

reconciliation with the living

BROCHURE

#Artists4theLiving

**ENVIRONMENT
ARTIVISM
DIGITAL**

proposed by



with the support of



and



lemonade verse



**exhibition
round table**

**25-26.11.2022
UNESCO HQ**

“ **YOU CANNOT ADDRESS
THESE ECOLOGICAL QUESTIONS
WITHOUT THE ARTS.
IF YOU DON'T HAVE THE AFFECTS
CAPABLE OF METABOLISING
THE ECOLOGICAL SITUATION,
YOU'RE COOKED!** ”

Bruno Latour

"Interview with Bruno Latour"
Arte.tv, 2021

The organization of this exhibition would not have been possible
without the support of the Polkadot project



This exhibition was organised by Culture For Causes Network



with the support of



and with



Credits

Selection of artworks: Benjamin BENITA, Matthieu CHÉREAU

Scenography: Benjamin BENITA, with the help of Nora REDDANI

Graphic design of the exhibition and the brochure: Clara DELBOÉ

Thanks

Polly ALLEN, Meriem BOUARAM, Aoitif BRABRA, Ofir ELBAZ, Matthieu GUEVEL,
Jules GUENEAU, Thierry HERZ, Claudia PORTO, Edson Armando PUEBLA,
Nora REDDANI, Léa SAND, Dominique VALENSI, Amilcar VARGAS

To host this exhibition:

contact@museum-week.org

Artwork on the cover:

"Landscape with carbon offset", zancan (courtesy of the artist)

ARTISTS FOR THE LIVING

It is universally acknowledged by experts that the climate crisis represents the most significant challenge of the 21st century. We find ourselves in a race against time to preserve the beauty and diversity of our natural habitats, to safeguard our ecosystems and natural resources, and to pass them on to future generations. Nevertheless, the solution to this crisis requires more than political and legal accords, as crucial as they may be for the future. A change in attitudes and a new perspective on the relationship between humanity and nature is equally imperative.

Artists have the potential to bring about this shift in attitudes by altering the way we perceive the world through their universal messages. As the influence of digital technology continues to increase in public discourse and our awareness is shaped online, we have chosen to examine the works of crypto-artists who address the themes of the living and biodiversity. By raising our awareness, these artists encourage us to consider how to reconcile humanity with the living and, whether explicitly stated or not, their work constitutes a form of "green activism" that builds momentum for the environmental cause.

The exhibition "Reconciliation with the Living" held at the UNESCO headquarters in Paris on November 25th and 26th, 2022, offered visitors a unique face-to-face encounter with the living through a diverse international curation from over

13 countries. Displayed on large 4K screens, the works were characterized by a range of styles and inspirations, ranging from classical digitized oil painting to generative art and the tradition of protest posters.

This exhibition, which has the intention of traveling, also testifies to the author's aim to support and give a name to a pre-existing artistic movement, with the aim of inspiring a growing number of artists to embrace this theme. The hashtag #Artists4theLiving may be used to convey all artistic initiatives that are part of this movement.

This brochure provides a comprehensive overview of the creativity and commitment of these artists. Beyond the overarching purpose of the exhibition, it serves as a testament to the vibrancy of the digital artistic scene, especially within the realm of crypto-art, which is unjustly criticised for its association with finance. Crypto-artists are genuine artists, they resonate with the world, to the rhythm of its evolution, its uncertainties, and its hopes. They carry a message for society that they want to change for the better, and also want to make a living from their art, which is made possible by blockchain technology.

Do not hesitate to contact us if you wish to participate in the #Artists4theLiving movement as an artist, gallery, or cultural organization.

JOËL MILGRAM
President of Culture
For Causes Network

RACHEL GUEZ
Vice-President of Culture
For Causes Network

BENJAMIN BENITA
Author of the exhibition

ZANCAN

Zancan, generative artist from Bordeaux, France, has been both a painter and a programmer for four decades. By synergizing his former practice as a painter with the computer code medium, he enlightened the graphical possibilities of a "figurative-generative" art genre. His renderings of natural shapes with programming code remind us of the necessary bond between man and nature, raising attention about environmental and social matters. Zancan's series "Garden, Monoliths" and "The Lushtemples" released as NFTs have become the top-selling collections on Tezos, an environment-friendly blockchain.

