
BE PART OF IT!

VIRTUAL VENUS 21 NFT ART PROJECT

FROM MARBLE TO PIXELS

A COLLECTIVE

AND PHILANTHROPIC NFT ARTWORK

15 JULY 2021

on bepartofit.art



PRESS KIT

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PRESS RELEASE

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A UNIQUE INITIATIVE TO CREATE A COLLECTIVE AND PHILANTHROPIC DIGITAL ARTWORK

Geneva, July 15, 2021 - Pixel@home, an innovative company dedicated to the promotion of digital art, announced today the launch of its first initiative, Be Part of it!, aiming to create a digital, collective and philanthropic artwork.

It is in a context where digital art is booming that Pixel@home wishes to carry out various artistic projects, thus contributing to the emergence on the international scene of a Swiss player in the sector. As a true incubator of digital art (augmented reality, virtual reality, NFT...), Pixel@home is launching a first initiative, Be part of it!, a project aiming to create *Virtual Venus 21*, a collective and philanthropic digital artwork. This first step allows the company to launch its activity and to raise the necessary funds to initiate other large-scale projects.

A collective digital artwork sold at auction as an NFT

Like the cave paintings of the Paleolithic era, which were based on a collective approach, the creation of the work requires the participation of many contributors. For 2 euros each, the contributor can select one or more pixels. With 10 or more pixels selected, the participants will be able to benefit from its sale at auction by a leading auction house, in the form of NFT in proportion to their investment; they will thus have an economic participation in the work. With less than 10 pixels, the participants will have contributed to the realization of a collective digital artwork and will be able to appropriate it thanks to augmented reality, to photograph it in the environment of their choice. They will receive a certificate attesting to their participation and will also have supported the charity of their choice or the artist support fund with 20% of their participation.

In augmented reality...

A link directly accessible on the website will allow you to place the work in any place of one's choice: this can be simply done, thanks to the camera, by integrating the work in the desired environment and to observe it thus or by taking a photograph once the work is installed. It is of course possible to print the photo and display a visual of the work in situation.

...and philanthropic

As a sponsor, Pixel@home wishes to accompany digital creation, to support artists and to participate in the digital and technological revolution that is now taking place in the art world. Moreover, two causes are particularly dear to the founders and will be supported according to a model of partial redistribution of the profits generated by the creation of the work: children in difficulty on the one hand, through Children Action Foundation, and on the other hand the environment, more particularly the preservation/saving of the oceans, through Race for Water Foundation. The company will continue to make charities and artists benefit from the sale of its projects. It wishes to support digital projects, but not only: the patronage will also be open to artists who integrate technology with classical techniques.

About Pixel@home

Pixel@home is an innovative company dedicated to the promotion of digital art. It is launching its first initiative, Be part of it!, a project aiming to create Venus 2021, a collective and philanthropic digital art work.

As a sponsor, Pixel@home wishes to accompany digital creation, support artists, as well as two causes that the founders particularly care about: children in difficulty on the one hand, and on the other hand, the environment, more particularly the preservation/saving of the oceans. The partners of Pixel@home have complementary professional backgrounds: finance, law, art and communication.

The development of the company will be based on the concept of Be part of it!: the creation of collective digital artworks, as well as the auctioning of the works in the form of NFT. Through creative projects, it intends to develop a new form of patronage open to all, simple and participatory.

Race For Water
www.raceforwater.org

Children Action
www.childrenaction.org

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ABOUT THE PROJECT

IT IS

a reinterpretation of the ancient Venus
its digital rebirth in the 21st century
in augmented reality
and in colors

IT IS

a collective approach
where everyone puts his mark
and contributes to an artistic, collective
and philanthropic project

IT IS

a philanthropic act
where 20% of each person's contribution
will be donated to support the good of the child
the planet or artists

TO MAKE A CREATIVE AND CHARITABLE ACT

For 2 euros each, contributors will select one or more pixels to create what they want.
Each creation will be added to the others and superimposed on the image of the Venus de Milo.

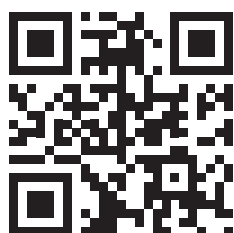
Virtual Venus 21 will be accessible through an application, which will offer each participant the possibility to take pictures of the artwork in the settings of his choice.

The finalized artwork will be «exhibited» in international art fairs in augmented reality and presented to the public on tablets.
It will also be an opportunity to promote causes and NGOs we support.

TO BE PART OF AN NFT ARTWORK

By selecting at least 10 pixels you will have access to the NFT artwork and its auction.
Once completed, the artwork will be sold at auction.
You will have the chance to get your part of the sale back.

