoting the culture of Digital Art on Maxi LED walls all over the world, showing artists*



*"on-chain" and in the major cities. The gallery aims to spread the culture of creative encoding, bridging the gap between art and technology. Art Innovation goes beyond the concept of the physical space. It is in fact the first gallery to exhibit NFT in a travelling show, putting the artists in direct touch with the largest possible audience. Blockchain technology is the inevitable future, bringing trust and transparency to every user. It solves many problems, beginning with authentication, transparency of operations, historical provenance and copyright.'*

The exhibition will show works by **Trevor Jones, Billelis, Six N. Five, Aeforia, Osf, Grant Riven Yun, Vexx, XCopy, Zhuk, Oliver Pocsik, Diewiththemostlikes, Jack kaido, Yu Cai x Niro Perrone, Tim Maxwell, Nate Hill, Kaiwan Shaban, Cem Hasimi, Algomystic, Matteo Mauro, Daniel Martin, Henrik Uldalen, Genuine Human, Mattia Cuttini, Andrea Crespi, Jos, Ludovic Baron, Mattia Pannoni, Blade Runway, Abraham Yael, Nicola Scognamiglio, Aronymousartifakt, Roya Ghassemi Mattia Sarti, Melkio, Artur Gadzhiev, Migratinglines, Bruno Cerasi, Anastasia Mihaylova, Niccolò Casati, Andrew Mitchell, Giovanni de Benedetto, Pavel Demidovich, Studio Meeson, Alessandro D'Aquila, Rossana de Lorenzo, Artworksbyjahnvi, Jæn, Simon Dee, Thor Elias Engelstad, Sean Mundy, FuckYouBuyMe, Creaction, Jivinci, Ely X, Hivearium and Jan Bora.**

Art Innovation Gallery was set up in 2022 to promote the best creative energies in the field of digital art by creating a programme of international exhibitions. Moreover, in response to the new demands of collectors, during the show each work will be accompanied by a QR code to provide full information about the NFT.

New York, September 2022

### **NFT, Contemporary and Digital Art**

- 1605 Broadway WS 5ft N/O 48th St F/SE - 1;
- 20 Times Square ES 8ft N/O 47th Street F/SW - 1

**5 - 11 September 2022**

Times LED:  
H24

Information:

Francesca Boffetti Founder and CEO [www.artinnovationgallery.com](http://www.artinnovationgallery.com) |  
[info@artinnovationgallery.com](mailto:info@artinnovationgallery.com) | +39 348 5015492