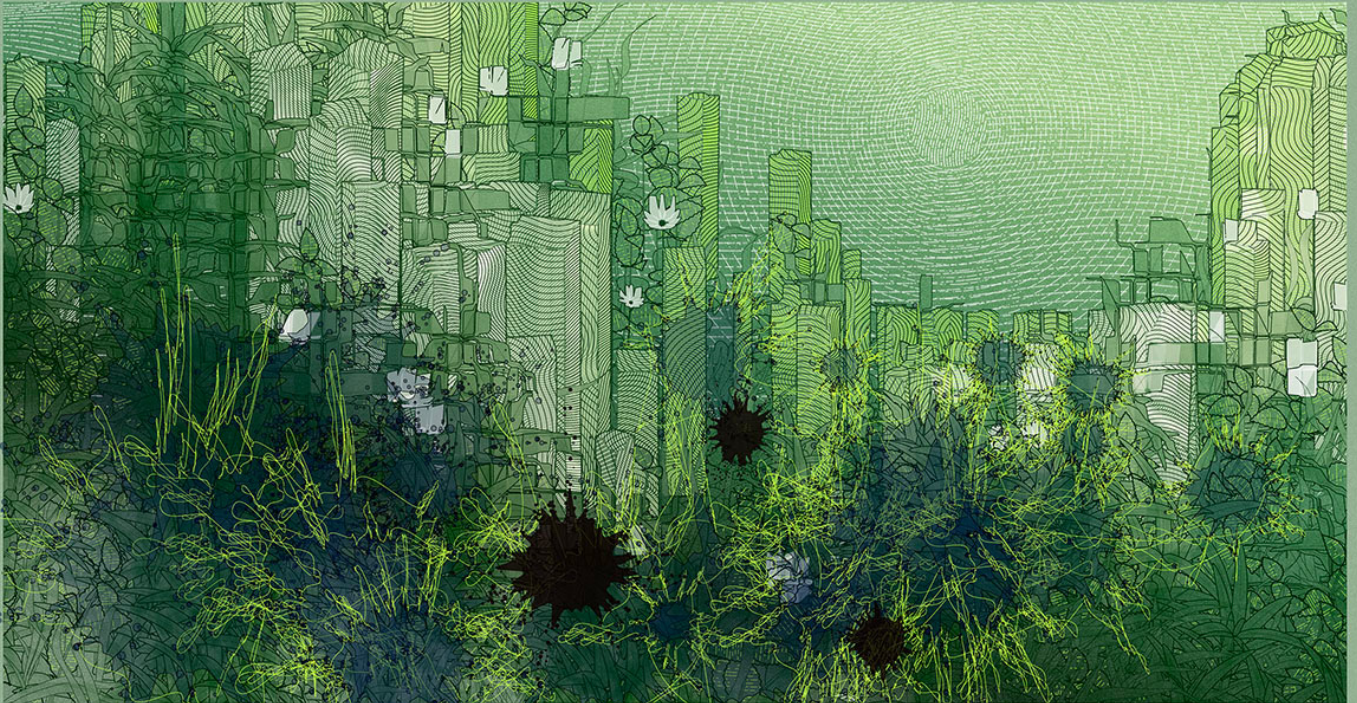


© Benoît Cary

ZANCAN.ART

LANDSCAPE WITH CARBON OFFSET, 2022

I was a very young boy when I was stunned by a machine in a store: a typewriter with an LCD segment display. It was tangible proof of a dream future, then called "the year 2000", which would bring us flying cars and helpful humanoid robots. I grew up and organized my professional and creative life inhabited by this childhood fascination for the marvels of technology. You have to mature enough to understand when adhering to these promises of a benevolent and playful future makes you a devoted consumer. I broke later with this utopia of abundance, ease and technological comfort, not without difficulty; Having become a critic of my own desires, I now live with this torment: our energy to build carries our own demise.



Courtesy of the artist

There are those gurus whom we love to revere, those makers of jewels, pleasures and riches, who chant the promise of our individual happiness in technological progress. These make solutions up that stir up the very problem. "Always control your speed", said the driving instructor; today no one knows how to brake.

Everything I create today is inhabited by this doubt and this guilt, in the realization that my innocent pleasure of creating depends on what fuels our race towards disaster.

Yet energy is the engine of men. Art has this kind of energy, charismatic and unifying. If I believe little in technology to save humanity, I keep hope in humanity, in its conscience, in the universality of

its love. If only one power is given to artists, it is that of being able to touch, sometimes, the hearts of men, and in this sense, I have this duty to continue to try.

"Landscape with carbon offset" is an honest critique of my own consciousness as an artist working with technology. The canvas where the desire to explore new forms of art is expressed, will always remain stained with the hydrocarbons that I participated in burning; the technological solutions that we place our faith in are barely more than ways to wash away our guilt. For these reasons, through the hard times, more than ever, we need beauty in our lives.

REFIK ANADOL

Refik Anadol (1985) is a media artist, director, and pioneer in the aesthetics of machine intelligence.

He currently resides in Los Angeles, California, where he owns and operates Refik Anadol Studio and RAS LAB, the Studio's research practice centered around discovering and developing trailblazing approaches to data narratives and artificial intelligence.

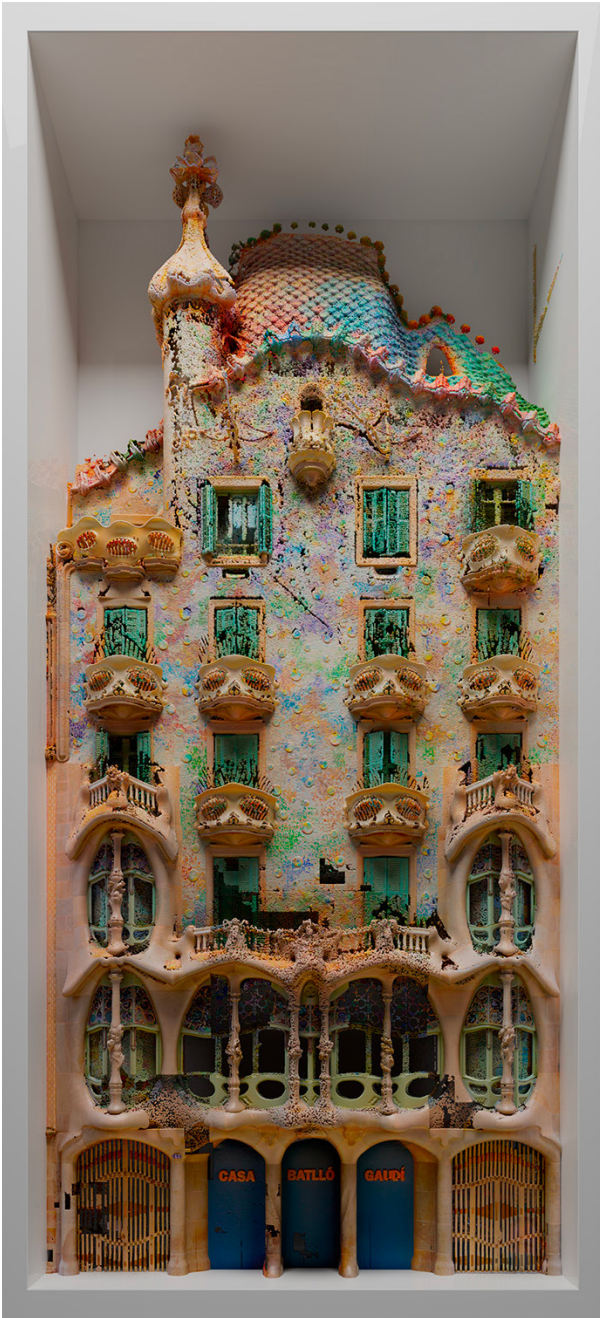
REFIKANADOL.COM



© Efsun Erkiç

LIVING ARCHITECTURE: CASA BATLLÓ

"Living Architecture: Casa Batlló" is the first UNESCO World Heritage Site to embrace living works of art in NFT format. The pioneering masterpiece changes depending on the city's weather, data collected in real-time, and the events celebrated on the façade of Casa Batlló (e.g., Saint George's Day, Christmas, social lightings...).



