

eee “Physical-First” NFT launch - Instructions

Each eee <smoking zodiac> painting and each Vintage Dior frame has an NFC chip embedded into it. To interact with the artwork, scan the physical pieces with your phone.

1. Put your phone up against the eee TAG of the Vintage Dior frame to scan.
2. Put your phone up against the circular PLANETS in each of the <smoking zodiac> paintings to scan.

Not working?

Androids: Settings > Connected Devices > Connection Preferences > switch on the NFC option.

iPhones: Settings > General > NFC and switch on the NFC option.

All Vintage Dior frames can be tried on and interacted with during the exhibition.

Minting NFTs have been disabled for the duration of the show.

Please inquire with staff for purchases.

Powered by IYK.

eee “Physical-First” NFT launch - Why NFTs?

Authenticating and tracking art is the main purpose of eee’s NFT launch.

What does it mean to “decentralize” art? Estelle Tcha of eee saw the need to create a system that ensures the artist not only the knowledge of their artwork’s physical whereabouts, but also its value’s whereabouts. The introduction of NFT’s to Tcha’s practice is a conscious decision to provide a solution to authenticate, track, and reflect market value for physical art, by simply utilizing the traceability of assets in blockchain.

The NFC scannable chips *powered by IYK* are embedded in each physical art piece, storing exclusive information of each respective piece enclosed by the artist. This gives every owner of the art piece the right to learn and obtain full disclosure of what the artist stored in the art piece beyond its aesthetic representation.

The option to directly mint the digital NFT connected to the physical piece goes beyond obtaining a mere web3 collectable. The NFT is in fact a “token of ownership” that authenticates the originality of the piece. The real-time chain of custody and journey of an asset allows the tracking of past ownership, empowering creators and collectors to build heritage and legacy around the piece.

The emphasis of the physical-first aspect of this NFT launch is therefore a statement that technology has been integrated as a supporting role in bettering the production, consumption and ownership of art.

About eee *Art Framed by Function*™

eee by Estelle Tcha bridges fine art and fashion by combining formality and function.

eee's *Art Framed by Function*™ explores the concept of recreating value by upcycling garments and repurposing them into portable frames that carry artwork. Through these sculptural forms activated by the wearer, eee gives mobility to paintings, taking the artwork out of the white cube space and ubiquitousizing art.

Since the beginning, eee has been exclusively working with vintage Dior jackets, in homage to Christian Dior's bar jacket that was the gateway for women to enjoy "suits" while embracing femininity.

Each series of the *Art Framed by Function*™ line has 12 <smoking zodiacs> paintings "framed" by 12 carefully curated vintage Dior jackets. The vintage Dior jackets are retailored with consistent 25 x 40 cm cut-outs in the back lined with velcro to "frame" all 12 paintings. Such retailoring is a conscious decision that takes sustainability further by allowing the interchangeability of the paintings within the garment, as well as future upkeep of the jackets. The retailoring of the jackets also instigates a play on the hierarchy of art and fashion, only allowing the garment to be in full function when it is fitted with an eee painting.

The <smoking zodiacs> paintings are an ongoing series by Estelle Tcha that are playful inquisitions of man's two ongoing obsessions of "ego" and "life". Each painting of the <smoking zodiac> series depicts a zodiac sign smoking cigarettes. The astrological figure stands solitary on the planet that the zodiac sign is ruled by, which represents the foundational ground the figure navigates to know thyself. The cigarettes are a modern-day interpretation of "memento mori", Latin for "remember you must die", also a symbolic trope that acts as a reminder of the inevitability of death. This series represents the cognitive dissonance man has towards life: the irony that dances between the fleeting idealism of hedonistic life and the ever-imminent shadow of death.

Since the debut at Tcha's final show at Central Saint Martins, London in 2017, The <smoking zodiacs> series have been exhibited in major cities around the world, including Seoul, Busan, S-chanf and NYC.

eee solo exhibition
“Physical-First” NFT Launch

All purchases of the ***Art Framed by Function™*** series are of the painting, and each painting comes with a vintage Dior frame of choice.

6 <smoking zodiacs IV> paintings

Smoking Aries IV
Smoking Scorpio IV
Smoking Capricorn IV
Smoking Leo IV
Smoking Gemini IV
Smoking Aquarius IV

& 6 respective 3D rendered & animated NFTs for each piece.

