

How will NFTs disrupt art?

Monday, October 4, 2021 | 6:00 pm–7:00 pm | Lindner Hall 1410 & Virtual

NFTs—short for non-fungible tokens—are shaking up the art world. In the past year, they've gained significant recognition as a new way to buy and sell digital art. NFTs are not interchangeable like traditional currency; instead, they represent a digital asset and serve as a certificate of ownership of it, which is recorded using blockchain technology. Iconic auction houses have legitimized the use of NFTs by facilitating record-breaking sales this year. In April, Christie's sold a digital artwork by American artist Beeple for \$69.3 million, and just this month, Sotheby's sold Yuga Lab's collection of NFTs entitled *Bored Ape Yacht Club* for \$24.4 million.

Some argue that NFTs are just a craze that will fizzle out, while others claim they're here to stay. Either way, NFTs have left their mark on history. In response to this trending phenomenon, Lindner's Kautz-Uible Economics Institute and DAAP have partnered to bring three unique perspectives to the conversation.

MEET THE PANELISTS



Rob Richardson

Rob Richardson is the founder of Disruption Now Media—a platform that connects black and brown entrepreneurs, artists, and leaders—as well as Disrupt Art, a curated NFT marketplace where artists, activists, and allies intersect. He earned a JD and BS in Engineering from UC, and in 2016, he was appointed the chairman of UC's Board of Trustees—the youngest person to have ever served in the role.



Jordan Tate

Jordan Tate is an Associate Professor at UC's DAAP. He earned a BPhil in Interdisciplinary Studies from Miami University and an MFA from Indiana University. In 2008-2009, he was a Fulbright Fellow. Tate's work represents a shift away from the understanding of photography as mechanical reproduction and an acknowledgement of the image-maker as the mediator of sight.



Prince Lang

Prince Lang is a Cincinnati visual artist that is committed to beautifying African American communities, championing public art, and investing in dynamic collaborations. He earned a BFA in Photography from the Parsons School of Design in 2017 and a BA in Literary Studies from Eugene Lang College in 2018. Lang received Fotofest's John Herrin Memorial Scholarship for his work *Master's House* and is currently a Junior Fellow at Image Text Ithaca.



Michael Jones, Academic Director of UC's Kautz-Uible Economics Institute, will moderate a timely panel discussion about the impact of NFTs on the art world.

REGISTER

In-Person Attendance:



To attend this event in person, please register through [Eventbrite](#).

Virtual Attendance:



To attend virtually, please register through the Kautz-Uible Economics Institute's [website](#).

This event is sponsored by The Blockchain Academy.