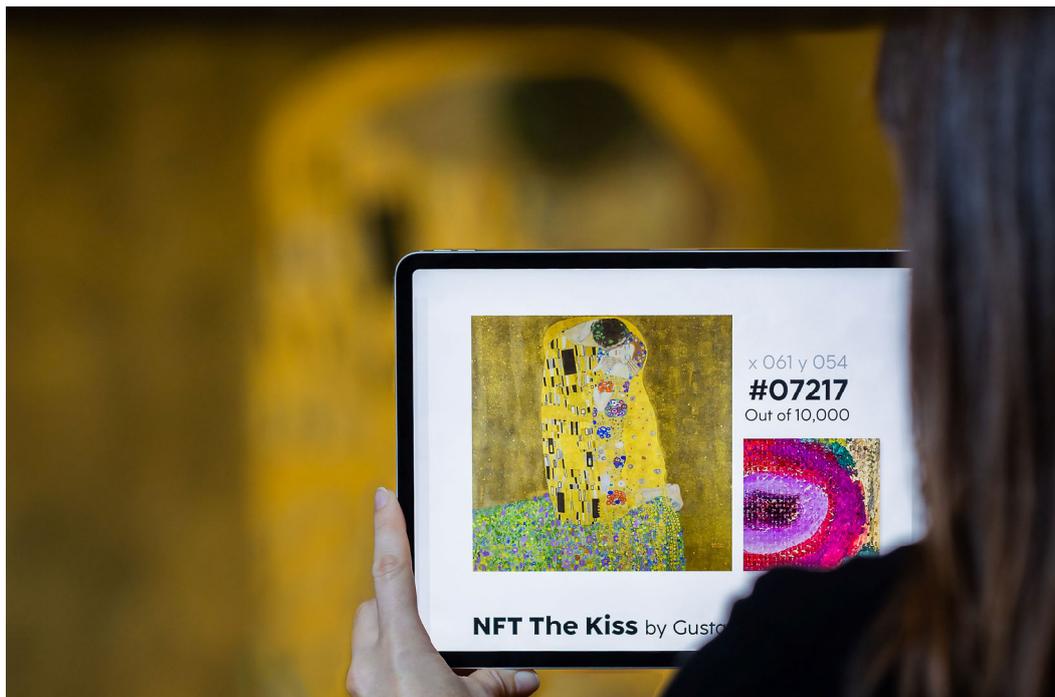


belvedere

Success for The Belvedere in the Metaverse Market: NFT sales launch generates 3.2 million euros

14 February 2022

Just in time for Valentine's Day, Klimt's masterpiece *The Kiss* was released in a limited edition of 10,000 digital pieces. With the launch, 3.2 million euros in sales have already been generated.



NFT presentation "The Kiss" by Gustav Klimt at the Upper Belvedere; Photo: Ouriel Morgensztern / Belvedere, Vienna

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Gustav Klimt's *The Kiss* – an icon of romantic love and the centerpiece of the Belvedere's collection – was unveiled as a unique NFT project just in time for Valentine's Day. A high-resolution digital copy was divided into a 100 × 100 grid, resulting in 10,000 inimitable individual pieces offered as non-fungible tokens, or NFTs for short. As a special feature, buyers can opt to add a digital declaration of love to their NFT.

As of 8 am this morning, revenues have already reached 3.2 million euros.

In a statement at the launch, Belvedere General Director Stella Rollig and CFO Wolfgang Bergmann indicated that the Belvedere considers its “*first step into the Metaverse to be a tremendous achievement.*”

"The Belvedere is, of course, aspiring to be one the most prestigious cultural institutions in the digital world, and thereby reach new audiences," explains Stella Rollig.

"The widespread interest shown by the media, multipliers, and collectors around the world confirms our decision to focus on NFTs at the right time and with the right project," said Wolfgang Bergmann.

What happens after Valentine's Day:

NFTs will continue to be available for purchase at a unit price of 1,850 euros (incl. minting costs and VAT) or 0.65 Ethereum (excl. minting costs, incl. VAT) on thekiss.art.

The image segments will be assigned to individual buyers at random, just like before. All purchases made after today, Valentine's Day, will be allocated once a week, always on Fridays.

High resolution press photos are available at belvedere.at/en/press for download.

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