



## *A World Premiere Organized by Artcurial: The Auction of 10 Iconic Cannes<sup>2</sup> Landmarks as NFTs*

Buying NFTs representing the Palais des Festivals et des Congrès of Cannes, the Croisette or the Vieux Port : a pioneering and soon-to-be feasible project.

On June 21<sup>st</sup>, Artcurial will organize a world premiere: the auction of 10 of Cannes' iconic buildings and sites in the form of NFTs, in partnership with Cannes City Hall and Pertimm.

For the first time, buyers of these NFTs can, after incorporating them in a metaverse, make commercial or cultural use of these digital tokens based on real-life locations.

In practice, it will be possible for example, to put up buildings on the Croisette in the metaverse, to organize events at the Palais des Festivals et des Congrès, or to set up an exhibition at the Centre d'Art La Malmaison. The auction of this unique collection of digital assets will be held at the Capitainerie of Port Canto, which offers a 360° view of the 10 buildings and sites for sale.



CANNES – With its characteristic pioneering spirit, Artcurial will, for the first time, auction real estate as NFTs (Non fungible tokens) on June 21<sup>st</sup>. This world premiere will take place in partnership with Cannes City Hall and the Cannes-based company Pertimm, which specializes in artificial intelligence. A portion of the funds raised will be donated to the Cannes Endowment Fund and will be used to finance environmental protection projects.

Through the *IMet My NFT* project, Cannes City Hall, Pertimm and Artcurial are embarking on a pioneering project: to digitally model 10 legendary sites of Cannes. This is the very first time that a municipality has digitized its iconic landmarks in order to incorporate and use them in the metaverse. This collection of sites and buildings will be introduced on the blockchain, then sold in the form of unique and non-modifiable intangible assets.

The Artcurial auction, directed by Maître Arnaud Oliveux, will take place on Tuesday, June 21, 2022. It will be held at the Capitainerie of Port Canto, which offers a 360° view of the ten buildings that will be auctioned.

Buyers will then be able to embed these NFTs on the metaverse platform of their choice. They will also receive a 3D model of the site to combine the digital and physical experiences.

As French law allows auction houses to sell « intangibles » since March 1<sup>st</sup>, Artcurial is proud to organize one of the first significant NFT sales in France.

*« The sale of the collection of 10 Cannes NFTs is an event with which we have decided to be associated on account of its innovative quality. More than a mere NFT sale, it is a future experience to be had in the metaverse that we will offer buyers and investors, a way to project oneself into another dimension but based on the very tangible reality of 10 iconic landmarks of the city of Cannes. All of this will be within the realm of possibility on June 21<sup>st</sup>. »*

- Arnaud Oliveux,  
Associate Director and Auctioneer, Artcurial



Palais des Festivals et des Congrès of Cannes



Today, the enthusiasm for the acquisition of intangible objects or works is reflected in the rapid expansion of NFTs. As the boundaries between the virtual and the physical gradually fade, the world is witnessing a rapid growth in virtual economies through the purchase of intangible assets: the NFTs. The latter allow a digital file (an image, a video, a music, a work of art) to be coupled with an equally digital certificate of authenticity.

Owning an NFT is the guarantee of being in possession of a dematerialized, unique and secure object. Data linked to the product's characteristics are stored in a large, tamper-proof ledger called the blockchain, which allows the preservation of the assets in their entirety.

*« Cannes is a city with a worldwide reputation, thanks to its events. Today, Cannes continues to innovate and is launching, together with the company Pertimm and the auction house Artcurial, a world first by digitizing Cannes' cult places and buildings, authenticated via NFT. Through the innovative and secure technology of blockchain, each place will become a digitized asset sold at auction. A portion of the proceeds will be donated to the Cannes Endowment Fund and will be used for the development of environmental protection projects. »*

- David Lisnard,  
Mayor of Cannes

*« Metaverses will change our approach to interpersonal exchanges, such as the internet, social networks and e-commerce did when they first appeared. Through this collection, our desire is to create a bridge between reality and the metaverse, our creations take NFTs into a new era, that of the utilization and economics of the metaverse. »*

- Charles-Henri Puaux,  
President and CEO, Pertimm



Capitainerie of Port Canto,  
venue of the auction directed by Maître Arnaud Oliveux on June 21<sup>st</sup>