Courtesy of the artist

This is the artist's homage to and radical reinterpretation of Antoni Gaudí's famous Casa Batlló in Barcelona, Spain. The sense of "the living" is embedded in the work not just for being a dynamic NFT but because it is a multisensorial experience that enhances the spirit of a nature-inspired and originally sustainable-born house.



Courtesy of the artist

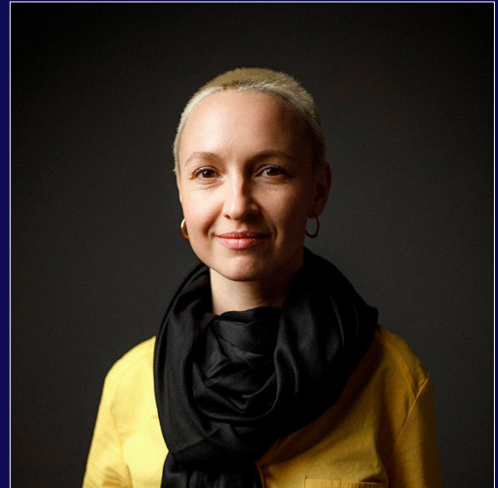
POLINA KUZNETSOVA

Polina Kuznetsova is a contemporary artist born in Kharkiv (Eastern Ukraine).

One of the main places in her art practice is the landscape, as evidenced by the poetic glorification of Ukrainian nature in the series "Magic Landscapes". Polina graduated from the Kharkiv State Academy of Design and Art.

Her works were presented at numerous international exhibitions including the United States, EU, China, and the Philippines.

@POLIN.UA



Courtesy of the artist

“ MY LANDSCAPES ARE FULL OF MAGIC AND ARE IDEALISTICALLY BEAUTIFUL. BUT THIS YEAR THE LAND THAT INSPIRED THEM, THE LAND THAT I DREW INSPIRATION FROM FOR ALL OF MY LIFE IS COVERED WITH TERRIBLE WOUNDS. ”



Courtesy of the artist

LANDSCAPE WITH A FLYING DREAM

For years, I've been creating my "enchanted landscapes" series. This series of paintings is not an attempt to depict the forests or fields as they are. What I try to do is to bring onto my canvas a sense of a forest, a feeling of a field, a palpitation of a heavy mist, of a damp soil, and of a meadow that's like the warm back of some furry animal. For years I've been fascinated by the interlacing of the leafless branches of late autumn or early spring when leaves have fallen off or have not yet popped out of the buds. I see these netted twigs as an infinite, interconnected web that hides some veiled mystery, and I want to come inside, right into this spellbound meshwork. I create each enchanted landscape as if creating a mandala. Painting them is more of a meditation for me than anything else.

There was a time in my life when I was going through a rough patch and everybody was calling me, asking me "How are you?" and "Are you doing all right?" to which my response was: "I am now OK, I'm painting a meadow". This meadow became the first painting in this series, although at the time I didn't know it would actually become a

series, but it felt like I had finally found something that is really important to me. The year was 2012. I was quite young then, and it was a period of an intense search for my creative self. Sometimes I wanted to take on topics that had a social focus or do something conceptual. But now, when I create my enchanted landscapes, I think that if people were to listen more to the feeling one gets standing on a hilltop looking down at the fur-coated grasslands, or a bewitching sense of magic one feels entering an enchanted forest - sensations well-known to people of different cultures and social classes - then there will certainly be less evil on this Earth.

Once, this November, I came to my favorite forest. The woodlands were moist and the forest was purple. The soil was rusty-red, crimsoned by the fallen leaves that had started to decompose. I looked at all this beauty and thought: "This is so sublime, that I wouldn't be sad to die and blend into this magical world." I paint my landscapes as patterns, as abstractions. I am not interested in exact physical likeness.

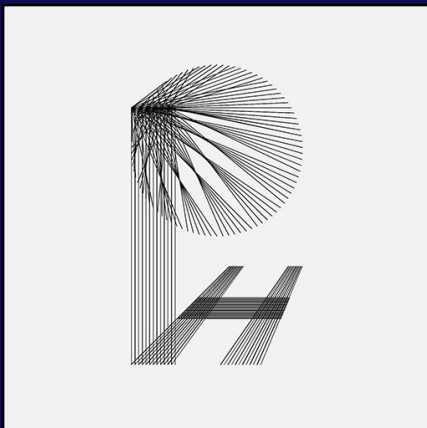
PHAUST

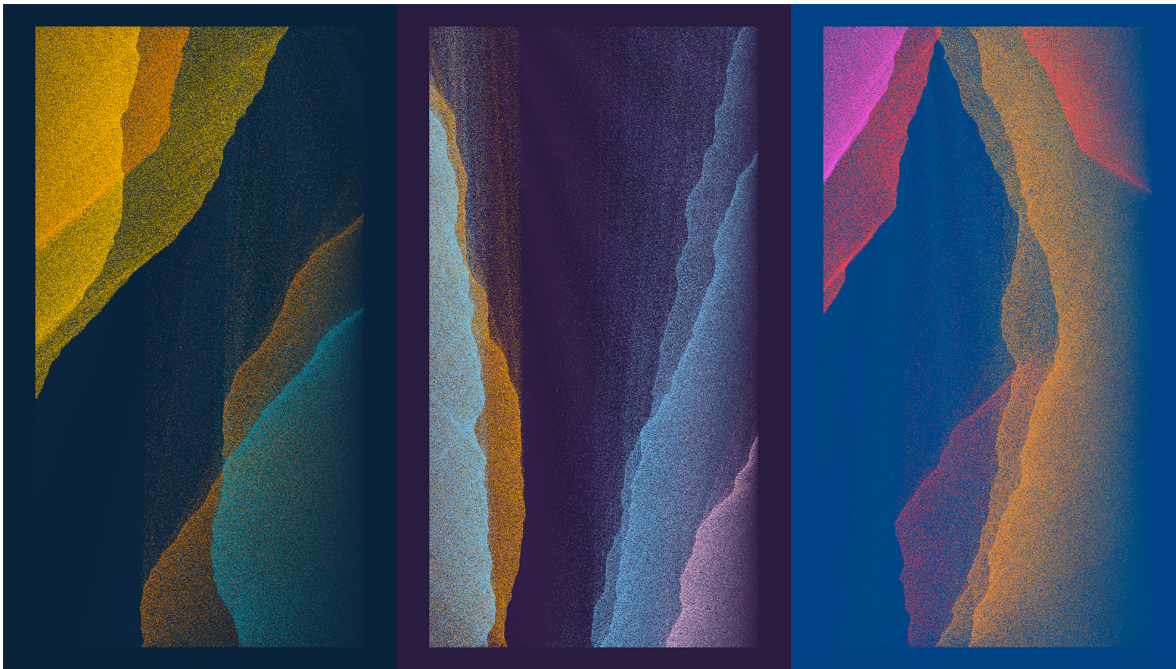
Phaust is a generative art collective based in London and Brighton. With backgrounds in computer science and neuroscience, their work explores the eternal intersection between art and science.

