

ARTS AND ENTERTAINMENT

Christie's hosts monumental digital art sale

March 12, 2021



The First 5,000 Days digital artwork. Image credit: Christie's

By LUXURY DAILY NEWS SERVICE

Auction house Christie's has sold its first purely digital artwork ever offered on the platform.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

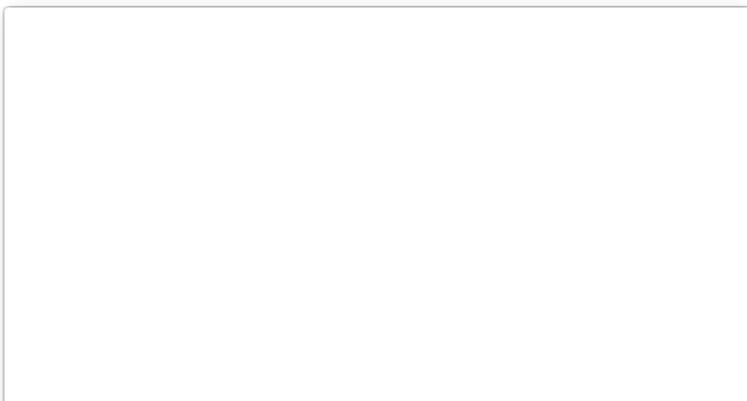
Mike Winkelmann, also known as the digital artist Beeple, posted a work of art online in 2007 and then created and posted a new digital picture every day for nearly 14 years. Minted exclusively for Christie's, those individual pieces have been brought together in *Everydays: The First 5000 Days* and offered as a single lot sale, ultimately selling for \$69.3 million.

"Christie's had never offered a new media artwork of this scale or importance before," said Noah Davis, specialist in Post-War & Contemporary Art at Christie's in New York, in a statement. "Acquiring Beeple's work is a unique opportunity to own an entry in the blockchain itself created by one of the world's leading digital artists."

Digital art

Christie's is the first major auction house to offer a purely digital work with a unique non-fungible token, a guarantee of authenticity, and to accept cryptocurrency in addition to standard forms of payment for the singular lot.

Beeple's digital pictures have propelled him to the top of the digital art world, giving him 1.8 million followers on Instagram and high-profile collaborations with global brands ranging from Louis Vuitton to Nike, as well as performing artists from Katy Perry to Childish Gambino.



[View this post on Instagram](#)

A post shared by beeples (@beeples_crap)

The individual pieces are organized in loose chronological order: zooming in reveals pictures by turn abstract, fantastical, grotesque or absurd, deeply personal or representative of current events.

Recurring themes include society's obsession with and fear of technology; the desire for and resentment of wealth; and America's recent political turbulence.

The notable differences between the early and later pictures reveal Beeples' evolution as an artist. At the project's inception, everyday's were basic drawings. When Beeples started working in 3D, however, they took on abstract themes, color, form and repetition.

Over the past five years, they have become increasingly timely, reacting to current events.

Despite the challenges presented by the global pandemic, luxury auctions saw year-over-year growth in multiple categories, according to British auction house Christie's.

In 2020, the luxury auction house set 136 records across multiple sectors including jewelry, watches, wine and handbags. With a 41 percent increase in lots sold online, digital opportunities allowed auction participation to remain strong amid the global crisis ([see story](#)).

© 2021 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.