Token 1 - Smoking Aries IV
Token 2 - Smoking Scorpio IV
Token 3 - Smoking Capricorn IV
Token 4 - Smoking Leo IV
Token 5 - Smoking Gemini IV
Token 6 - Smoking Aquarius IV

6 *Art Framed by Function™* tailored Vintage Dior frames

Vintage Christian Dior Monsieur Frame size 44
Vintage Christian Dior Monsieur Frame size 42R
Vintage Christian Dior Monsieur Frame size 42
Vintage Christian Dior Le Connaisseur Frame size 42R
Vintage Christian Dior Monsieur Frame size 48
Vintage Christian Dior The Suit Frame size 2-4

& 6 respective 3D rendered & animated NFTs for each piece.

Token 13 - Vintage Christian Dior Monsieur Frame size 44
Token 14 - Vintage Christian Dior Monsieur Frame size 42R
Token 15 - Vintage Christian Dior Monsieur Frame size 42
Token 16 - Vintage Christian Dior Le Connaisseur Frame size 42R
Token 17 - Vintage Christian Dior Monsieur Frame size 48
Token 18 - Vintage Christian Dior The Suit Frame size 2-4

Contact:

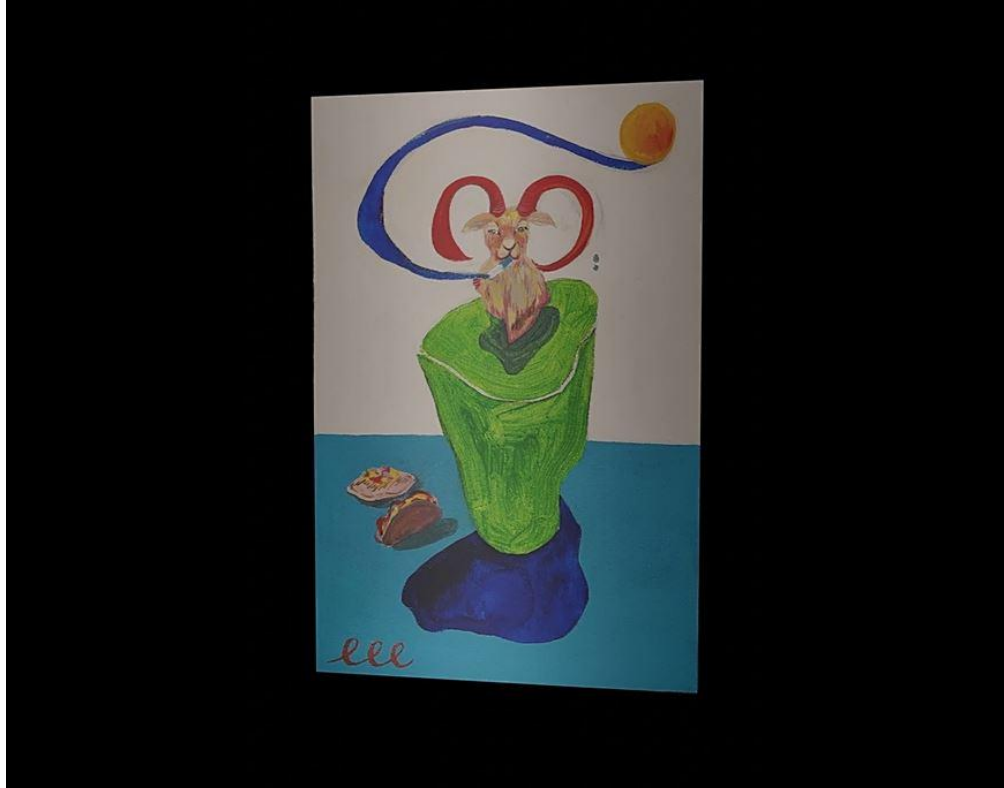
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smoking aries IV
2023
Acrylic and Gouache on canvas
25 x 40 cm

