



**MIAMI BEACH**

**1-3 DECEMBER 2022**

## **FLOATING PIXELS**

**An exhibition by Art Innovation Gallery.**

**On the occasion of Art Basel, Miami Beach is lit up with the works of more than 60 digital artists, the best on the international scene, including Beeple, Sam Spratt, Vexx, Afonso Caravaggio, Andrés Reisinger, Mad Dog Jones, Maxim Zhestkov, Deekay, Ryan Talbot, Zhuk, Mattia Cuttini, Mbsjq and Dangiuz.**

On the occasion of Art Basel, the exhibition ***Floating Pixels*** will open in Miami Beach, from **1 to 3 December 2022**. The exhibition is curated by **Art Innovation Gallery**, one of the first Italian galleries to organise international exhibitions with an innovative curatorship.

***Floating Pixels*** will bring the works of 60 digital artists to the **on the maxi Billboard floating on the ocean**. They include the pioneers of crypto art such as **Beeple, Sam Spratt, Vexx, Afonso Caravaggio, Andrés Reisinger, Mad Dog Jones, Maxim Zhestkov, Deekay, Ryan Talbot, Zhuk, Mattia Cuttini, Mbsjq and Dangiuz**. They are drawn from **more than 40 countries**, including Italy, the United States, Egypt, Japan, South Africa, Thailand, Azerbaijan, Switzerland, Turkey, the United Kingdom, Brazil, France, the Netherlands and Australia.

The ***Floating Pixels*** exhibition will feature the three most prominent collectors in the Crypto Art industry: **33Nft, The Medici Collection, and Poseidon DAO**. This collaboration was created to further value artists and to make digital art collecting increasingly sustainable.

**The billboard, higher than 6 metres and wider than 20 metres**, will sail on the ocean and travel the route from Miami Beach to Downtown and allow digital art to float and fill the atmosphere with energy.

We had 57 artists on show in the first exhibition that was held in Milan in Piazza Gae Aulenti during MiArt (Milan Art Week), the works were exhibited on 6 huge LED Walls with innovative shapes distributed in the square. In the more recent exhibition in New York, in Times Square during The Armory Show, 56 other artists, from over 30 countries, were displayed on billboards more than 20



meters high by 30 meters wide. We are proud to say that we have worked with over 100 artists, some of which are among the most influential in the world of crypto art and some are a selection of emerging new talents. The next exhibitions in 2023 are scheduled to take place in Hong Kong, Amsterdam, Las Vegas, London and other cities that we are still programming. The exhibitions always take place during the most important events relating to the traditional world of the art market, such as Art Basel, The Armory Show, Frieze etc. Our public exhibitions generate over 1.5 million impressions per week (in Times Square over 2 million), these numbers are very important to bring the public closer and to consolidate the phenomenon of Crypto Art!

**Francesca Boffetti, founder of Art Innovation Gallery:** *'We are promoting the culture of Digital Art on Maxi LED walls all over the world, showing artists "on-chain" and in the major cities. The gallery aims to spread the culture of creative encoding, bridging the gap between art and technology. Art Innovation goes beyond the concept of the physical space. It is in fact the first gallery to exhibit NFT in a travelling show, putting the artists in direct touch with the largest possible audience. Blockchain technology is the inevitable future, bringing trust and transparency to every user. It solves many problems, beginning with authentication, transparency of operations, historical provenance and copyright.'*

Art Innovation Gallery was set up in 2022 to promote the best creative energies in the field of digital art by creating a programme of international exhibitions. Moreover, in response to the new demands of collectors, during the show each work will be accompanied by a QR code to provide full information about the NFT.

Miami Beach 1-3 December 2022

### ***Floating Pixels***

- Miami Beach, Dec 1
- Miami Downtown, Dec 2
- Miami Beach, Dec 3

### **1-3 December 2022**

Times LED:  
5pm - 6pm

Information: [www.artinnovationgallery.com](http://www.artinnovationgallery.com) | [info@artinnovationgallery.com](mailto:info@artinnovationgallery.com)