Randomness is explored and embraced as a creative force and a way of examining our place in increasingly complex systems.

PHAUST.ART

“ **THE OPPORTUNITY TO DEBUT GENERATIVE ART AT UNESCO IN PROXIMITY TO MANY PAST MASTERS, WHILST ILLUMINATING ART AND THE ENVIRONMENT, IS UNFORGETTABLE.** ”

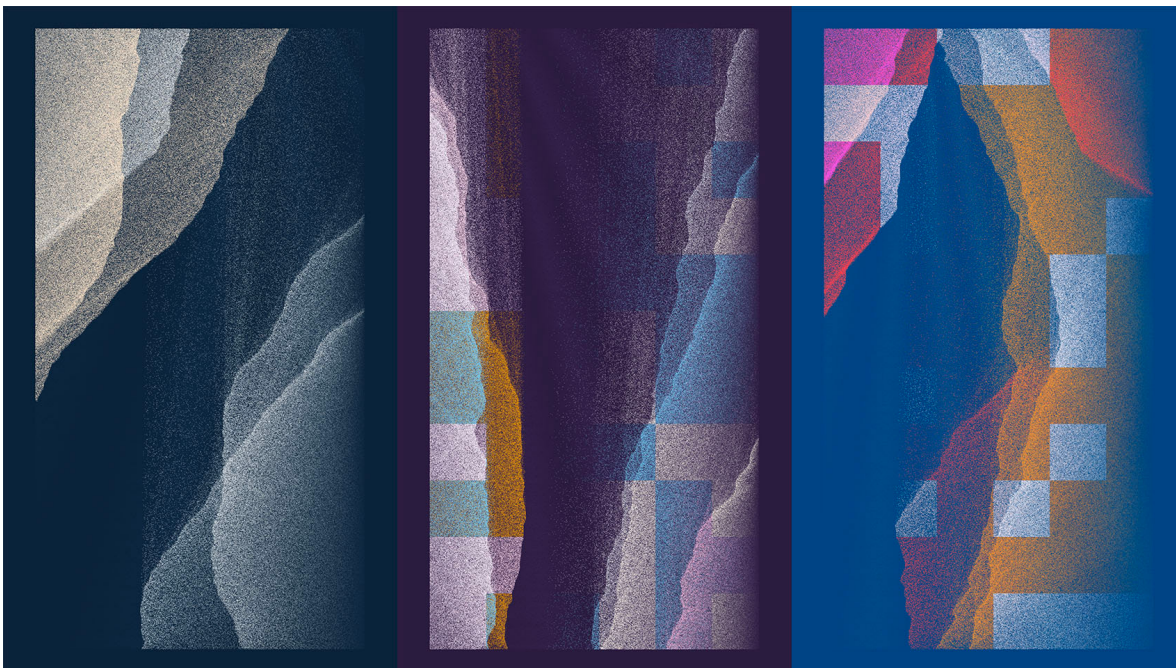




Courtesy of the artist

COLOURFUL - CORRAL-88-04-37-COLOURFUL

Co(r)ral #88, #4 and #37 in their healthy, colourful state. Each palette was inspired by a different species of coral. Each artwork consists of approximately three million distinct dots. The ultimate position of each dot is determined randomly by the computer, within the constraints defined by the artist.



Courtesy of the artist

BLEACHED - CORRAL-88-04-37-BLEACHED

Co(r)ral #88, #4 and #37 in various states of bleaching. Each of the one hundred unique artworks in the Co(r)ral collection were created from a single generative algorithm. Each artwork is dynamic, living code. Upon interaction, each piece loops between a healthy colourful state and a stressed bleach state.

NIKOLINA KOVALENKO

Nikolina is interested in humanity's psychological connection with Nature and strives to expose the consequences our everyday actions have on the environment. The artist works with fragile ecosystems creating artwork inspired by locations specific to each project. Her subjects range from global warming, deforestation and coral bleaching, to processing and interpreting visual landscape and cultural associations.

Kovalenko's work has been reviewed in art blogs, newspapers and magazines and is in numerous corporate and private collections worldwide.