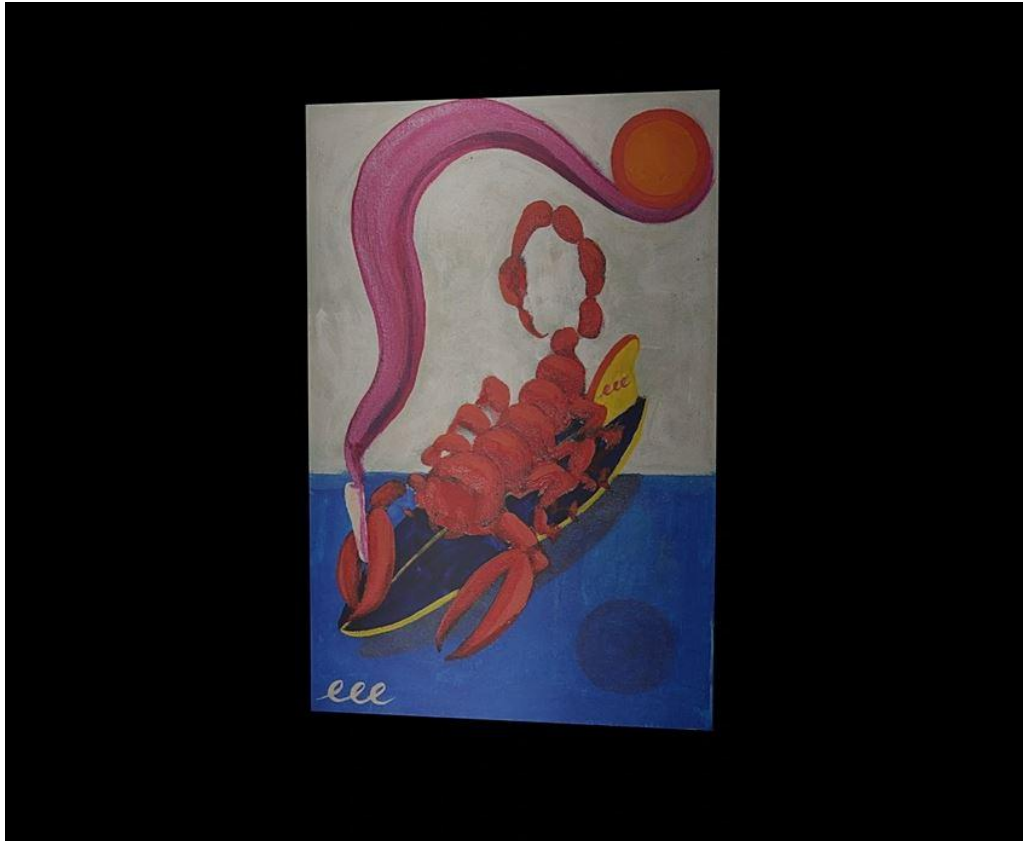


NFT: Token number 1
Smoking Aries IV
2023
Acrylic and Gouache on Canvas
25cm x 40cm

*NFT is a 360° rotating animated video format and has been screenshotted for the document.

