

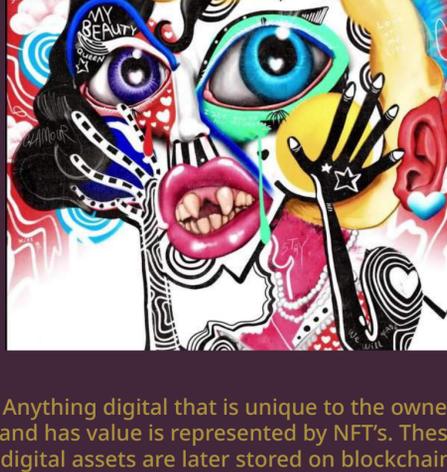
## NFTs: Who's Paving The Way?



With the phenomenal growth of NFT's that everyone is speaking about, the year 2021 was earmarked as the year of non-fungible tokens. With most of the businesses gradually and unremittingly adopting this technology, it has the potential to overtake the popularity of Cryptocurrencies like the Bitcoin. Sports, arts, gaming, music, and film industries all are now thriving on the NFT bandwagon. Most of them are looking forward to being a part of this revolutionary trend that is going to stay here forever.



But before that let us glance through what NFT actually means. The most well-known type of NFT is the NFT Artwork; which includes collectibles, trading cards, event tickets, music, gaming, charity, big sports moments (like digital video clips), internet memes, virtual fashion, and many other items. When it comes to media distribution, monetization and managing brand marketers NFT's bring a pool of exciting new prospects.



Anything digital that is unique to the owner and has value is represented by NFT's. These digital assets are later stored on blockchain. In today's disruptive ecosystem, NFTs change how we produce, distribute, and share content online. NFTs are an excellent tool for brands to raise awareness, for generating buzz around a product launch, and to create digitally owned story narratives. For e.g. Adidas, launched its virtual wearables that buyers can use on online platforms in its first collection of NFTs titled 'Into the Metaverse.' Or Nike acquiring the virtual sneaker company RTFKT.



When it comes to the arts and gallery domain, the online gallery began with monthly group exhibitions, which expanded to include solo presentations. Exhibitions like The Bardo and For Your Eyes Only featured well-known digital artists who were just starting with NFTs, whereas shows like Jason Bailey's Field Guide highlighted those who rose to prominence through native crypto art scene.

The NFT community's online context allows it to be more global than any other mainstream contemporary art galleries. For e.g. Beijing-based curator Iris Long curated The Long Cut for Feral File in order to introduce Reas audience to artists who are less known in the EU and US.



As artists, founders, developers, writers, advisors, curators, and gallery owners, many women are now creating waves in the world of NFT. Many women work behind the scenes of numerous blockchain-based organizations, and their contributions to this emerging space which deserves more recognition.

London-based Gazelli Art House Gazelli.io is founded by Mila Askarova, which is led by India Price, to support artists through monthly residency and regular NFT drops and exhibition space in their physical gallery. The future of art and NFTs appears to be of hybridity.



For many years, NFTs and blockchain-based work has been a part of curatorial efforts and emerging technologies and digital culture in general, but their recent efforts are commendable. This is where audiences need to look into why artists are using blockchain or NFTs. There are few works that respond to contemporary culture, critique technology that proposes new social modalities. Emerging art practices are mostly complicated and often mocked, but with the help of galleries we can get rid of the unwanted ways to embrace new methods of glancing through art.