20% of this sale will be donated to the three charities.



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THE ARTWORK



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ABOUT PIXEL@HOME

Be Part of It! is a project of Pixel@home, an innovative company dedicated to the promotion of digital art.

It is in a context where this art form is booming that Pixel@home has the will to carry out various artistic projects, thus contributing to the emergence on the international scene of a Swiss player of the sector.

A true digital art incubator specialized in augmented reality, virtual reality, NFT and all new artistic media, Pixel@home is launching a first initiative, Be part of it!, a project aiming at creating *Virtual Venus 2021*, a collective digital artwork.

This first step of Pixel@home will allow to launch the company and to raise the necessary funds to lead other large-scale projects.

As a sponsor, Pixel@home wishes to accompany digital creation, to support artists, to finance projects and thus to participate in the digital and technological revolution that is now taking place in the art world.

The purpose of Pixel@home is to set up artistic projects involving digital, algorithms and technology. To create a bridge between classic media and new supports and tools. Digital, augmented reality and VR offer immense creative possibilities that many artists are experimenting and exploring more and more. On their side, the pure digital artists, still little represented, are at the beginning of the development of these new media.

Pixel@home will regularly exhibit in international leading art fairs and partner galleries.

Patronage and philanthropy are in Pixel@home's DNA. By creating Be Part of It! project, with its commitment to NGOs and its eponymous support fund, the company intends to act directly by donating 20% of its earnings, but it also wishes to make philanthropy more accessible, beyond its sometimes elitist image. This online project, both creative and fun, allows everyone to make a contribution, and to be a patron if they wish, according to their means.

Participation is very simple, just go to our website: bepartofit.art.

Founders

Sophie Jacquemoud, art director, director of the Be part of it! project.

Trained as a painter, set designer and graphic artist, Sophie worked for 10 years in the fashion industry in Paris. She then founded Actuelle in 2007 in Geneva, an art direction studio dedicated to art and luxury, to galleries, international art fairs and exhibitions in Switzerland and abroad.

Since 2013, she has been the art director of Art and Jewels of the World Fairs, notably in Baku, Monaco and Moscow (Le Salon, Moscow, Art and Design). She co-founded the agency Diptyc Art & Communication SA in 2019.

Frédéric Jacquemoud, communication consultant, partner in the agency Diptyc Art & Communication SA

Christian D'Orlando, attorney in Geneva

Ignace Rotman, EPFL engineer active in finance, angel investor

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CHOOSE YOUR CHARITY!

BY PARTICIPATING IN BE PART OF IT!
YOU ARE SUPPORTING A CAUSE
THAT IS IMPORTANT TO US.

THE GOOD OF THE CHILD through

CHILDREN ACTION foundation THE FIRST HUMAN RIGHT IS TO HAVE A CHILDHOOD

The Foundation is committed to responding to clear humanitarian needs, taking into account local teams, motivation, skills, ethics and the impact of the project on the beneficiaries.

We have chosen to support the Education and Nutrition programs in Vietnam and Sri Lanka.

Encouraging families to enroll their children in school and gain access to education

In order to give the most destitute children the opportunity to get an education, Children Action finances a number of programmes that promote access to education.

«A meal at school acts as a magnet to get children into the classroom (...) School feeding programmes achieve much more than feeding children.»

Source: «State of School Feeding Worldwide 2013- WFP World Food Programme»

SCHOOL BUILDING

Since 2001, Children Action funds the construction of schools in the poorest regions of Vietnam.

16 schools have been built, 2 of them, built in 2001 and 2006, were closed thanks to new road infrastructure allowing families to bring their children to larger schools.

Each year, the 14 functional schools host nearly 1,200 students facilitating access to basic education.

SCHOOL FURNITURE

In Sri Lanka, since 2015, Children Action finances 500 school supply packs for destitute pupils from areas located throughout Northern Sri Lanka. The distribution is handled by our local partner: the Foundation of Goodness. These packs provide each child with everything necessary for a school year including a bag, a school uniform, shoes, stationery and books.

In Vietnam, since 2007, the Foundation, every new school-year, provides children whose families cannot afford such a purchase with notebooks, covering their needs for the entire school year.

In Vietnam, since 2007, the Foundation provides, during the school year, notebooks in approx. 12 provinces for children whose families cannot afford such a purchase. Nearly 123,000 notebooks are distributed to more than 8,000 pupils from disadvantaged families, covering their needs for the entire school year.

SCHOOL MEAL

Since 2007, Children Action funds school meals for children from underprivileged families in Vietnam.

This support provides each year 600 pupils with a balanced diet, encouraging parents to enroll their children in school. More than 350,000 meals and snacks are distributed each year.