NIKOLINAKOVALENKO.COM



Courtesy of the artist

“ I AM HOPEFUL MY UTOPIAN REEFSCAPES WILL INSPIRE IN VIEWERS A CURIOSITY, AWE, JOY, AND SENSE OF SHARED RESPONSIBILITY FOR OUR BEAUTIFUL, FRAGILE PLANET. ”

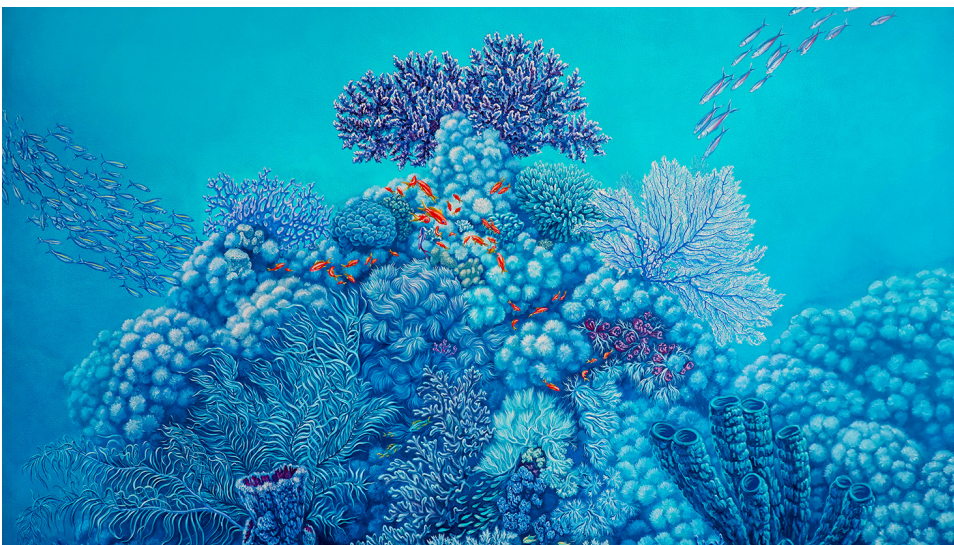


Courtesy of the artist

RED CORAL REIGN

I imagine a diver of the future seeing nothing but dead monochromatic ocean bottom, deprived of color, texture and movement. I feel it's my duty to convey the mesmerizing underwater world while it lasts. Instead of meticulously documenting particular images

I took while diving, I paint the ocean of abundance, where corals of all shapes and colors thrive creating a world where one can't tell reality from fiction, photographic reference from a symbol. These paintings show the garden of Eden if it was underwater.



Courtesy of the artist

TURQUOISE CURRENT

I love that second when the veil of the sea lifts and reveals this mysterious and magical universe. One thing was clear to me since my first dive-the underwater world is incredibly fascinating, the most beautiful thing I've ever seen. It felt like I was exploring a new planet, with alien life, colors, textures and shapes. From that moment I knew this was all I ever wanted to paint.





ENTANGLED OTHERS

Entangled Others is the shared studio practice of artists Feileacan McCormick and Sofia Crespo. Their work focuses on ecology, artificial lifeforms and generative arts, with an emphasis on giving the more-than-human new forms a presence and life in digital space.

This involves exploring questions of relationship, biodiversity, and awareness through biology-inspired technologies. They highlight how through conscious efforts, new technology can be used to bring attention and awareness to the unseen that we are tightly interwoven with.

ENTANGLEDOTHERS.STUDIO

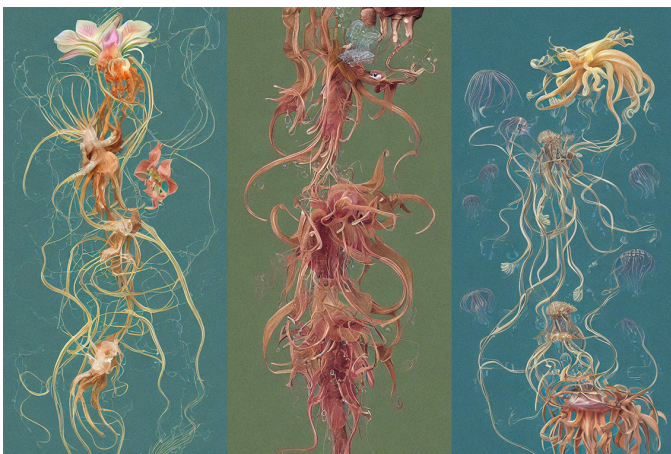


© Klemen Skočir



THREE MOMENTS OF TERRESTRIAL MIMICRY

Courtesy of the artist



THREE STATES OF IMITATED DESICCATION

Courtesy of the artist



THREE RECORDS OF SUSPENDED FLORESCENCE

Courtesy of the artist

How do we negotiate the appearance of similarity, yet fundamental difference in function and context? With our frame of experience being decidedly terrestrial, it's too easy to project into other contexts, such as the aquatic, qualities based upon their appearance, in turn creating a new ecosystem of projected references and associations. This artificial veil on our perception is a never-ending surface that we can strive to make porous and permeable to our senses, but only if we can at first learn to see these constructions that decorate it.

THE 4TH BLOCK

Association of Graphic Designers The 4th Block together with the PosterTerritory initiative presents selected environmental graphics that are part of the Biophilia Poster Collection.

Association of graphic designers The 4th Block is a non-profit organization that more than 30 years has united graphic designers worldwide to find new ideas for overcoming the world's environmental and social problems through the art of posters. Nowadays, the International triennial of eco-posters "The 4th Block" is the most significant design festival in Eastern Europe.

PosterTerritory initiative is a multimedia platform that launches environmentally conscious poster exhibitions and graphic design campaigns in the US and abroad. The projects under its umbrella promote environmental, social, and political causes and feature works by many renowned contemporary artists.

THE4THBLOCK.ORG



posterterritory

B I O
P H I
L I A

b∞c
brandculture

“ **CELEBRATING THE INNATE CONNECTION BETWEEN HUMANS AND NATURE THE ENVIRONMENTAL POSTERS ARE CROSSING NATIONAL BOUNDARIES, SHORTENING DISTANCES BETWEEN THE CONTINENTS, AND EXPOSE CURRENT ENVIRONMENTAL ISSUES AROUND THE GLOBE.** ”



Courtesy of the artist

BIOPHILIA

Biophilia graphics collection celebrates the innate connection between humans and nature. Biophilia is the idea that humans have an inherent connection to the natural world. This connection helps our physical and mental well-being. The exhibition was organized by BrandCulture Company and PosterTerritory initiative.

DMITRY MIRILENKO

In this world beauty is everywhere - in the works of art made by human hands and in all the living things created by nature. Biophilia teaches us to appreciate both the beauty found in art and the beauty found in the environment because it is a natural beauty that makes this planet so special and unique.