# *10 legendary sites of Cannes sold at auction in the form of NFTs*



## *The Palais des Festivals et des Congrès*

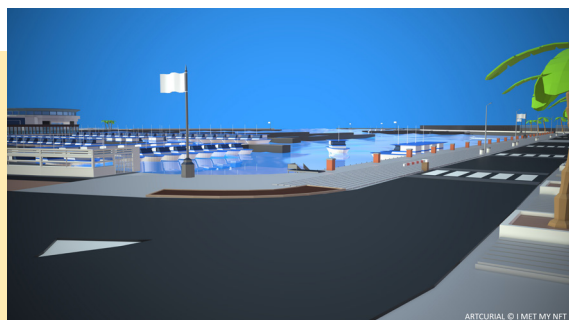
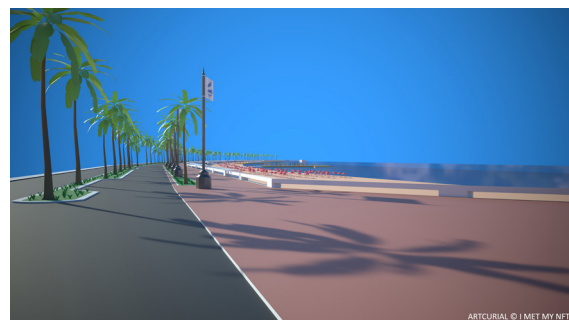
In the eyes of the whole world, the Palais des Festivals et des Congrès is associated with the Cannes Festival, the first cultural event in the world, with its famous red carpet trodden by the greatest stars of the world cinema and with its mythical Louis-Lumière Auditorium where the coveted Palmes d'Or are awarded.

**In the metaverse**, the Palais' vast floor space will allow the organization of world-class fairs and events. The presence of a casino will also allow the setup of a game world.

## *The Croisette*

Inextricably linked to the celebrated Festival de Cannes, the Croisette, Cannes' mythical thoroughfare, is one of the city's most prestigious symbols. It offers a three kilometer long promenade decorated with umbrella pines and palm trees offering a sublime panorama of the Esterel and the Lerins Islands.

**In the metaverse**, the Croisette will be able to accommodate the construction of houses and buildings, as well as the organization of events on and around the beach.



## *The Vieux-Port*

A central and essential element of the city's historical heritage, the Vieux-Port is also one of the most prestigious ports of the French Riviera. A commercial and recreational port, it is France's fourth cruise port after Marseille, Ajaccio and Le Havre.

The first Mediterranean regattas for tall ships were launched there in 1863, culminating in the Régates Royales in 1929; and since 1977, the Cannes Yachting Festival, the first European boat show, is held there.

**In the metaverse**, the port's presence is part of a triangle including the Palais des Festivals and the Croisette and will further enable the development of yachting. The Pantiero esplanade, which hosts many film shoots (such as Ninja Warrior France), will be able to host events.



### *Île Sainte-Marguerite and its Fort Royal*

Île Sainte-Marguerite is the largest of the two islands of the Lérins archipelago. It is a true natural sanctuary, home to a beautiful state-owned pine and eucalyptus forest as well as an ornithological reserve. The island also accommodates a Royal Fort built in the 17<sup>th</sup> century – a former state prison which, for 11 years (from 1687 to 1698) held the mysterious Man in the Iron Mask, which some legends have identified as the twin brother of Louis XIV, and whose cell is open to visitors.

Both **in the metaverse** and in reality, the island will remain a nature reserve. It will allow the organization of environmentally friendly outdoor activities.

### *La Malmaison*

Formerly “La Villa du Grand Hotel,” the building on Boulevard de la Croisette has become an art center and exhibits prestigious modern and contemporary artists.

**In the metaverse**, this building will host exhibitions and various cultural and festive events.



### *The Suquet*

Le Suquet is the historical birthplace of the city.

A perfect vantage point from which to admire the Bay of Cannes and the Croisette that runs alongside it, Cannes' oldest district is a marriage of Provençal charm and village life.

**In the metaverse**, the Église Notre-Dame d'Espérance church, dating back to the 16<sup>th</sup> century, will be a great place to celebrate weddings, as well as other religious and cultural events.

### *The Marché Forville*

Located in the heart of Cannes' historic center, at the foot of the Suquet hill, the Marché Forville is an indoor market of nearly 80 market stalls. With an area of 3,000 square meters, it welcomes farm growers, fishermen and other local producers and takes visitors on a gourmet journey in a friendly and warm atmosphere.

**In the metaverse**, the market will allow the sale of local produce on a site that symbolizes art de vivre in Cannes.





## *The Pointe Croisette & the Palm Beach*

The peninsula located by the sea includes the eastern part of the Croisette and three ports: the Port Canto, a marina; the Port Pointe Croisette, geared towards sports sailing; and the Port du Mouré Rouge, a family-friendly port.

