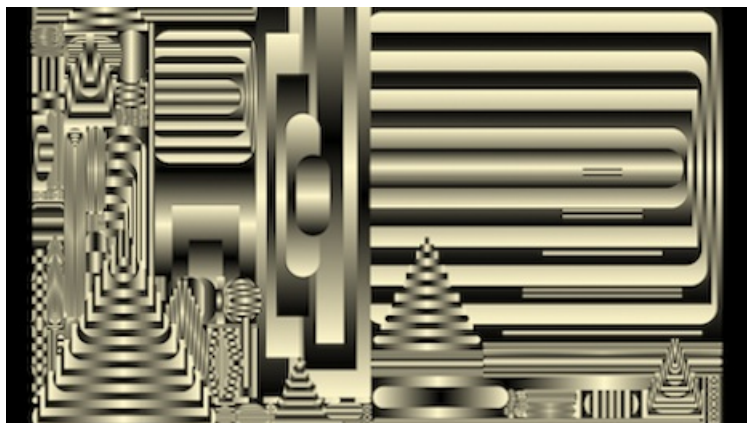


ARTS AND ENTERTAINMENT

## Artsy announces NFT benefit auction

March 21, 2022



*Suspended Pathways: Golden 00b by Lisa Orth. Image courtesy of Artsy*

By LUXURY DAILY NEWS SERVICE

Global art platform Artsy is auctioning a collection of generative non-fungible tokens (NFTs) by women and nonbinary artists, in celebration of Women's History Month.

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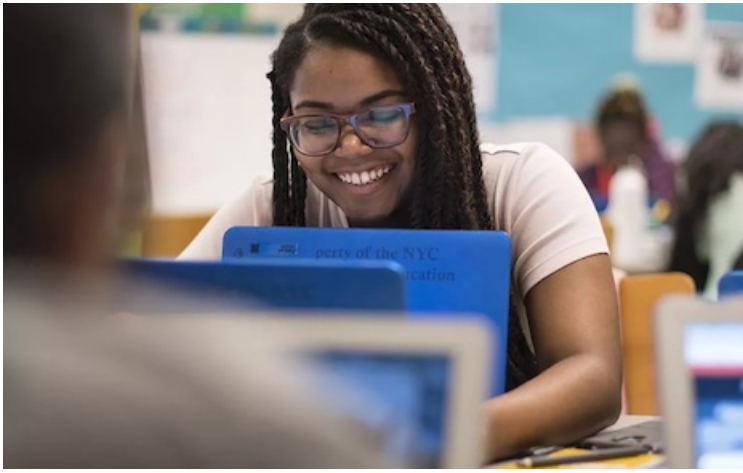
Curated by artist and writer Mieke Marple and LA-based curator Sinziana Velicescu, the "Artists Who Code" auction will donate a portion of the proceeds to nonprofit organization [Girls Who Code](#). With the auction, Artsy is furthering its mission to empower women and nonbinary creators.

"Women are significantly underrepresented in the technology, art and NFT industries, and this auction is an opportunity to make the space more equitable for all," said Dustyn Kim, chief revenue officer at Artsy, in a statement.

"Following the success of our first NFT auction earlier this year, Artists Who Code' foregrounds the central role and major impact women and nonbinary creators have in digital art and technology."

### Artists Who Code

The auction will feature an exclusive selection of NFT artworks that explore generative techniques in artmaking, created by artists including Marjan Moghaddam, IX Shells, Sofia Crespo, LIA, Alida Sun, Helena Sarin, Ellie Pritts and Cibelle Cavalli Bastos, among others. In total, 31 artists will be featured.



*Through the auction and partnership with Girls Who Code, Artsy hopes to raise awareness and support young women and nonbinary individuals in science and technology. Image credit: Girls Who Code*

In partnership with NFT marketplace [Monegraph](#), the auction will run on Artsy March 22-April 5, using blockchain technology for all transactions, with bidding and payments made only in Ethereum.

Coinciding with NFT LA Conference, the NFTs will be exhibited in Los Angeles at Vellum LA from March 24-April 10, with a selection shown on Luma Canvas displays.

Works from the auction will be digitally displayed across three high-traffic global cities: New York City's MTA transit network in partnership with Outfront Media's Moments in Culture content channel; London, through Artsy's partnership with W1 Curates at its Oxford Street public art platform; Los Angeles, on four StandardVision digital outdoor billboards.

Auction houses are increasingly stepping into the future with fun and innovative technology features to highlight their offerings.

From mobile apps and NFTs to virtual try-ons, auction houses are continuously melding their traditional business models with technology. By embracing these avenues, firms such as Artsy, Christie's and Sotheby's are making their auctions accessible to a younger generation of affluents ([see story](#)).

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