



## PRESS RELEASE

### **Artemundi with BridgeTower Capital Partners, Innovator in Connecting Blockchain Markets Globally, to Release NFT Series of Spanish Master Francisco Goya**

-- First Limited NFT Distributed to Live Participants at the Avalanche Summit Held in Barcelona --

**March 24, 2022** – This week in Barcelona, Artemundi, pioneer in art investments, in partnership with BridgeTower Capital, an innovator in connecting blockchain markets globally, announced the release of a series of NFTs featuring the work of acclaimed Spanish Master Francisco Goya. The announcement was made at the Avalanche Summit, where all live attendees received the NFT of Goya’s Caprice No. 6 titled, “No One Knows Each Other.”

“Francisco Goya is frequently recognized for his ability to portray the human condition and we believe this series of NFTs are a unique opportunity to bring the work of this Master to an entirely new audience for appreciation,” said Artemundi Chief Executive Officer Javier Lumbreras. “Goya’s work transcends time. This piece – Caprice No. 6 – shines light on our ability to effectively connect with each other. This has never been more relevant today and is at the core of our society within the expanding Metaverse.”

Caprice No. 6 is the first of a series of Goya NFTs that will be released over the next year and will be selected from 80 Caprices owned by Artemundi. Each will include an introduction about Goya and a short, formal description of the symbolism of the piece. The NFTs will reside in the BridgeTower Permissioned Market, that investors can enter by creating a Securitize iD for a seamless KYC process that can be carried out in minutes. Securitize is a global leader in compliant issuance of digital assets and securities.

“It is an honor for BridgeTower to participate in this partnership with Artemundi celebrating the work of Francisco Goya,” said BridgeTower CEO Cory Pugh. “The BridgeTower Permissioned Market is a perfect place for these NFTs to reside and to create – through smart contracts within the Market – the proper asset ownership and authority for the investor.”

One of the most important elements of the Goya NFT collection will be the opportunities created for new and deeper interactions with a community of appreciation for Goya’s work. A discussion forum will be built to discuss 21<sup>st</sup> Century interpretation of the Caprices, including discussion of artistic expression, language and qualitative and subjective value of each Caprice. Additionally, a “how to see





and appreciate your Goya Caprice” will be excerpted from the book *The Art of Collecting Art*, written by Javier Lumbreras.

The 21<sup>st</sup> Century relevance of the Goya masterpieces offer compelling themes that could be taken from today’s headlines. In addition to the Metaverse, upcoming Goya NFTs will feature themes including gender inequality, demagogue/fake news, freedom and the events in Ukraine.

“NFTs are just an incredible opportunity to participate in art in the 21<sup>st</sup> century,” continued Lumbreras. “It truly is a once in a lifetime opportunity and we’re thrilled to be a part of this partnership between Artemundi and BridgeTower Capital.”

### **About BridgeTower Capital**

BridgeTower Capital is a global leader in blockchain infrastructure Staking and bringing innovative staking, DeFi, and NFT products to its BridgeTower Permissioned Markets. BridgeTower operates more than 3,000 nodes staking many of the world’s leading Layer 1 blockchains and Web 3.0 companies. The nodes are connected via its data centers located in the crypto valley in Zug, Switzerland and fully utilize eco-friendly green electricity.

BridgeTower is a global company based in Singapore with operating entities in Switzerland and the United States allowing it to compliantly address many of the most important jurisdictions in the global economy.

### **About Artemundi**

Artemundi was born out of a rebellious idea and a principled objective: to help our clients build and diversify their art investments without the excessive fees associated with traditional brick-and-mortar art companies while adhering to transparent business practices.

Since its foundation in 1989, Artemundi has evolved into an industry-leading art investment company with thousands of successful transactions and over a billion dollars managed in art. We have pioneered on a global scale the adoption of technology to create new investment opportunities through art securitization.