Courtesy of the artist

HIROYUKI MATSUISHI

Our planet is not a warehouse of resources for humanity to utilize or consume. It is our home and home for millions and millions more other creatures that share this world with us. But in addition to the planet's natural resources, it also has something that cannot be quantified - a sublime beauty that is all around us. All we have to do is choose to see it for ourselves.

DI COUTO

Di Couto is a Brazilian painter, muralist and illustrator.

She has been working with art for 15 years, but after becoming a mother, she changed her aesthetics and approach, bringing themes about her experience with motherhood and our vision of the feminine to the walls and screens. She brings to her art symbols about her trajectory, mythology and Brazilian culture.

WOMENFORCE.ART



© Paula Giolito

**“ WE MUST USE ART TO SHAPE
OUR FUTURE, AND MAKE SURE
THAT THE BEAUTY AND DIVERSITY
OF OUR PLANET IS PRESERVED
FOR GENERATIONS TO COME. ”**



Courtesy of the artist

MOTHER EARTH

"Mother Earth" is an artwork that celebrates the beauty and strength of all women. It is a reflection of the power that women have to create and sustain life, and the connection we have to the natural world. The peaceful and deep colors represent the warmth and nurturing spirit of mothers, and the interconnectedness of all life. The artist hopes to inspire women to take pride in their unique capabilities and to use their voices to create a more equitable and just world.



Courtesy of the artist

QUEEN OF FLOWERS

This vibrant artwork depicts a powerful and confident woman as the "Queen of Flowers". With a commanding presence and a crown of vibrant blooms, she stands tall among a garden of lush and colorful flowers. This painting celebrates the strength and beauty of womanhood, while also recognizing the importance of protecting the rights of all women. The artist wants to empower and uplift women, and hopes this artwork can serve as a reminder of the importance of standing together and supporting each other.

NANDA KHIARA

Nanda Khiara uses paint to express her passion for life through abstract expressionism. Her paintings are vibrant and complex, depicting themes of change and her experiences living in different parts of the world. She is British by nationality and Indian by origin, and has lived in places like Kuwait, London, Hong Kong, Dubai and Mumbai. With a background in Interior Design and an MBA, Nanda left behind the corporate world to explore the world of colors. She mostly works in acrylics and often uses large canvases to showcase her bold compositions and storytelling. Nanda's unique style and diverse body of work is unified by an aura of mysticism.

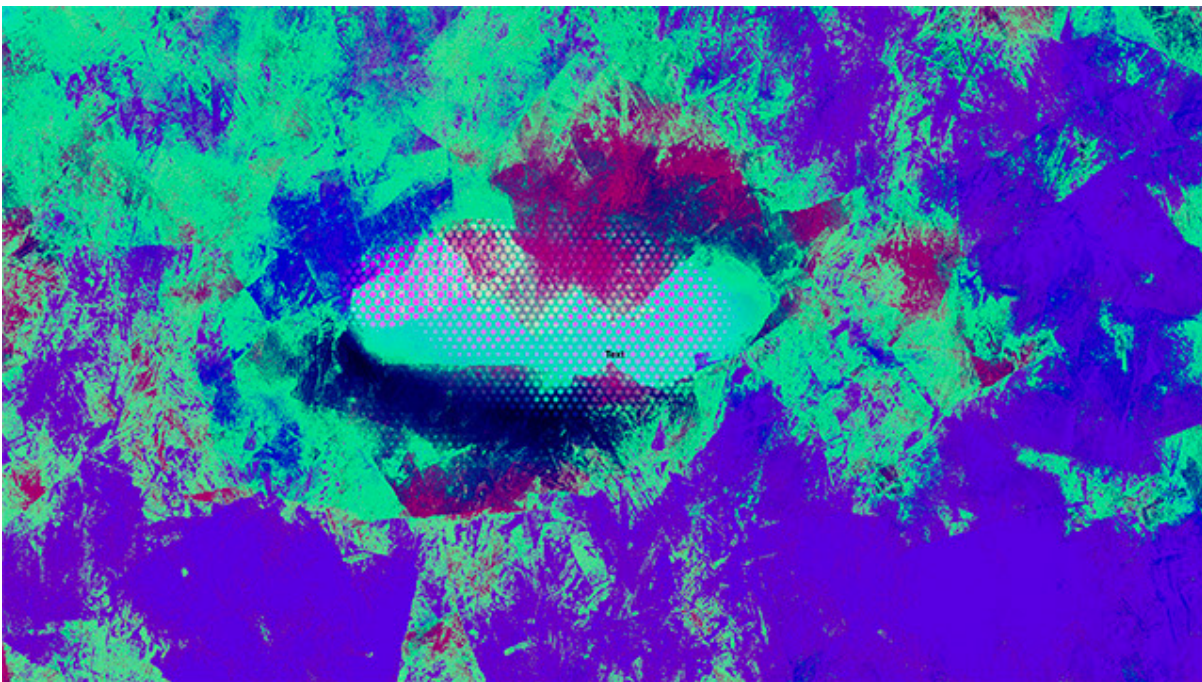
NANDAKHIARA.COM



Courtesy of the artist



Courtesy of the artist



Courtesy of the artist

COME WALK MY WORLD

Come Walk My World was created for the UNESCO NFT exhibition in Paris November 2022 "reconciliation with the living". The series is a selection of works created with the eye being in the center stage. What the eye and the mind would like to imagine the world to be, and what the stark reality is when the eye opens.

NI DA COSTA

Ni da Costa is a Brazilian visual artist, with a BFA in Printmaking from EBA-UFRJ, she lives and works in Rio de Janeiro. She uses various media, such as painting, photography and drawing, she loves animation, which have been exploring since she started working more with the digital universe, this year she started to explore the metaverse and learned about its countless possibilities. She had been participating in collective and individual exhibitions since 1985 in many art institutions and art salons in Brazil and abroad.

