

ARTS AND ENTERTAINMENT

## Rimowa launches first NFT art auction

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*Process of transforming the physical art pieces into digital. Image courtesy of Rimowa*

By LUXURY DAILY NEWS SERVICE

LVMH-owned German luggage brand Rimowa has become the first luxury travel brand to create a collection of conceptual non-fungible tokens (NFTs) designed for the metaverse.

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In collaboration with design firm **Nuova**, the luggage brand is creating "Blueprints from the Metaverse," an exhibition of four physical artifacts that have been transformed into digital artworks that will be auctioned on May 18, 2021. Proceeds from the sale will be donated to the artwork's creators, as well as a charity focused on humanitarian issues.

"Rimowa's iconic pieces have long been a blank canvas for artists' creativity," said Emelie De Vitis, chief marketing officer at Rimowa, in a statement. "We are delighted to see them reimagined in a way that not only forges an ambitious legacy for their creators, but drives the art world forward into an exciting new digital chapter."

### Blueprints from the Metaverse

The "Blueprints from the Metaverse" collaboration explores the idea of future movement through the imaginative retelling of airline memorabilia in new contexts.

Each of the unique artworks, a food cart, a lamp, a sound system and a table, incorporate Rimowa's typologies, from the grooved aluminum panels and multi-wheel system to the leather handles found on the brand's classic suitcase collection.

The Rimowa x Nuova NA01-20 Glass Service Cart is a mobile dinner service cart with compartments to store 18 serving trays. The cart comes with a set of serving trays whose profile pays homage to Rimowa's trademark luggage seal, mouth-blown glassware with faceted grooves and solid aluminum dishware.



*Rimowa x Nuova NA01-20 Glass Service Cart. Image courtesy of Rimowa*

The ultra-thin Rimowa x Nuova NA11-20 Transparent Speaker System uses sound-generating glass from Japan to produce a clear, steady sound. Designed to be the public announcement system in this imaginary travel terminal, the Bluetooth-enabled speaker references satellites in outer space with its white body and gold, semi-transparent glass coating.

Intended to mimic the glow of airplane cabin lighting, the Rimowa x Nuova NA10-20 Floor Lamp diffuses LED light through its frosted lens. It also features a polished aluminum tube and base, and on one side of the lamp, the Rimowa-branded graphic system details the product specifications.

Finally, made out of solid aerospace grade aluminum, the Rimowa x Nuova NA09-20 Telescopic Table has telescopic handles and legs that reference the stylish in-flight airplane bars and lounges of the 1960s. Its surface was constructed in collaboration with tech company [Corning](#), using 2mm-thin gorilla glass originally designed and developed for smartphone screens.

Rimowa will provide a complimentary piece of memorabilia from the collection, further blurring the boundaries between the physical and digital world.

The artworks will be auctioned on community-owned NFT marketplace [Rarible](#) on Tuesday, May 18.

Rimowa is aiming towards carbon neutrality for each NFT by offsetting their carbon footprint with a contribution to the [Bull Run Forest Carbon Project](#), a project that protects 4,650 hectares (17.9 square miles) of tropical landscape in Belize.