

Van Gogh Sites Foundation launches first ever art NFT with global start up tech platform Appreciator.io

Van Gogh Sites Foundation collaborated with global Web3 startup Appreciator.io to launch 6 NFTs related to 39 Van Gogh heritage sites in the Netherlands. Proceeds will go towards Van Gogh heritage sites' preservation and nurture of global artists.

Hong Kong, Hong Kong S.A.R. Oct 10, 2022 ([IssueWire.com](https://www.IssueWire.com)) - Van Gogh Sites Foundation, in exclusive collaboration with Appreciator.io, a global web3 platform based in Hong Kong, debuted the Foundation's first-ever Van Gogh NFT collection to raise funds for the preservation of cultural heritage and nurturing local artists' development leveraging blockchain & NFT tech.

Authenticated by Van Gogh Sites Foundation (VGSF), the six multi-media artworks will turn into limited edition Century and Millennium NFTs. The artworks are created based on local artists' re-imagination of Van Gogh's 39 Heritage sites in his homeland, Brabant, whose natural landscape, rural life, and people profoundly influenced the great painter's work.

"These NFTs shed light on the life of Van Gogh. By understanding the locales of his birthplace and childhood and the natural environment where he found much inspiration, peace, and solace, the public can fully appreciate the artist's vision and work," said Mr. Frank van den Eijnden, Director of VGSF. "With the launch of these NFTs, we can reach new patrons who often are younger and digitally savvy, engage the creator community more fully in meaningful conversations no longer restrained by travel and distance," added Mr. van den Eijnden.

The two editions, the Century and the Millennium are up for private subscription first and thereafter be open for public subscription. Three digital artworks related to the heritage sites in Zundert will turn into Century edition NFT, minting a limited quantity of 50 editions each. Featuring Vincent van Gogh Huis (VG39 Collection - 4/39), Van Gogh church (VG39 Collection - 5/39), and Sexton's house (VG39 Collection - 6/39) in Zundert, these NFTs can be subscribed online at US\$880/edition at appreciator.io. For the first phase, successfully subscribed collectors will receive a seven-inch digital print easel as a special gift for them to readily enjoy and view the NFT art piece.

Another three digital artworks related to heritage sites in Nuenen will turn into premium Millennium edition NFTs, minting a limited quantity of 25 editions each, feature the Home of the potato eaters (VG39 Collection - 1/39), Protestant church municipality (VG39 Collection - 2/39) and the Rectory Nuenen (VG39 Collection - 3/39). Together with the NFT, this exquisite pack comes in a numbered Wooden Box (Triptych Style) handcrafted out of poplar trees from Van Gogh's homeland and contains a numbered silver leaf ornament produced by 3D printing technology, a limited edition artbook on the 39 heritage sites and a VGSF shareholder certification documenting the collector's ownership. The Millennium edition is US\$9,850 each. A poplar tree will be planted for corporate clients who purchase three Millennium editions (Myrieteris pack) to commemorate their support for heritage preservation. By collecting these unique Foundation-certified NFTs, they are also contributing to ESG which aligns with Vincent's lifelong love of nature.

Given the fast-changing cultural landscape and increased interest in digital assets, Appreciator's mission is to capitalize on its global network of art/cultural institutions to connect and build a vibrant community of art appreciators. Hong Kong is well-positioned to become a digital art hub and these six authentic NFTs are the first of a series of drops scheduled over the next two years, with more collaboration to come.

Local Hong Kong artists would have a chance to collaborate with VG39 to create the next batch of drops of Van Gogh 39 NFTs Collection to continue the worthwhile quest of connecting the virtual world of the Metaverse with Van Gogh's 39 physical heritage monuments. "This initiative can propel Hong Kong to the forefront of the digital art arena. Appreciator aims to spearhead the offering of FINE NFT which is unique and authentic and drives social impact in preserving cultural heritage and supporting local artists worldwide as they embark on their artistic journey," said Emily Cheung, Co-Founder & CEO of Appreciator.io.

Instead of sheer replicas of Van Gogh's paintings, these digital NFTs offer an innovative and immersive experience. The collaborator's team led by Tomas Snels in Brabant, the homeland of Vincent Van Gogh, adopted contemporary multi-media tools from music and visual arts to videography, 3D technology, etc., in showcasing Van Gogh's love of nature and his life story.

Inspired by his passion for Van Gogh's art, the Brabant region, and the beautiful natural environment, Mr. Snels' concept for these digital NFTs came from a leaf in each historical Van Gogh monument. "I seek to reimagine Van Gogh's work in his spirit by enlivening it with the great artist's love of nature. The work is a collaborative creation with more than 1000 hours' effort from a team of 15 passionate collaborators comprising talented copywriters, visual artists, 3D engineers, musicians & composers, and videographers, etc.," said Mr. Snels.

Beyond their artistic value, these limited edition phygital collectibles are a good investment due to their beauty, originality, scarcity, and authenticity. These phygital collectibles are exquisite works of art produced collaboratively and represent the culmination of creativity and craftsmanship mirroring Van Gogh's quest for perfection. "We hope that Web 3 technology will facilitate cultural institutions, curators & artists worldwide to create more great artwork in the footsteps of the great artist," added Ms. Cheung.

About Appreciator.io

Appreciator.io is a global web3 platform based in Hong Kong that conceptualizes and curates NFTs, digital art, immersive experiences, and limited edition collectibles through the lens of the new wave of collectors in contemporary culture. It connects and inspires the new generation of collectors globally to explore, learn, trade, and appreciate art and culture, leveraging technology within the web 3.0 ecosystem. Appreciator's mission is to create positive, sustainable development for the art and culture industry in the world by collaborating with artists and cultural institutions, IPs, master artists, influencers, brands, creators, and collectors.

About Van Gogh Sites Foundation

The Van Gogh Sites Foundation has set itself the aim of maintaining and developing Van Gogh's heritage. The Foundation aims to increase the social and economic significance of the inheritance through exhibitions and educational programs in and around the Van Gogh Monuments. In this way, the artist's life story and its relevance for the present and future generations will remain a central theme.

Links to event photos, VG39 introduction; NFT images, monuments factsheets, artists' testimonials and videos: <https://bit.ly/appreciatorpress>

Event Photo 1 (masked): Foundation Certified NFT launched on Oct 10. From Left to Right:

Wilson Yau, Chief Technology Officer, Appreciator.io

Tomas Snels, Chief Creature& Artist, VG 39 project

Emily Cheung, Co-founder, and CEO, of Appreciator

Adam Chen, Chief Curator, Appreciator.io

Event Photo 2 (unmasked): Foundation Certified NFT launched on Oct 10. From Left to Right:

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Wilson Yau, Chief Technology Officer, Appreciator.io

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