



## **THE NEWLY ANNOUNCED DIGITAL ART MARKETPLACE ‘888 THE NEW WORLD’ PLANS TO REVOLUTIONIZE THE NFT & ART INDUSTRY**

The latest announcement in up-and-coming NFT marketplaces disrupts the traditional model, led primarily by tech, DeFi, and venture capital.

888 The New World is the only digital art marketplace founded and built by artists and pioneers in the emerging crypto art space. The first investment round was led by digital pioneers in the NFT space and beyond like Frank Wilder, FEWOCIOUS, ThankYouX, 3LAU, RTFKT Studios, Paris Hilton, and more.

888 The New World was founded by anonymous crypto art collector 888 after seeing significant flaws in the industry’s practices, specifically around inequitable artist compensation percentages, way-too-expensive entry fees, and the criticisms related to the adverse impact of NFTs on the environment. Many platforms take anywhere from 30-50% of an artists’ sale, much like the traditional art auction house model, while 888TNW takes just 8.88%. Additionally, minting fees to verify the token on the blockchain have exceeded hundreds of dollars out of the artist’s pocket.

Outside of the platform optics, which favor the artist’s interest, 888 The New World is the first NFT marketplace to appoint a team of multidisciplinary artists to oversee the curation of the marketplace. The diverse and innovative group brings their own unique experience, perspective, and expertise to the platform to offer an unrivaled selection of artists set to launch the marketplace this fall. Members of this curator collective include Jason Seife, Blake Kathryn, David Ariew, and GMUNK – to name a few.

Miami-based artist Jason Seife brings his middle-eastern roots to his paintings and courts celebrities such as Pharrell Williams as clients. Blake Kathryn crafts dreamscapes and characters that seem pulled from an ethereal NFT fairy tale and has caught the eye of Lil Nas X, for whom she created visuals for the “Panini” music video. Seife will lead curation in the area of fine art. Kathryn will oversee curation for female artists – a critical category to 888 The New World’s commitment to diversity, equity, and inclusion.

David Ariew, known as “Octane Jesus,” bridges the worlds of music, film, and Octane Render in mapping fully animated music videos, including work for Dave Matthews Band. Ariew will drive curation for 3D art. GMUNK, Director of Curation for Live Art, holds nothing back in his art and

has caught the eye of Grimes, among others, who tap his collaborative spirit for projects across fine art, short films, music videos, and more.

Outside of the development of an impressive team of creatives who are tasked with bringing the most remarkable collection of artists to the platform, 888 The New World also recently announced the appointment of Karsen Woods as Chief Experience Officer. Woods' notoriety in the world of crypto art, brand building, and marketing is inarguable, as she was one of the earliest hires at Superplastic, a pioneering brand in the world of animation, art toys, and NFTs. As one of the first female C-Suite Executives in the NFT art world, Woods has concretized her reputation as the authoritative voice among various crypto-focused communities and the NFT ecosystem at large.

The new NFT marketplace plans to launch on the Flare Network, a new decentralized network bringing full smart contract utility to multiple blockchains. With carbon missions under 1% under Ethereum, thousands of mint per second, and costing only pennies at the expense of artists.

888 The New World will implement unique community-focused divisions aimed at supporting artists. The Mental Health and Wellness division for artists will be led by Alycia Rainaud, known as Maalavidaa, who is inspired by Jungian therapy, color therapy, and meditation and champions art as a path to increase emotional intelligence and mental health sensitivity. Additional divisions will pursue strategies to support diversity, equity, and inclusion initiatives, bespoke software programming, gaming and esports, mentorship, and the development of artists in developing nations across the globe.

#### **ABOUT 888 THE NEW WORLD**

*888 The New World* is the only digital art marketplace founded and built by artists. The platform seeks to empower the digital art community at large with a radically transparent commission rate of 8.88%, ensuring that the majority of profits go back to the artists driving this new medium. While sustainability is at the core of their mission, ensuring that carbon emissions remain under 1%, the heartbeat of *888 TNW* will forever be its foundation. 8.88% of all profits will go to The Foundation, the philanthropic arm of *888 TNW* which will foster artists in developing regions across the globe, supporting their growth and transition from traditional artists into digital artists who control and manage their own earnings.

#### **CONTACT INFORMATION**

Gabrielle Katz, [gk@gk-projects.co](mailto:gk@gk-projects.co)

Adam Vossen, [av@gk-projects.co](mailto:av@gk-projects.co)