



FOR IMMEDIATE RELEASE

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PRESS RELEASE

Montreux Jazz Festival launches its first NFT collection

The Montreux Jazz Festival unveils its first collection of NFT (*non-fungible tokens*) in a new partnership with the American platform OneOf, supported by Quincy Jones. Five artworks by French artist Greg Guillemain will go on sale on April 21. Each of these animated designs represents an artist from the 56th edition of the Festival. In addition, an NFT of the 2022 poster, created by Camille Walala, will be available for free to everyone.

Innovation, especially in the field of audiovisual technologies, has always been part of the Montreux Jazz Festival's DNA. More than a simple technological advance, the NFT represents for the Festival a new possibility to support and collaborate with artists and musicians, offering them more control over their work and its marketing. With this in mind, the Montreux Jazz Festival has partnered with the American platform **OneOf**. Specializing in the music industry, this environmentally friendly NFT platform is supported by Quincy Jones and is a partner of the Grammy Awards.

"The Montreux Jazz Festival has a special place in my heart as my all-time favourite live music experience. We are honoured to be their partner in reaching even more music fans bringing cutting edge web3 technology to this iconic festival, sharing the beautiful festival artwork that Camille and Greg created for this season as NFTs for the first time." – **Adam Fell, Co-Founder of Oneof and president of Quincy Jones Productions**

Artwork by Greg Guillemain & Camille Walala

For its first experience in the world of NFT, the Montreux Jazz Festival has chosen to focus on the visual arts, benefiting from a long tradition in this field with its legendary posters, created by Keith Haring, Niki de Saint Phalle, Jean Tinguely and David Bowie.

On April 21 at 9pm (CET), five animated works by **Greg Guillemain** will go on sale, each symbolically representing an artist from the 56th edition program. Each work will be available in 500 copies, sold for \$20 (payment possible by cryptocurrency or credit card). The French artist's pop universe had already been featured by the Montreux Jazz Festival for its 50th anniversary in 2016.

A collectible NFT of the 2022 Festival poster will be offered free of charge to anyone who registers on the OneOf platform. This work by **Camille Walala** will be available in unlimited numbers, but for a limited time. After July 16, the last day of the Festival, it will no longer be possible to add the NFT to one's collection.



Future prospects

In the long term, the NFT technology opens up many possibilities for the Festival, including the possibility of enhancing its vast collection of historical posters and audiovisual archives by collaborating with artists and rights holders. The Festival also wishes to explore the use of NFT as a support and funding tool for emerging musicians. Finally, NFTs could be combined with experiential offers for the public, such as exclusive advantages during the Festival or lifetime subscriptions.

This new innovation project is driven by **Montreux Media Ventures**, a Montreux Jazz Festival subsidiary created in 2019, responsible for diversifying the Festival's activities through the production of content and musical experiences throughout the year.

“Innovation has always been at the heart of the Montreux Jazz Festival. We are very excited that this new partnership with OneOf will bring Web3 technology to the heart of the Festival, as NFTs will offer us the opportunity to support and collaborate more closely with artists in a more sustainable way.” – **Nick Bonard, CEO de Montreux Media Ventures**

Artwork Kit
— ZIP



PRESS AREA

www.montreuxjazzfestival.com/en/presse

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