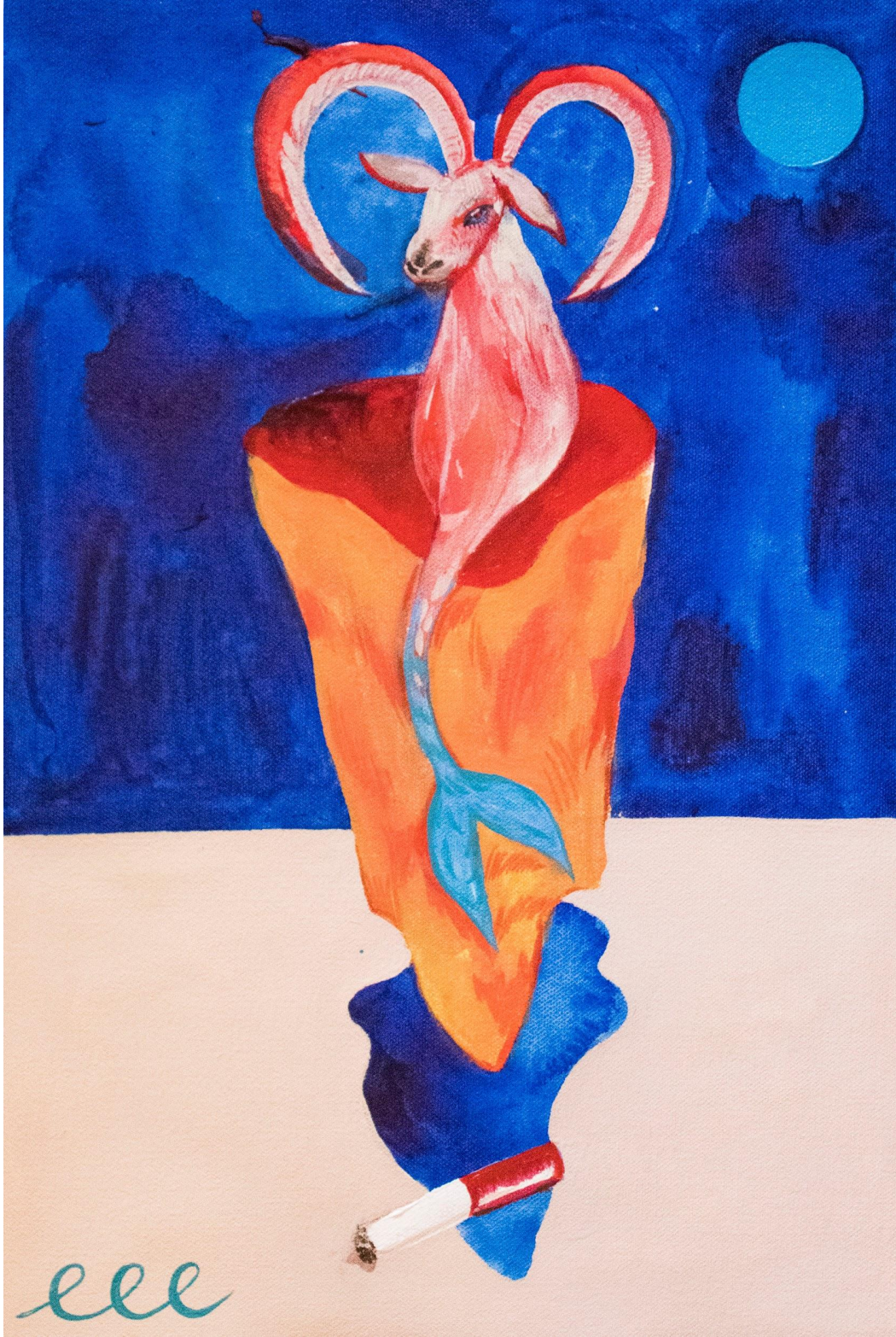


smoking aries IV
2023
Acrylic and gouache on canvas
25 x 40 cm

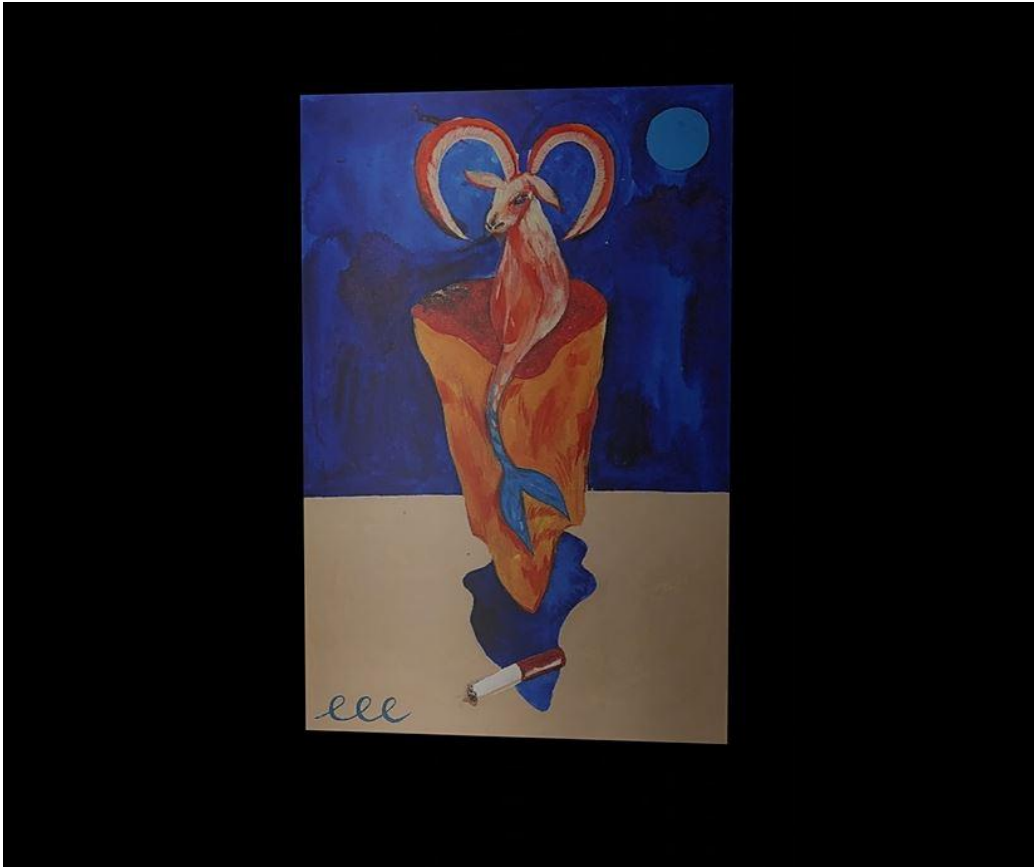


NFT: Token number 2
Smoking Scorpio IV
2023
Acrylic and Gouache on Canvas
25cm x 40cm

*NFT is a 360° rotating animated video format and has been screenshotted for the document.



