

ARTS AND ENTERTAINMENT

## Sotheby's releases NFT celebrating anniversary of Jay-Z's inaugural album

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*Artist Derrick Adams has been commissioned by Jay-Z to craft a commemorative NFT. Image courtesy of Sotheby's*

By LUXURY DAILY NEWS SERVICE

Auction house Sotheby's is celebrating the 25th anniversary of rapper and entrepreneur Shawn Jay-Z Carter's "Reasonable Doubt" album with a commemorative NFT.

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Jay-Z has commissioned artist Derrick Adams to create a one-of-one animated digital artwork that comments on and recontextualizes the album's cover, which will be sold by NFT in a single-lot auction. This is the first NFT-based collaboration for both the rapper and artist and the auction is the only official event authorized by Jay-Z to commemorate the album's anniversary.

"Over the years Jay has collected and supported my work, and so this collaboration is particularly fulfilling," Mr. Adams said, in a statement. "With this NFT project, we jointly embrace the opportunity to further the conversation about how artists of different mediums contribute to a more inclusive society."

"Jay's album Reasonable Doubt' changed the game 25 years ago and continues to influence so many of us. It tells the story of someone from Brooklyn occupying the urban space a place that is as central to my own work as it is to his," he said. "My portraits aim to capture the sensibility, optimism and beauty of urban life, and in JAY's work I've found tremendous kinship."

**Heir to the throne**

The one-of-one NFT is entitled "Heir to the Throne," which was the original title of the "Reasonable Doubt" album. The NFT is composed of a single animated image, crafted by Mr. Adams, illustrating a fresh and contemporary visual illustration of the album cover.

The NFT reflects the style of Mr. Adams, featuring bright colors, geometric forms, multi-layered textures and flat surface dimensions. The illustration is not only a cinematic visual experience but also captures the spirit and impact of Jay-Z's music.



The "Heir to the Throne" artwork reflects Adams' style and the ethos of the album cover. Image courtesy of Sotheby's

The detailed visual paints glowing embers and a stream of smoke rising from the end of Jay-Z's cigar, transforming into the number 25 in honor of the album's anniversary.

Bidding begins today, starts at \$1,000 and will be open through July 2. The digital artwork is currently available to view in Sotheby's York Avenue Galleries from today through July 1, and virtually via Sotheby's gallery in the Voltaire Art District in Decentraland.

A portion of the proceeds from the auction will benefit The Shawn Carter Foundation, which assists individuals facing socio-economic hardships in furthering their education.

"It's an extraordinary honor for Sotheby's to present Heir to the Throne in celebration of the 25th anniversary of JAY-Z's debut masterpiece, Reasonable Doubt," Cassandra Hatton, global head of science and popular culture at Sotheby's said, in a statement. "It's an extraordinary honor for Sotheby's to present Heir to the Throne in celebration of the 25th anniversary of Jay-Z's debut masterpiece, Reasonable Doubt".

"It's fitting that Jay-Z's pioneering lyrical brilliance is commemorated through the iconic vision of acclaimed artist Derrick Adams in a bold new medium," she said. "The release of Heir to the Throne' marks the continued influence of Reasonable Doubt' and its deep legacy of cultural importance."

Sotheby's continues to delve into the digital art world.

Earlier this month, Sotheby's "Natively Digital: A Curated NFT Sale" featured commissioned and existing NFTs from a variety of digital artists. A standout among the lots was the first intelligent NFT (iNFT), Alice, a collaboration between platform Alethea AI and Robert Alice, co-curator of the event ([see story](#)).

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