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## **PRESS RELEASE**

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### **NFT DROP**

## **'FACES, FUSION & FORM'**

by artist Amanda Watt

**LONDON. JANUARY 17<sup>th</sup>, 2022.**

**Announcing the debut NFT Collection, 'FACES, FUSION & FORM', by acclaimed artist AMANDA WATT.**

'FACES, FUSION & FORM' is an exploration of identity, individualism and representation, expressed at the intersection of creativity and technology.

This collection from artist Amanda Watt represents a total of 36 NFTs, launching Thursday, January 20<sup>th</sup> 2022 on Open Sea.

'Faces, Fusion & Form' consists of two series, 'MALE' and 'FEMALE', dropping weekly every Thursday, with the fourth week on Thursday February 10<sup>th</sup> completing the full available collection.

Of further note, Amanda's next physical exhibition, 'RELEASE', opens at Varvara Roza Galleries & K. Nichols Contemporary, Gallery Eight, St James's. Absolute confirmation pending, 'RELEASE' is due to run March 24<sup>th</sup> through April 5<sup>th</sup>.

As Amanda Watt explains:

"I'm often described as a fusionist – and I've always been very comfortable with the term. The influences of cubism, expressionism and primitivism all play their part in my work. In just the same way, how we represent ourselves, how we're perceived, how we project ourselves – these all play their relative roles in our 'fused' sense self. Then consider how we fold and shape and chronicle our identities and portrayals online! So much of life is a fusion! And this all took me to a very natural and exciting new 'medium' – a 'fusionist' collection of NFTs."



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To date, notable collectors of Amanda Watt's physical artwork include Stephen Alan Wynn, the billionaire American real estate developer and art collector, academy-award winning director Barry Levinson (Rain Man), and TV producer turned fashion mogul, Marla Ginsburg.

'FACES, FUSION & FORM' now marks the evolution of Amanda Watt's much-celebrated signature style into exclusive, original digital form.

10% of proceeds raised from the sale of this collection will be donated to 'Heads Together' ([www.headstogether.org.uk](http://www.headstogether.org.uk)).

Heads Together is a mental health initiative spearheaded by The Royal Foundation of The Duke and Duchess of Cambridge, which combines a campaign to tackle stigma and change the conversation on mental health with fundraising for a series of innovative new mental health services.

#### **SUPPORTING LINKS:**

<https://www.amandawatt.co.uk/>

[https://www.instagram.com/amanda\\_watt\\_art/](https://www.instagram.com/amanda_watt_art/)

LINK TO DROP ON **OPEN SEA**: <https://opensea.io/collection/facesfusionform>

#### **SPECIFICS**

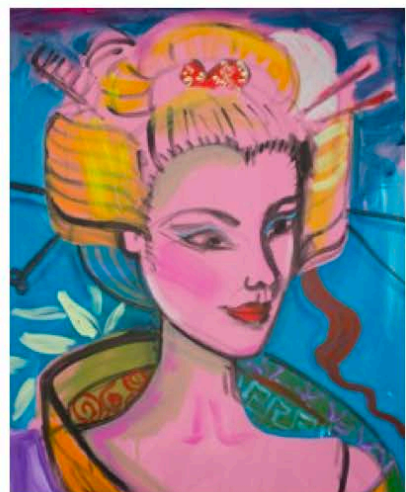
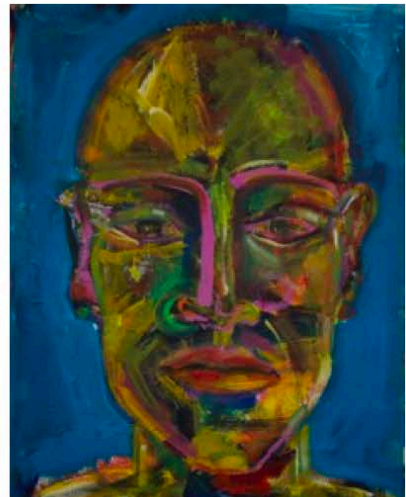
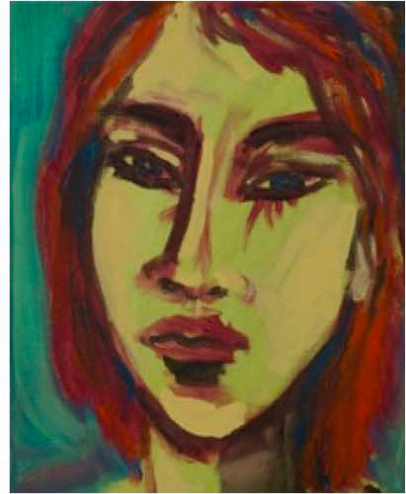
- Prices – Floor Price for each NFT will range from 0.35 ETH (£985 at time of circulation) to 1 ETH (£2,812).
- DROP SCHEDULE – Over 4 weeks, dropping every Thursday.
  - Starting Thursday January 20<sup>th</sup>. Week 1
  - Fourth and final drop on February 10<sup>th</sup> (week 4)
  - A total of 36 NFTs (16 Male, 20 Female) are being made available.
- This NFT Collection will be launched on the layer 2 Polygon blockchain (Ethereum integrated), in order to minimise its carbon footprint.
- 10% of all income from Amanda Watt's debut NFT collection will be donated to Heads Together ([www.headstogether.org.uk](http://www.headstogether.org.uk)).



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**'FACES, FUSION & FORM'**

X36 NFTs | BELOW: Sample static imagery from the 36 piece collection.





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## ABOUT AMANDA WATT



After graduating from Belfast College of Art and Design, Amanda Watt's work announced itself boldly on the London art scene of the early 80's.

Her bright, joyful images, based on the clarity and simplicity of abstract forms, captured the spirit of 80's optimism and became part of its signature. Watt's fusion of cubism, expressionism and primitivism became a recognised and elegant articulation of the post-modern movement – and quickly gained the enthusiasm of not only European but US and particularly Westcoast art collectors.

Basing herself in Los Angeles for over 20 years, her annual exhibitions ran at Timothy Yarger Fine Art (Beverly Hills) and Bowles/Sorokko Galleries (San Francisco, New York and Los Angeles).

Notable collectors of Amanda Watt's work include Stephen Alan Wynn, the billionaire American real estate developer and art collector, academy-award winning director Barry Levinson (Rain Man), and TV producer turned fashion mogul, Marla Ginsburg. Presently based in her native Ireland, Amanda continues her creative journey in both paint and now digital formats.

Explore works currently available by Amanda Watt at Saatchi Art, Artsy, Singulart and OpenSea. 'FACES, FUSION & FORM' is Amanda Watt's debut NFT Collection.

### **For further information, please contact:**

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BARRACUDA exists to generate new commercial and creative opportunities within the fast-changing world of blockchain technologies. Our role is to support creative partners, both as a crypto technology advisory, and as technical experts in the creation & management of NFT assets.

CRYPTO ECONOMICS ADVISORY.  
NFT CREATION & TALENT SUPPORT.  
SCALABLE ART FUTURES.