NIDACOSTA.COM

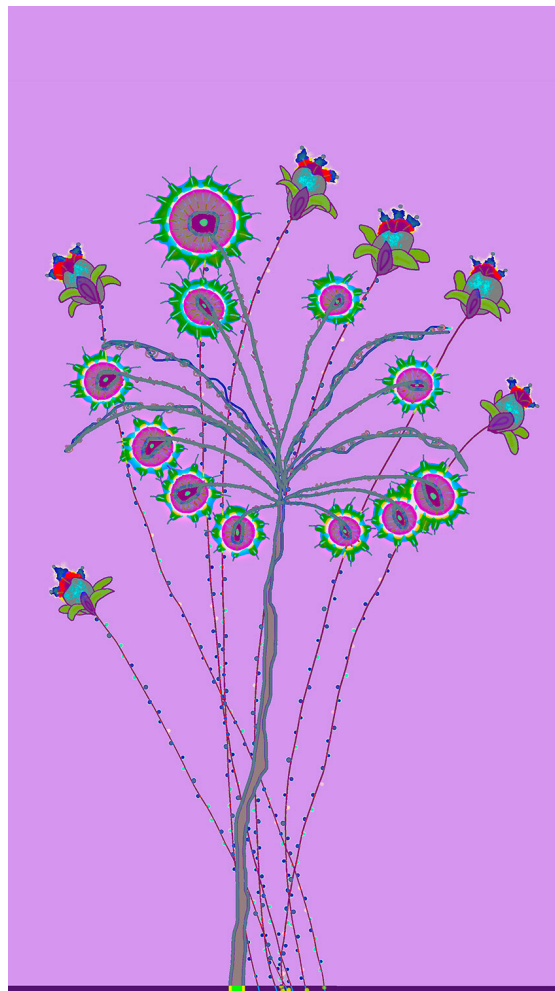


Courtesy of the artist



FLORES NOTURNAS 22-2N-I

Courtesy of the artist



FLORES NOTURNAS 23-INV

Courtesy of the artist

Flores Noturnas (Night Flowers) is a series of digital drawings created with inspiration from the morphology and taxonomy of flowers. The idea is to create imaginary flowers that have unique aesthetic characteristics and a dreamlike or parallel reality atmosphere, using elements inspired by the biology of real flowers. It's a way to explore creativity and imagination, as well as making it possible to create new forms of flowers that do not exist in nature.






NFT & ENVIRONMENT

Blockchain technology is frequently criticized for its potential impact on the environment, which has implications for the world of non-fungible tokens (NFTs). The alleged high level of energy consumption associated with this technology raises legitimate concerns about climate change.

However, the truth of the matter is often obscured by common misconceptions. In this round-table discussion organized by MuseumWeek on 26 November 2022 at UNESCO HQ (Paris) on the occasion of "Reconciliation with the living", 4 high-level actors from the world of blockchain industry explored these issues to bring light on the environmental impact of blockchain technology and NFTs, but also on the contributions of NFTs in supporting the environmental cause.

 Watch the replay [here](#).

This round-table was organized by Benjamin BENITA and Matthieu CHEREAU with the support of Unique Network and Polkadot.



Irina Karagyaur
Head of Ecosystem Growth and Business Development at Unique Network
Moderator




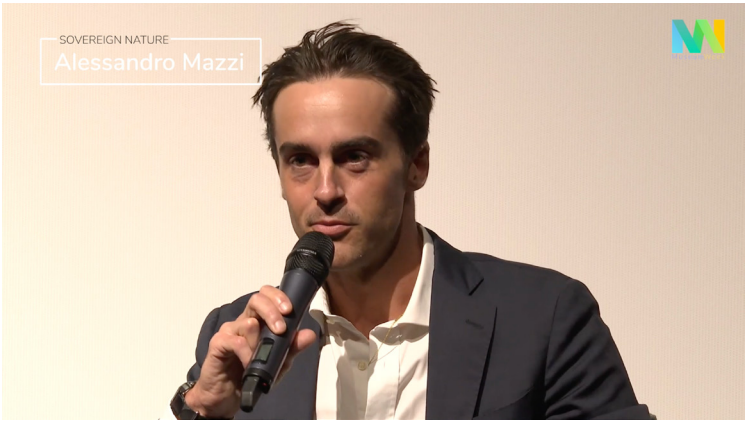

Sharfina Adamantine
co-founder of GainForest




Alessandro Mazzi
Head of Partnerships & Field Research at Sovereign Nature




Audric Balssa
Senior Climate Expert & Digital Impact Specialist at Greenly




UNESCO

UNESCO is the historical partner of MuseumWeek, since 2016.

unesco.org



POLKADOT

Polkadot is a next-generation blockchain protocol that unites an entire network of purpose-built blockchains, allowing them to operate seamlessly together at scale. Because Polkadot allows any type of data to be sent between any type of blockchain, it unlocks a wide range of real-world use cases.

By bringing together the best features from multiple specialized blockchains, Polkadot paves the way for new decentralized marketplaces to emerge, offering fairer ways to access services through a variety of apps and providers.

Polkadot's design offers several distinct advantages over existing and legacy networks, including heterogeneous sharding, scalability, upgradeability, transparent governance and cross-chain composability.

polkadot.network



LEMONADE

Lemonade is an immersive events platform with NFT tickets & community rewards. POAPs are minted via Lemonade Social platform powered by Unique Network, sustainable and advanced NFT infrastructure on Polkadot.

lemonade.social



VERSE

Verse is an exhibition space for digital artworks curated by leading art world figures. As one of the first platforms that lets collectors buy artworks-on-the-blockchain in fiat currencies, Verse's mission is to bring today's most important digital artworks to the world.

verse.works

verse

CASA BATLLÓ

Casa Batlló is a house-museum in Barcelona built by architect Antoni Gaudí inscribed in the UNESCO World Heritage List in 2005. Since 2021, Casa Batlló offers an outstanding immersive experience that offers to visitors a time travel to a historical 1906-house thanks to the integration of an exceptional heritage restoration and innovative technologies never seen before.