smoking capricorn IV
2023
Acrylic and gouache on canvas
25 x 40 cm



NFT: Token number 3
Smoking Capricorn IV
2023
Acrylic and Gouache on Canvas
25cm x 40cm

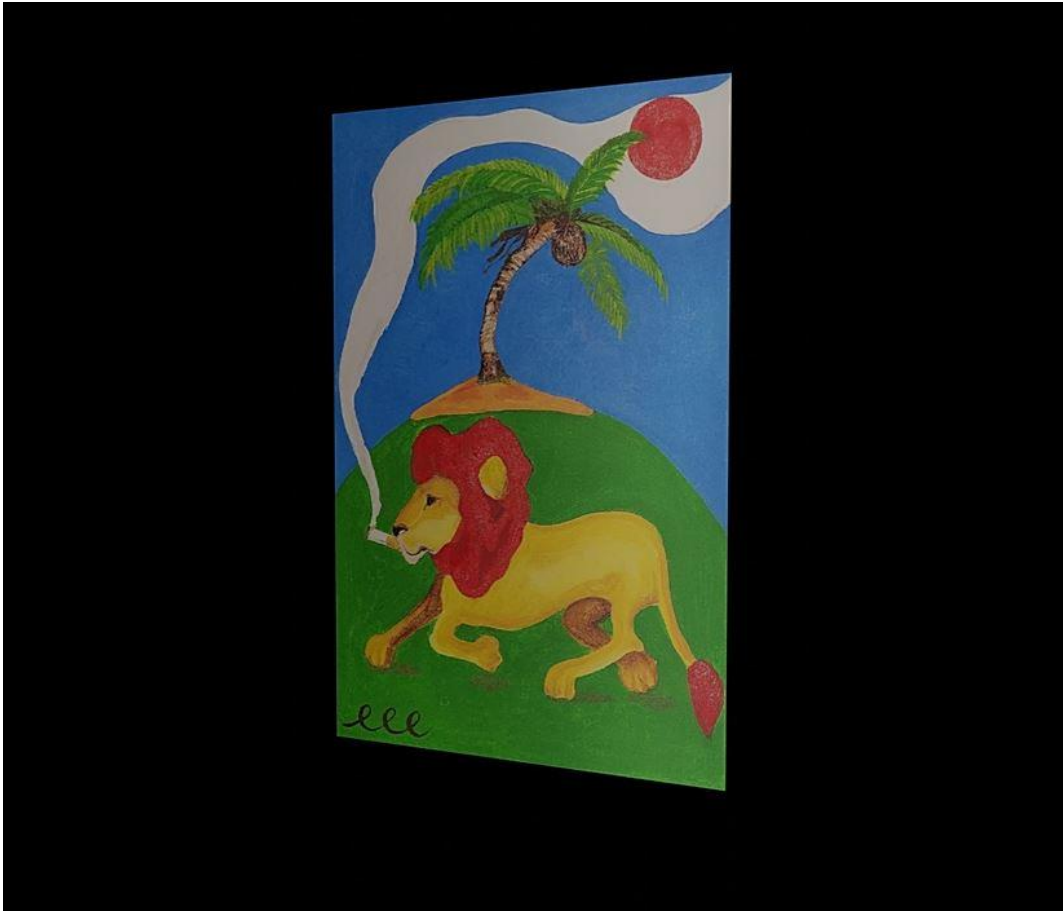
*NFT is a 360° rotating animated video format and has been screenshotted for the document.



