

**“JPG File Sells for \$69 Million, as ‘NFT Mania’ Gathers Pace.”** This was the New York Time headline after the artist Beeple set a record by selling his digital artwork ‘Everydays — The First 5000 Days’ at a Christie’s auction in 2021. Since then, **NFT** has been the biggest buzzword in the digital space.

Welcome to the world of digital ownership and creativity! You're about to enter a new realm of art, and technology. Say hello to the world of NFTs. If you're an artist, collector, or just curious about this emerging field, you're in the right place. Get ready to learn how to create, sell, and collect NFTs like a pro. Are you ready to unlock the potential of this exciting new technology? Let's dive in!

**NFTs (Non-Fungible Tokens)** are the latest game-changer in the digital ecosystem. NFTs' unique characteristics are recorded on a decentralized blockchain, providing a new and exciting way for artists and content creators to monetize their work and for collectors to invest in unique assets. With NFTs, artists can create one-of-a-kind digital works and sell them to collectors, who can then prove ownership and display them in their digital wallets or virtual galleries.

### **For Immediate Release:**

**Avid Learning** in association with **Hefty Art** and **The Art Insider** presents **NFTs: A Practical Guide to Building Digital Assets Within the Art Ecosystem**, an open NFT workshop that will take you on a journey through the fascinating world of non-fungible tokens and show you how to turn your digital creations into unique and valuable assets.

Please read below for more information on the event:

The workshop is structured in three sessions. In the opening session, *Co-Founder Hefty Art, Blockchain & NFT enthusiast and investor Kanishq Chhabria* will introduce the NFT ecosystem and familiarize the participants with key terms and terminology. He will showcase the vast potential that NFTs offer to independent artists and how the digital world of NFTs merges seamlessly with the physical world of galleries to create a phygital landscape for the future. During the second session, experts from *Hefty Art* will do a hands-on demonstration, guiding the participants on how to drop, mint, sell, and buy NFTs. It will be followed by presentations from some of the most creative minds including *Artificial Intelligence and New Media Artist, Harshit Agrawal, Multidisciplinary Visual Artist, Santanu Hazarika*, and *Culture Entrepreneur and New Media Artist, Tejas Nair* sharing their work and NFT journey, and interacting with the audience.

Join us on this digital voyage and get ready to mint and drop NFTs!

**Where:** 1st Floor Podium, Essar House, K.K. Marg, Mahalaxmi, Mumbai 400034

**When:** Saturday, 11th March 2023

10:00 AM to 10:30 AM - Registrations | 10:30 AM - 4 PM - Workshop

**Tickets:** [www.insider.in](http://www.insider.in) | Rs. 1500 (incl. Lunch and Refreshments)

**Press Email:** Ayesha Dadachanji ([ayeshah.avid@gmail.com](mailto:ayeshah.avid@gmail.com))

## About Artists

### **Kanishq Chabbria**

Co-Founder Hefty Art,

Blockchain/NFT Enthusiast and Investor

Kanishq is the 25-year-old co-founder of Hefty, a venture focused on bringing Art, Gaming and Entertainment related NFTs to the forefront. He currently leads Hefty Art from the front. Hefty Art is working to bring contemporary Artists to the blockchain starting with legends such as MF Husain, while also allowing lesser-known Artists a legitimate platform to sell their works on. Their first sale will be a one of one auction for MF Husain's Fury. Kanishq is also a CFA Level 3 candidate who has previously worked in Wealth Management, a world he gladly gave up to enter the burgeoning NFT space with the intrinsic understanding that it is full of noise and to succeed one must deliver real value and utility to their community. He enjoys trading stocks and crypto in his spare time. Within the Web 3.0 space, he is fascinated by the opportunities offered by De-Fi and is a proponent for a decentralised future.

**Harshit Agrawal** is an artist working with artificial intelligence and emerging technologies. A graduate of the MIT Media Lab and IIT Guwahati, his work has been nominated twice and shortlisted for the top tech art prize, the Lumen Prize. He did India's first solo show of AI Art in 2021 and was the only Indian artist at the first global group exhibition of AI Art at a contemporary gallery in 2018. His work is part of the permanent collection of the largest computer science museum in the world, and has shown at group shows at the India Habitat Center (India), Asia Culture Center (Korea), Ars Electronica (Austria), Museum of Tomorrow (Brazil) among others.

### **Santanu Hazarika**

Hailing from the state of Assam, Santanu Hazarika is a multidisciplinary autodidact visual artist based in Mumbai. He dropped out of engineering to become the first ever Redbull World Doodle Art Champion in 2014 and in the short span of a few years, Santanu has built a substantial roster of clients and collaborators such as Red Bull International, Adidas, Reebok, Harper's, Dust of Gods, Chivas, Dewars, NDTV, Ministry of Culture, Gully Gang, Azadi records, Ritviz, Nucleya, Major Lazer and hip-hop artists Raftaar, Divine among many others.

He is also one of the pioneers of the NFT revolution in India, with his collaborative NFT with Ritviz selling as one of the fastest NFTs ever sold, in a record time of 37 secs. As somebody who has worked across mediums and styles, Santanu's creativity has extended to a variety of projects including designing and illustrating murals for some of the biggest brand showrooms, collaborating with fashion labels, defining visual identities for musicians and albums, redefining sneaker culture & sneaker art, and elevating the idea of art cars.

From displaying and curating art across the world to conducting workshops in the heart of Siberia, Santanu is the perfect example of a self-taught, independent artist.

**Tejas Nair** is a culture entrepreneur & new media artist, building brands, community-led projects as well as festivals with a keen focus on the creative use of technology. As a co-founder at Vorlds, he is building a creator-focussed metaverse platform that makes virtual social experiences & web3 more accessible for creatives & communities. His work as Spryk is widely acclaimed and has led to him touring extensively across the region performing DJ sets & live Audio-Visual performances at iconic venues and music festivals such as Magnetic Fields, Vh1 Supersonic, Boiler Room & more.