CENTER FOR BLIND CHILDREN

Since 1994, Children Action supports underprivileged blind children in Vietnam. Helping them as early as possible means offering them a future.

Each year the center hosts approximately 30 blind children. There, they attend school, learn Braille, several musical instruments, basic massage techniques and attend national and international handicraft contests.

As of today, 583 blind children have stayed at the center, some of them throughout all their schooling up to the University.



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children@childrenaction.org
www.childrenaction.org/



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THE PLANET through

RACE FOR WATER foundation

LEARN, SHARE, ACT,

AGAINST PLASTIC POLLUTION IN THE OCEAN

The Race for Water Foundation is an organisation dedicated to the preservation of water and the oceans.

Today, seriously under threat from plastic pollution, it is imperative that we protect what is an essential resource for life.

LEARN

To investigate in the field and with scientific experts

Through the LEARN programme, we are contributing to the advancement of scientific knowledge regarding water plastic pollution, the consequences of which are still largely ignored.

SHARE

To alert decision-makers, raise awareness among the general public and educate the young generations

Education is the starting point on a journey towards commitment and individual responsibility. One of our major roles is to raise awareness about the importance of water preservation and the ocean in particular. To achieve this, we've rolled out several formats.

ACT

To promote solutions with a sustainable economic, environmental and social impact

Following the first Race for Water Odyssey, an expedition launched by the Foundation in 2015 to make the first global assessment of plastic pollution in the oceans, the conclusion is clear: plastic pollution is everywhere. There is no 7th continent, no plastic island, but rather a soup of plastic waste floating in the oceanic "gyres". Only a tiny part of this, however, remains visible on the surface. Most of it has sunk or fragmented into infinitely small pieces. A large-scale clean-up of the oceans is therefore unrealistic. Only land-based solutions can effectively combat this scourge that we are currently faced with.

INNOVATIVE SOLUTIONS AGAINST PLASTIC POLLUTION

Combined action is essential in preventing plastic waste from reaching the waterways and the oceans through the development of sustainable social and economic models that inspire its reduction, its collection, and its valorization. It is vital that we take action.

THREE STRATEGIC GOALS

REDUCE

For a limited production and a sensible consumption of plastic

RETHINK

For a material that is healthy, reusable and easy to integrate in a true circular economy

RECOVER TO REPURPOSE

For incentivized collecting systems, local and safe plastic waste management and repurposing infrastructures, funded by the entire plastic industry

RACE FOR WATER

A FOUNDATION TO PRESERVE WATER

RACE FOR WATER

info@raceforwater.org

www.raceforwater.org



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ARTISTS through

BE PART OF IT! Artists Support Fund

The DNA of Pixel@home also includes the patronage through the creation of a support fund.

A CONTEST WILL BE LAUNCHED ON FACEBOOK INVITING ALL ARTISTS TO PARTICIPATE.

The number of artists selected will be decided according to the progress of the work.

The Be part of It! committee will announce the selection.

The total amount of the fund will be divided by the number of selected artists.

THE CONTEST

Launched on Facebook, Be Part of It! Contest will invite all artists who wish to participate.

Given the current crisis, and the complicated situation in which many young artists find themselves, we have decided to open access to the support fund to all artists, all media: classical, digital, video and photography.

Each candidate will have to fill in a simple form and attach two of his works. In addition, he/she will have to create a scenography, a background for *Virtual Venus 21*.

This background must be sent as a square image file, whatever the medium used by the artist: digital, painting, photography, installation...

Every day, an artist will be featured on our social medias. We will also publish *Virtual Venus 21* in the scenography he/she will have created.

The number of likes on Instagram will be a first tool to select the artists who will receive an endowment.

The Be Part of It! committee will choose from the selection of Instagram likes the final list of artists to be endowed by the support fund.

LAUNCH DATES WILL BE ANNOUNCED ON OUR INSTAGRAM.

FOLLOW US @bepartofit_nft_artprojects

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ARTISTS SUPPORT FUND



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VIRTUAL VENUS 21 / EXHIBITION SETUP



NGOs will be presented on the side walls.

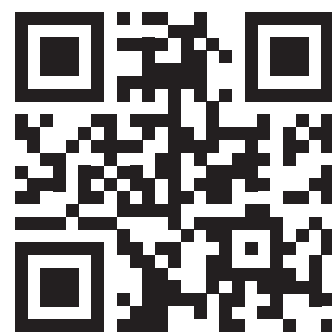
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WE SUPPORT

RACE FOR WATER
A FOUNDATION TO PRESERVE WATER

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ARTISTS SUPPORT FUND