smoking leo IV
2023

Acrylic and gouache on canvas
25 x 40 cm

elle

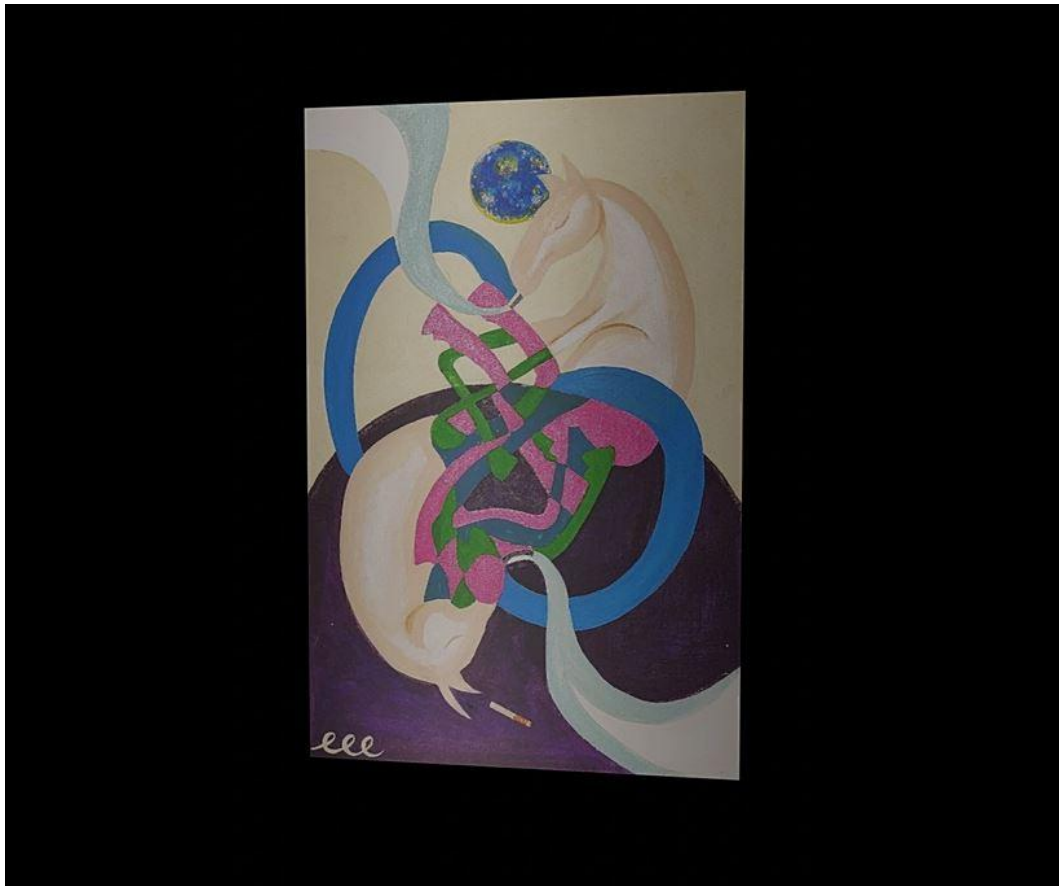


NFT: Token number 4
Smoking Leo IV
2023
Acrylic and Gouache on Canvas
25cm x 40cm

*NFT is a 360° rotating animated video format and has been screenshotted for the document.



