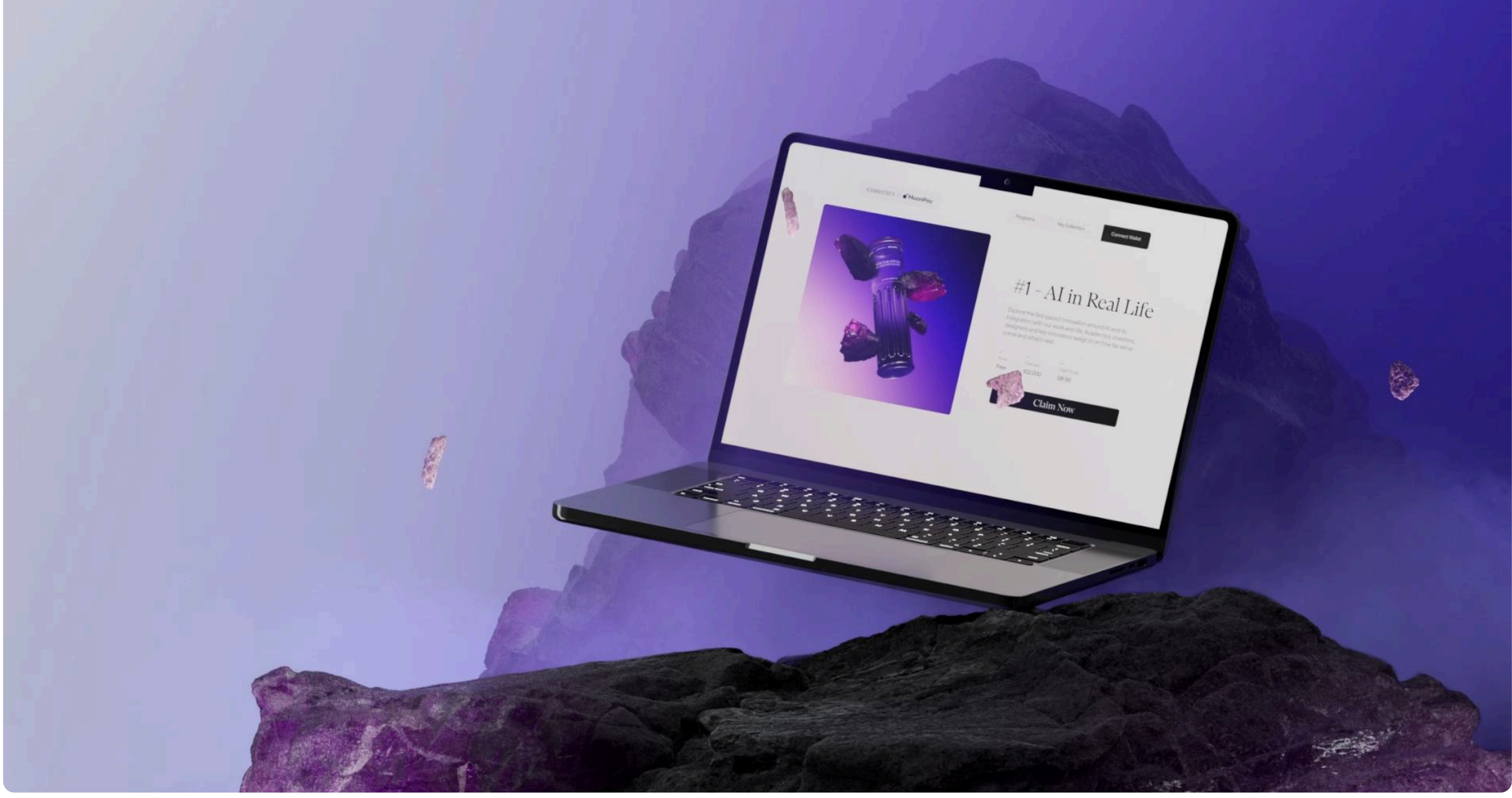


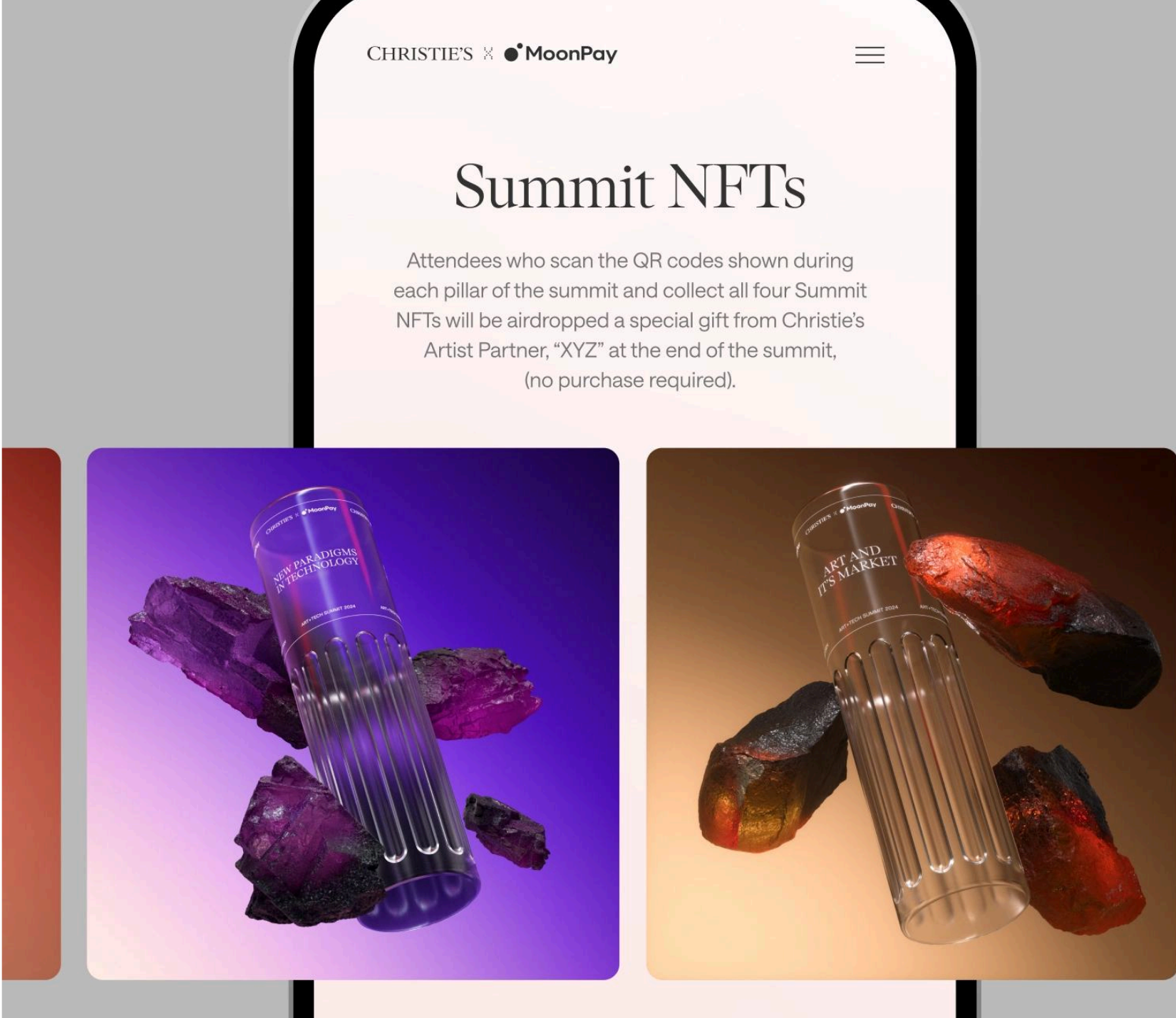
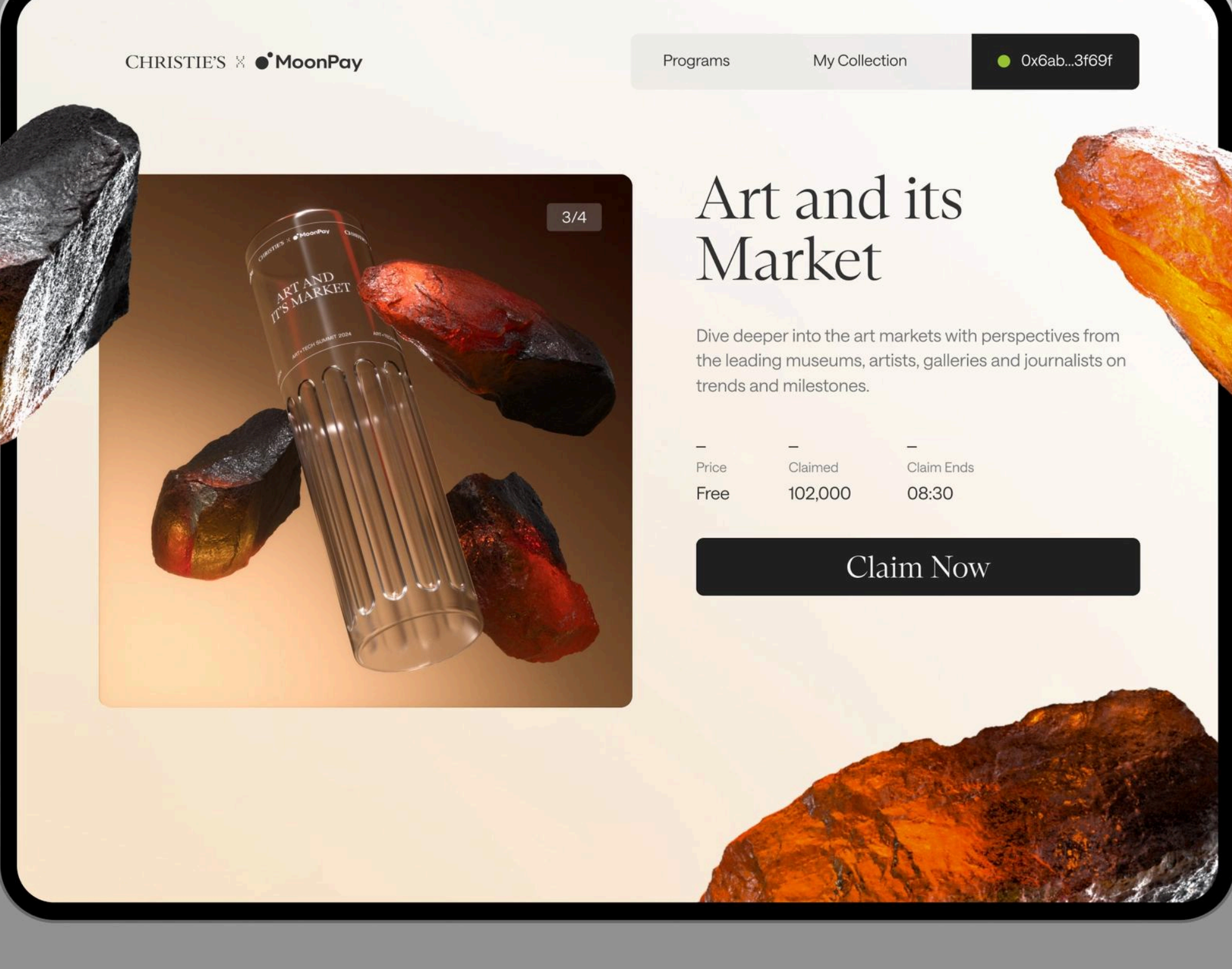


Outcome

160+ Mints of Along The River In Auntiverse

340+ IRL Mints

QR Code Technology



01.

Project Overview

Exploring the Future of Art, Luxury, and Technology

The Christie's Art+Tech Summit 2024, in collaboration with MoonPay, presents a series of NFTs available to attendees through QR codes displayed during the summit. The NFTs correspond to the event's four core innovation pillars: AI in Real Life, Thoughtful Luxury, Art and its Market, and New Paradigms in Technology. Attendees who collect all four NFTs will receive an exclusive gift from the artist Niceaunties. This project aims to merge the world of digital art, sustainability, luxury, and advanced technologies, exploring new frontiers in these fields.

02.

Challenge

Christie's needed an engaging Web3 experience for the 2024 Art + Tech Summit, allowing attendees to claim NFTs via QR codes.

03.

Solution

Otherlife created a seamless web platform where attendees could mint Summit NFTs using QR codes linked to event sections. The platform used HyperMint API for time-restricted minting, with a personalized "My Collection" page for viewing all NFTs, including airdrops from featured artist Niceaunties.

04.

Result

The activation successfully blended art and technology, delivering an interactive NFT experience. Attendees easily collected and viewed NFTs, while the event demonstrated Christie's leadership in digital innovation.

