



PRESS RELEASE

New Platform METAWALLS Berlin Launches - Digitized Street Art Moves into the Metaverse

THE CO-NFT CONCEPT TRANSFORMING ART TRADE

Berlin, on September 10th.

Long considered an elitist establishment, the art world's exclusive structures have carried over to the digital realm. With only a handful of artists celebrating (financial) success, many are left struggling as they are excluded from the art value chain.

The innovative online-platform METAWALLS Berlin is committed to changing the situation by enabling collective ownership of artworks. Designed specifically for this purpose, the new technological innovation of CO-NFTs offers artists access to the Metaverse, where they can present their art to a worldwide community of art lovers. With the mission to empower artists, founders Ania Pilipenko and Michael Schneider wish to strengthen

Berlin's subculture and enable a tangible art experience. Located on the virtual platform Decentraland, METAWALLS Berlin's gallery „The Embassy“ will be visible on the 10th of September. The first artwork to be featured in the space is Jim Avignon's "Moneyemachine", a digitized edition of his East Side Gallery mural "doing it cool for the east side" from 2013. Individual shares of the work will be made available to the public for purchase on October 3rd. Situated at the hip Voltaire district of Decentraland, „The Embassy“ has positioned itself opposite the digital replica of London's Sotheby's auction house, thereby taking a stand in fostering Avignon's revolutionary notion of collective ownership while spotlighting Berlin's vibrant subculture.



BERLIN IS OUR DNA. THE STREETS
ARE OUR CANVAS. ART IS OUR
LANGUAGE. @COMMUNITY IS OUR FORCE.
THE METAVERSE IS OUR PLAYGROUND.
BLOCKCHAIN IS OUR ENGINE.
NFT IS OUR TOOL TO @CREATE
VALUE. @COLLECTIVE
OWNERSHIP IS OUR WAY
TO @CONNECT. WE @COLLABORATE TO
@CONTRIBUTE TO A @COMMON
FUTURE. OUR WALLS ARE BUILT FOR ART. WE ARE
METAWALLS. AT HOME IN THE EMBASSY
AT VOLTAIRE, @COORDINATES: 49,88.



COLLECTIVE OWNERSHIP-NFT

METAWALLS Berlin is based on NFTs (Non-Fungible Tokens). Creating unique digital artwork, NFTs are unforgeable certificates deposited on a blockchain. This innovative solution allows for more artist participation, interaction and, above all, autonomy. Coined Collective-Ownership-NFT, or CO-NFT, the new technology divides a single digital artwork into equal-sized shares. While NFT-artworks are commonly owned by a single person, CO-NFTs enable collective ownership. Each share comes with a smart contract and can be bought, sold, and traded. Grouped together, CO-NFTs offer added value while single shares feature individual properties that may affect the artwork's price. Assets include artist signature, color, or position within the physical counterpart. Produced on the energy and cost-efficient chain Polygon, METAWALLS Berlin is the first platform to enable CO-NFTs.

„Our CO-NFT technology allows artists direct, fair, and independent participation in art value chains from which they were hitherto often excluded, especially in street art,“ explains Pilipenko. „The decision to sell an artwork's final shares remains with the artist as does copyright, an important contributor in resales. NFTs and their appropriation of new formats represent a paradigm shift in the art world. CO-NFT extends this notion by overcoming the idea that artwork possession is only available to one individual at a time.“

FROM NFT TO CO-NFT

Enabling communal participation, CO-NFT technology offers equally exciting opportunities to the “other side.” Collectors can invest in “a piece of Berlin.” Apart from the attractive and potentially profitable venture, CO-NFTs facilitate community and networking with like-minded individuals. Linking single shares has the potential to increase the overall value of a newly created NFT.

The founders of METAWALLS Berlin came to the capital to experience its diverse subculture that mirrors the city's unconventional way of life and a candid approach to culture. Pilipenko and Schneider delved deep into the Berlin art scene and are collaborating with Street Art BLN for this project, an agency that represents numerous talented artists. More CO-NFTs by street artists the likes of Vidam, Sr. Papa Chango, Caro Pepe, Sam Crew, Rommy Gonzales are in the making.

METAWALLS BERLIN LAUNCH

As part of the opening of “The Embassy” at Decentraland on October 3rd, the first shares of “Moneymachine” will be offered for sale as CO-NFTs via METAWALLS Berlin. The motif was created in 2013 when the artist painted over his originally commissioned post-reunification mural to protest the exclusion and exploitation of artists by the East Side Gallery. The title refers to a phrase Avignon scrawled over the original work in 1991, signaling his outrage. His act of opposition sums up METAWALLS Berlin's idea of collective ownership.

“Jim Avignon is a figurehead of Berlin's subculture and has never yielded to the mainstream. Always hoping to make his art accessible to all, regarding price, format and presentation, Jim has served as a bold visionary and is open to new ventures. Ania and I are big fans and are delighted at the opportunity to present his work as the first ever CO-NFT,” says co-founder Michael Schneider.

“The Embassy” opens on October 3rd with an extensive exhibition which will present numerous street artists and works, in addition to Avignon's motif. With its 40 m high walls, the virtual space will present various large-scale artworks while six satellite walls distributed across Decentraland complement the gallery. METAWALLS Berlin offers over 11,000 square meters for exhibitions, auctions, audio, and video streams. Representing the capital's street art scene at Decentraland's highly esteemed Voltaire district, METAWALLS Berlin aims to boost artist visibility and enhance Berlin's subculture.



Jim Avignon's mural "doing it cool for the east side" from 2013 at the East Side Gallery.



Berlin artist Jim Avignon.



Founders Ania Pilipenko and Michael Schneider.

In cooperation with:

**STREET ART
BERLIN**

**PLEASE FIND A SELECTION OF METAWALLS BERLIN IMAGES [HERE](#).
[METAWALLS.BERLIN](#) ON [INSTAGRAM](#).**

ABOUT METAWALLS BERLIN:

METAWALLS Berlin is an innovative art platform representing Berlin's subculture in the Metaverse. METAWALLS Berlin offers artists the opportunity to sell digitized and digital art as NFTs and CO-NFTs (Collective-Ownership NFT). CO-NFT shares can be purchased, sold, and traded. Shareholders can network and become part of a community. While NFT technology enables artists to participate directly and independently in the art value chain, CO-NFT expands this concept to include the participation of several collectors.

PRESS CONTACT:

Markengold PR | Eva Zahl | metawalls@markengold.de | 030 21915960