smoking gemini IV
2023
Acrylic and gouache on canvas
25 x 40 cm



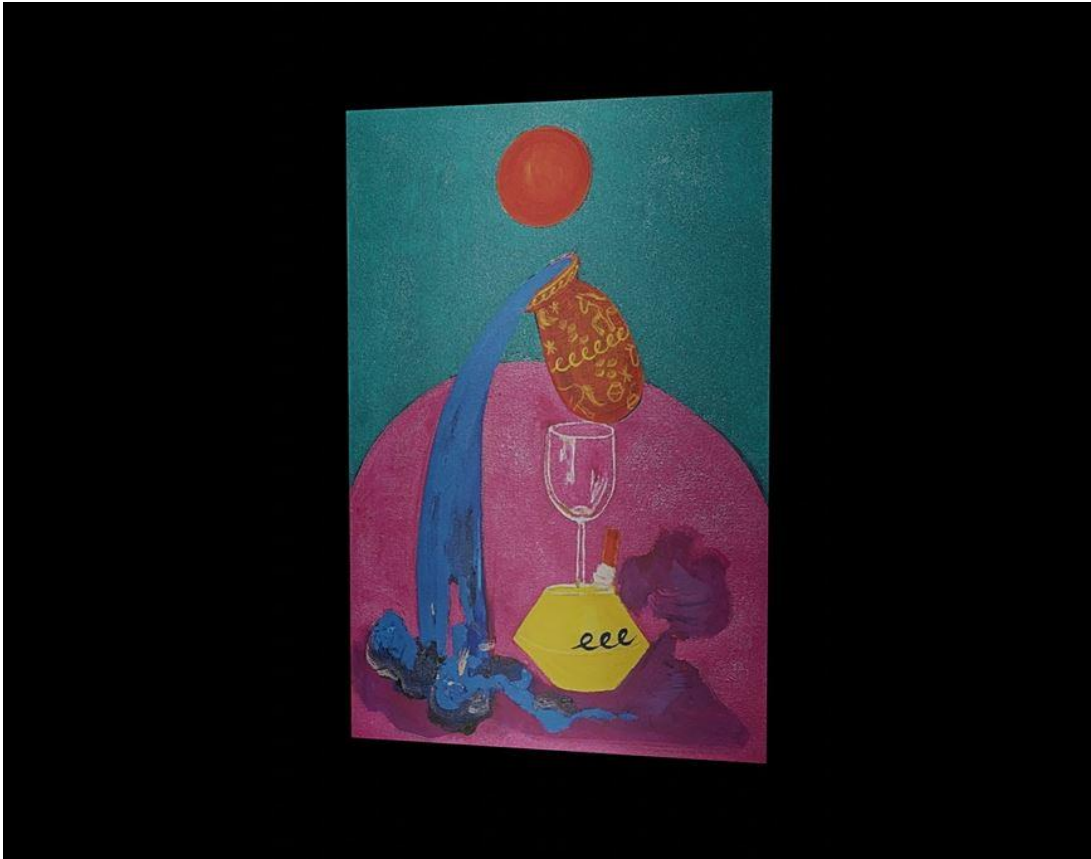
NFT: Token number 5
Smoking Gemini IV
2023
Acrylic and Gouache on Canvas
25cm x 40cm

*NFT is a 360° rotating animated video format and has been screenshots for the document.



smoking aquarius IV
2023
Acrylic and gouache on canvas
25 x 40 cm

eee



NFT: Token number 6
Smoking Aquarius IV
2023
Acrylic and Gouache on Canvas
25cm x 40cm

*NFT is a 360° rotating animated video format and has been screenshots for the document.

Token 13: Vintage Christian Dior Monsieur Frame size 44 Navy, 100% WOOL



*NFT is a 360° rotating animated video format and has been screenshots for the document.

Token 14: Vintage Christian Dior Monsieur Frame size 42R Black, MIXED



*NFT is a 360° rotating animated video format and has been screenshotted for the document.

Token 15: Vintage Christian Dior Monsieur Frame size 42 Navy MIXED



*NFT is a 360° rotating animated video format and has been screenshots for the document.

Token 16: Vintage Christian Dior Le Connaisseur Frame size 42R Black PURE VIRGIN WOOL



*NFT is a 360° rotating animated video format and has been screenshots for the document.

Token 17: Vintage Christian Dior Monsieur Frame size 48 Black MIXED



*NFT is a 360° rotating animated video format and has been screenshots for the document.

Token 18: Vintage Christian Dior The Suit Frame size 2-4 Black 100% Wool



*NFT is a 360° rotating animated video format and has been screenshots for the document.

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