casabatllo.es/en/

CASA BATLLÓ
GAUDÍ BARCELONA

PHENIX

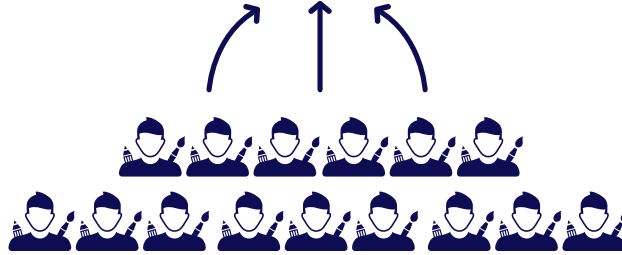
Phenix is a street and social media company. Founded in 2012 as a tech startup, Phenix has become (i) one of the French's leading outdoor advertising groups, (ii) a leading content publisher and (iii) a technology provider.

phenixgroupe.com

PHENIX
GROUPE

ONLINE

68
artworks



from
10 artists



11,500+

artworks minted
as NFT



30k+

unique visitors
online



500k+

Twitter
impressions



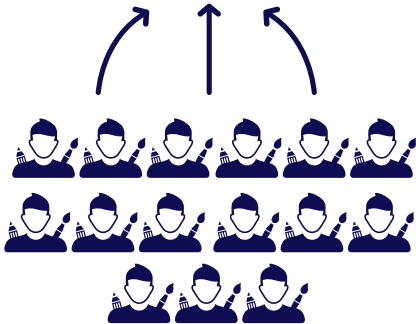
\$250k

raised for non-profits
organizations

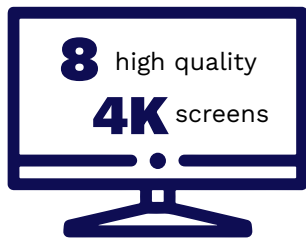


32
artworks

ONSITE



10 artists
across



11,000 visitors
at UNESCO HQ (Paris)



URBAN DISPLAY

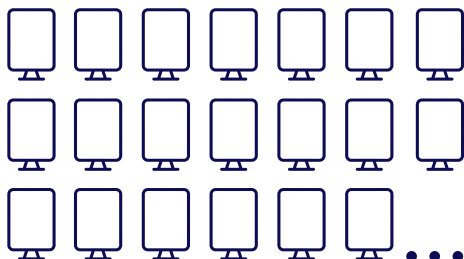


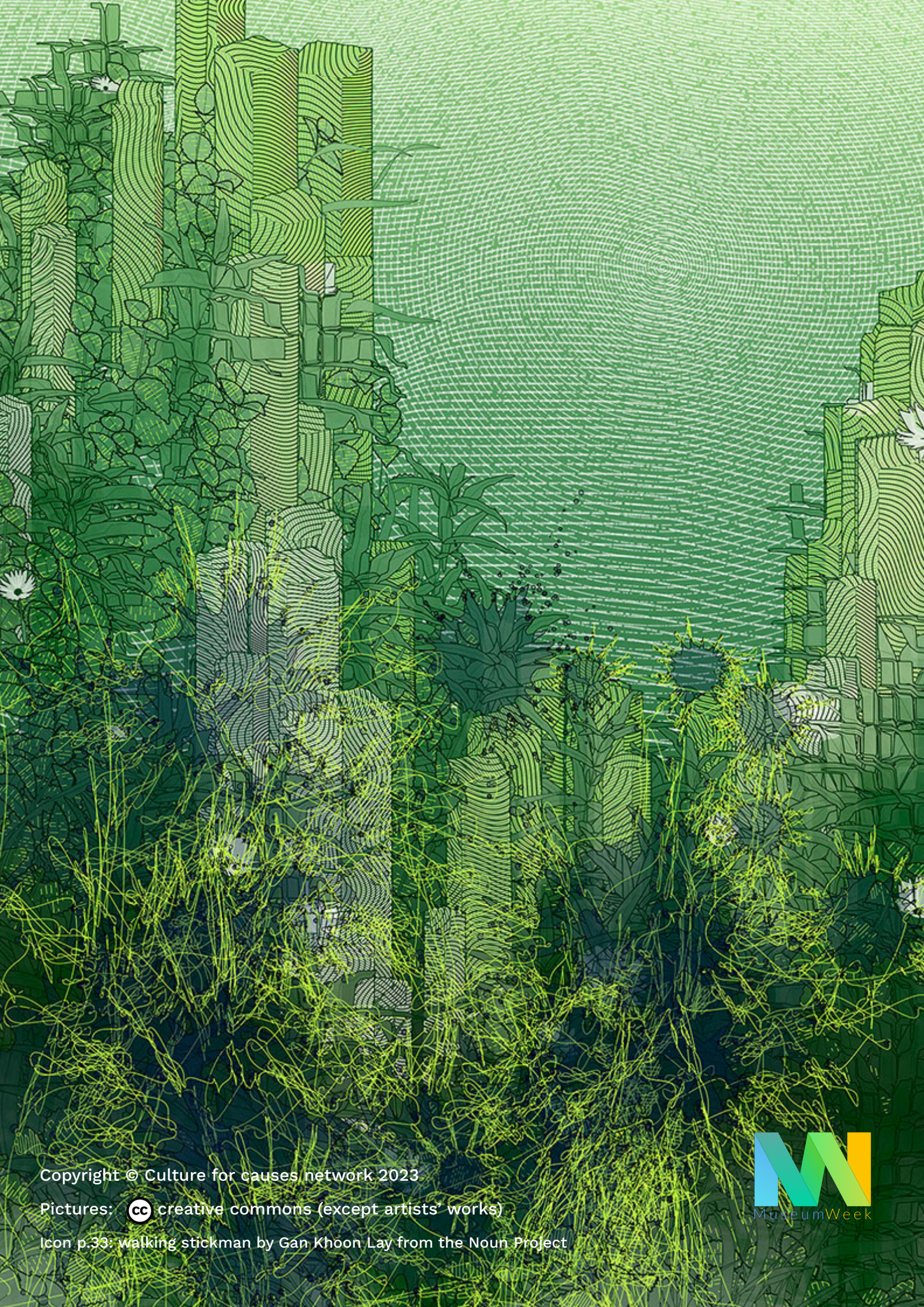
3 weeks
exhibition



on
1350
screens in France

8 million
unique viewers





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Icon p.33: walking stickman by Gan Khoo Lay from the Noun Project