The Pointe Croisette is bordered on the south by the legendary cape of Palm Beach, which was home to a Casino for a long time and hosted the filming in 1962 of Henri Verneuil's « Mélodie en sous-sol », starring Jean Gabin and Alain Delon.

**In the metaverse**, Palm Beach entertainment spaces will accommodate festive events, as well as offering the possibility of promenades in an exceptional spot.



## *The Port Canto*

Port Canto is Cannes' second port. Nestled in a green setting facing the Îles de Lérins, and able to accommodate more than 550 boats, it is one of the Mediterranean's most beautiful marinas.

Since 2006, Port Canto has also been home to some of the ships and sailboats exhibited at the Cannes Yachting Festival – the leading European boat show.

**In the metaverse**, Port Canto will allow yachting to develop. In addition, its Harbor Master's Office with its modern and bold architecture will allow the organization of festive events on the second floor terrace.

**Its Harbor Master's Office will host the auction on June 21<sup>st</sup>.**

## *The Underwater Eco-museum by Jason deCaires Taylor*

Located a few breaststrokes away from Île Sainte Marguerite, it is the first museum created by the artist Jason deCaires Taylor in France and in the Mediterranean.

The sculptures are artificial reefs where flora and fauna can reproduce and provide a formidable platform for raising public awareness of the importance of preserving the seabed.

**In the metaverse**, it will be the first underwater museum, and will allow 360° immersive tours of a site populated by underwater works of art for an exotic experience.



## PRACTICAL INFORMATION

Auction:  
Tuesday June 21, 2022 - 6 p.m.

Port Canto  
Bd de la Croisette  
06400 Cannes

## PRESS MATERIAL

Visuals available on request  
More information : [www.imetmynft.com](http://www.imetmynft.com)

## MEDIA CONTACTS

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### *About Cannes*

Cannes, a Mediterranean coastal town with a strong Provencal identity, welcomes three million visitors from all over the world every year. Located in the heart of the French Riviera, Cannes enjoys an exceptional climate and geographical location with the Alps and its snowy ski slopes less than an hour and a half's drive away.

Cannes stands for: crystal clear waters along its beautiful bay of fine sand and the Îles de Lérins, with an exceptional natural, cultural and spiritual heritage, including the monastic island of Saint-Honorat, which still houses a Cistercian congregation and has applied for inscription on the UNESCO World Heritage List. It is also a historic and cultural city that accommodates museums and classified monuments: the fortified monastery and the seven chapels of Île Saint-Honorat island dating back to the Middle Ages; the 16<sup>th</sup> century Église Notre-Dame d'Espérance church and the Chapelle de la Miséricorde in the Suquet historic district; the Île Saint-Marguerite island 17<sup>th</sup> century Fort Royal, where the mysterious Man in the Iron Mask was imprisoned; the 19<sup>th</sup> century palaces and mansions located along the legendary Boulevard de la Croisette, where the European aristocracy once gathered; or the underwater eco-museum conceived by Jason deCaires Taylor and set up in 2021.

Finally, Cannes is undeniably the world capital of cinema thanks to the Cannes Festival, created in 1939, the most publicized event in the world after the Olympic Games. Since November 2021, it has also been designated a UNESCO «Creative City» in the «film» category. The embedding in the metaverse of Cannes' iconic landmarks fits perfectly into the DNA of a destination which, from its origins as a fishing village, has always been forward-looking and open to other worlds, both physical and virtual.



### *About Pertimm*

Founded in 1997, Pertimm is a major provider of digital solutions in the e-retail sector in France. It enjoys a significant aura in the digital industry thanks to numerous international R&D projects. Pertimm is involved in the e-commerce management of leading companies in many sectors. Its corporate culture of disruption has naturally led it to invest in the blockchain and the metaverse since 2019.

### *About Artcurial*

Founded in 2002, Artcurial is a multidisciplinary auction house based in Paris which has consolidated its leading position on the international art market since 2021. With three sales locations in Paris, Monaco and Marrakech, the auction house generated 169 million euros in sales in 2021. It covers the whole range of major disciplines: from Fine Arts to Decorative Arts, Classic Cars, Collector Jewelry and Timepieces, Fine Wines and Spirits...

With a solidly international profile, Artcurial maintains its international network with representation offices in Brussels, Milan, Monte-Carlo, Munich and Vienna. In October 2015, Artcurial held its first sales in Hong Kong and Morocco.

[artcurial.com](http://artcurial.com)

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