

FOR IMMEDIATE RELEASE

TRANSFER Data Trust Launches with Record-Breaking Sale of *The Garden of Emoji Delights* by Founding Artist Carla Gannis



Installation view of 'The Garden of Emoji Delights' (2014) by Carla Gannis at the PULSE Art Fair NYC in 2015.

Miami, FL – (April 3, 2024) – TRANSFER Data Trust is pleased to announce the record-breaking sale of *The Garden of Emoji Delights* by pioneering digital artist Carla Gannis. This iconic work was purchased by an anonymous private collector, setting a new record for the highest price ever achieved by a female artist using Tezos - a leading crypto-currency. This marks the first acquisition facilitated by the Data Trust, and not only underscores the artistic value and innovation behind Gannis' work but also highlights TRANSFER's transformative approach to art sales and digital stewardship.

TRANSFER Data Trust, conceived as a decentralized artist-owned archive and exchange network, is revolutionizing the preservation, care, and valuation of digital art. "When works of art are acquired via the Data Trust, they come with a perpetual care plan," says TRANSFER Founder Kelani Nichole. "The decentralized infrastructure makes it possible for our network of artists and conservators to care for the

work in perpetuity so that the collector can focus on appreciating their investment. We're so grateful to Carla Gannis — one of our founding artists – for entrusting us with the stewardship of her work.”

Carla Gannis, a pioneering digital artist and one of the founding members of the Data Trust, has been collaborating with TRANSFER for over a decade, helping to carve a space for digital art in the contemporary landscape. Gannis's iconic series, *The Garden of Emoji Delights*, released in 2014 has garnered widespread acclaim for its depth and artistic innovation.

The series includes multiple editions across media of video, print, drawing, and 3D-printed sculpture. Gannis' iconic video edition, which has a vibrant provenance with over 50 international exhibitions, was acquired by the [Spalter Digital Art Collection](#) in 2016 and the [Carl & Marilyn Thoma Foundation](#) in 2020, with the final video edition going to a private collection based in Chicago.

The momentum of Gannis's sold out video edition caught the attention of the Fabric Media Collection – a new initiative to build a leading digital art collection based in St. Louis, with a focus on works by emerging artists and seminal women in the field. “*The Garden of Emoji Delights* is a cultural icon,” says the anonymous collector. “I was shocked to learn it was still available and I couldn't pass up the opportunity to acquire a first edition print and add work by a pioneering artist like Carla Gannis to the collection.” The record-breaking acquisition not only highlights Gannis's extraordinary talent and the unique value of her work, but also emphasizes the transformative power of the Data Trust. “TRANSFER Data Trust provides a bridge for crypto collectors to acquire physical works and bolsters emerging collections like mine with longevity support,” the collector adds.

TRANSFER Data Trust is partnering with [Fission](#) – a leading provider of decentralized web infrastructure – to facilitate a paradigm shift in how digital artworks are managed, preserved, and valued, ensuring artists retain control over their work and profits. “Creative communities deserve autonomy over their digital infrastructure — relying on third-parties isn't a viable long-term option,” says Ryan Betts, Head of Design at Fission and [the Everywhere Computer](#). “TRANSFER's implementation of our open protocols gives artists agency over their digital destiny without requiring deep technical expertise.”

“Decentralized technology offers unique efficiencies and benefits. With Fission's encryption and authorization infrastructure, we are putting the power back into the hands of artists,” says Nichole. These advances also make things simpler for the buyer. Collectors who wish to acquire works from artists in the Data Trust can make offers through a decentralized catalog, choosing their preferred transaction method, including fiat wire transfer, crypto transfer, or payment via their encrypted platform of choice. Gannis' work for example was transacted via the objkt.com NFT marketplace. This process ensures an efficient and transparent sales experience, along with preservation-grade storage and conservation. Backed by the assurance of long-term care, the Data Trust is setting a new standard in the digital art market.

TRANSFER Data Trust is supported by [Gray Area](#) and [Filecoin Foundation](#). For more information and to view the decentralized catalog featuring additional works from *The Garden of Emoji Delights* series, please visit [TRANSFER Data Trust](#).

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TRANSFER is an experimental media art space founded in 2013 to explore decentralized networks and virtual worlds in Contemporary Art. The gallery produces solidarity experiments and promotes open culture infrastructure including the [TRANSFER Download](#), an immersive exhibition format for virtual artworks. In 2023 TRANSFER celebrated a decade of programming with the launch of a generative documentary film project *Almost in Real Time* and established the *TRANSFER Data Trust*.

TRANSFER Data Trust is a decentralized artist-owned archive and cultural value exchange cooperative. The mission of the non-profit trust is to maintain artworks in perpetuity, ensuring their preservation and access across generations. The Data Trust manages and grows the value of digital assets by leveraging smart contracts and decentralized storage. Backed by a network of specialists, the emergent model represents a new approach to media art valuation, conservation and care.