

# ARTCURIAL

Press release



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## *Success for Artcurial's first NFT auction*

Sale results for 21 June 2022  
Capitainerie du Port Canto, Cannes

On Tuesday 21 June, live from the Capitainerie du Port Canto, Artcurial organized a world premiere: the auction of 10 of Cannes' iconic landmarks and sites in the form of NFTs, in partnership with Cannes City Hall and Pertimm.

Under the hammer of Maître Arnaud Oliveux, the event sale totalled €318,616 / \$334,842 including premium, with 100% of the lots sold. The NFT of the Palais des Festivals & des Congrès wins the highest bid at €64,300 / \$67,638 including premium.

CANNES - From the terrace of the the Capitainerie du Port Canto, offering a panoramic view of the IO sites and monuments for sale, Maître Arnaud Oliveux auctioned all 10 items digitized in NFT (Non Fungible Token). This world premiere totals €318,616 / \$334,842 including premium. 10% of the amount collected will be donated to the Cannes Endowment Fund, for the realization of local environmental projects.

The first two lots shattered the bidding with the NFT from the Palais des Festivals & des Congrès going for €64,300 / \$67,638, while the one from the Croisette sold for € 57,870 / \$60,639

The NFT of the Vieux-Port reached €21,862 / \$22,997, and a few minutes later, those of the Suquet and the Ecomusée sous-marin were sold respectively €20,576 / \$21,644 and €27,006 / \$ 28,408. The Ile Sainte-Marguerite and its Fort Royal, closed the sale at €45,010 / \$47,347 including premium.

Purchasers can now implement these NFTs in the metaverse platform of their choice. They have received a 3D model of the place in order to combine digital immersion and physical experience.

While French law allows auction houses to sell "intangible goods" since March 1<sup>st</sup>, Artcurial is proud of the success of its first NFT sale!

***" This sale event is a success!  
I am proud to have led this auction, which is a world first, but also a first for Artcurial. The ten emblematic landmarks and places found buyers this evening with great bidding battles in the room, on the phone and on the live stream. "***

- Arnaud Oliveux,  
Associate Director and Auctioneer, Artcurial

***" We are extremely happy with the result, we expected nothing less for this world premiere which allowed the city of Cannes to enter the digital era. "***

- Charles-Henri Puaux,  
President and CEO, Pertimm



Maître Arnaud Oliveux during the auction sale at the Capitainerie du Port Canto, on 21 June 2022.  
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# NFT: 10 ICONIC CANNES LANDMARKS

Total sale :

**€318,616 / \$334,842**

LOT	DESCRIPTION	PRICE (1€ = 1,05 \$)	BUYERS
1	LE PALAIS DES FESTIVALS ET DES CONGRES	64 300 € / 67 638 \$	European Collector
2	LA CROISETTE	57 870 € / 60 874 \$	European Collector
3	LE VIEUX-PORT	21 862 € / 22 997 \$	International Collector
4	LA POINTE CROISETTE	21 862 € / 22 997 \$	French Collector
5	LE PORT CANTO	25 720 € / 27 055 \$	French Collector
6	LA MALMAISON	19 290 € / 20 291 \$	European Collector
7	LE MARCHE FORVILLE	15 120 € / 15 905 \$	European Collector
8	LE SUQUET	20 576 € / 21 644 \$	International Collector
9	L'ECO MUSEE SOUS-MARIN	27 006 € / 28 408 \$	French Collector
10	L'ILE SAINTE MARGUERITE & SON FORT ROYAL	45 010 € / 47 347 \$	French Collector

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### *About Artcurial*

Founded in 2002, multidisciplinary Paris based auction house Artcurial confirmed its leading position on the international art market scene in 2021.

With three sale venues in Paris, Monaco and Marrakech, the auction house achieved an overall sales total of 169 million euros in 2021. Artcurial covers all the major specialist fields including Fine Arts, Decorative Arts, Collectors' Cars, Jewellery, Watches, Fine Wines and Spirits...

With a strong international bias, Artcurial maintains its presence abroad with offices in Brussels, Milan, Monte-Carlo, Munich, Vienna and Spain. In October 2015, Artcurial held its first sale in Hong Kong and Morocco

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