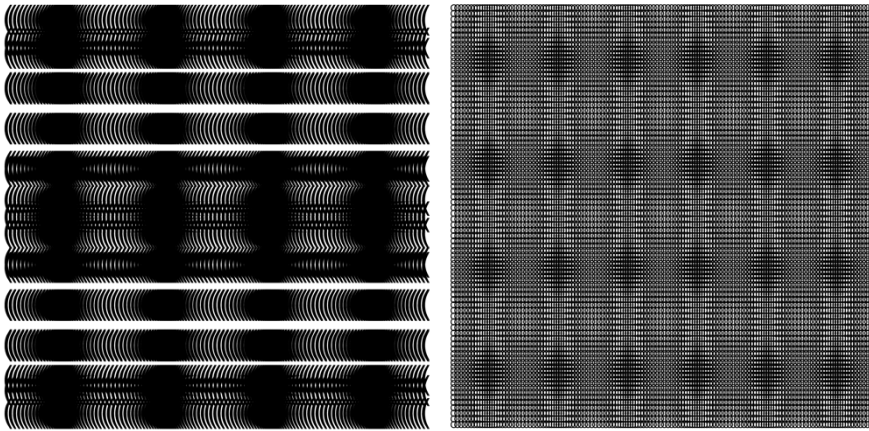


Pace Verso and Art Blocks Detail First-Ever NFT by Tara Donovan, the Latest Project to Be Released as Part of Multifaceted Partnership

Titled QWERTY, the project will be on view in Pace's booth at Frieze London 2022.

The first 56 individuals to mint QWERTY NFTs will each receive a physical print of their NFT from the artist and Pace Verso.



Left to right: Tara Donovan, QWERTY, 2022 © Tara Donovan, courtesy Pace Verso; Tara Donovan, QWERTY, 2022 © Tara Donovan, courtesy Pace Verso

New York, NY – Pace Verso, the web3 hub of Pace Gallery, and Art Blocks, the leading platform for generative art, are pleased to detail the latest project realized as part of their multifaceted partnership encompassing NFT releases, exhibitions, and community programming. Through this collaboration, Pace Verso x Art Blocks will present artist Tara Donovan's first-ever NFT project, titled QWERTY, which will launch on October 10 at 12 p.m. EDT and be available for purchase on artblocks.io.

Donovan, whose practice spans sculpture, installation, drawing, and printmaking, often explores the talismanic qualities of everyday materials and objects. The artist's new QWERTY project, which comprises 500 unique, generative NFTs, is deeply engaged with her screen drawings—for those two-dimensional works, Donovan moves, pinches, and cuts the wires of woven aluminum insect screen to extract patterns from existing grids, using a mathematical methodology to draw out the phenomenological potential of the material.

The artist's QWERTY NFTs meditate on the ways that type can function as a building block for creating pattern. Each NFT in this series depicts rhythmic, mesmeric arrangements of a single, repeating letter or symbol represented on computer keyboards. The 26 letters and 30 symbols that make up the layered, gridded compositions of the QWERTY NFTs are rendered in varying degrees of legibility, striking a balance between recognizability and obscurity. These screen-based images take on the qualities of woven textiles, and they are the result of the artist's meticulous pattern development, organization, and refinement, which she executed through algorithmic processes.

Donovan's QWERTY NFT project can be understood as an extension of the eponymous book she published in 2018, which features patterns the artist forged using characters from a 1930s typewriter. Both the digital and physical iterations of QWERTY reflect Donovan's interest in surface depth and perspectival mutability. Her QWERTY NFTs shapeshift and transform depending on a viewer's position relative to their screen, bringing ghostly shapes and figurative elements into relief in the compositions' interstitial spaces. The wide range of patterns in the QWERTY NFTs includes subtle, minimalist grids; architectural forms; psychedelic motifs; and optical illusions.

Character type, quantity, and scale; amplitude; and wave pattern are among the variable traits in the QWERTY NFTs. To experiment with these visual possibilities, Donovan used a rendering application that enabled her to adjust NFT features while seeing their effects in real time.

The first 56 individuals to mint QWERTY NFTs will each receive an archival pigment print of their NFT from the artist and Pace Verso. These works will be signed and numbered by Donovan. Complete terms and conditions will be available on Pace's website before the project's release on October 10.

The artist will participate in an AMA discussion with Art Blocks artist Andrew Badr on Pace Verso's Discord server on October 7 at 10 a.m. EDT. To mark the project's launch, she will engage in an AMA discussion on Art Blocks' Twitter on October 10 at 11:40 a.m. EDT. QWERTY NFTs will make their physical debut in Pace's presentation at Frieze London 2022, which is open to the public from October 12 to 16. Donovan will donate a portion of the proceeds from QWERTY NFT sales to Planned Parenthood.

QWERTY is realized by Art Blocks and Pace Verso in conjunction with Digital Practice, an artist-focused web3 creative agency that worked in close concert with Donovan on project conceptualization, art direction, and development. More information about the project can be found at artblocks.io.

Tara Donovan (b. 1969, New York) creates large-scale installations, sculptures, drawings, and prints, utilizing everyday objects to explore the transformative effects of accumulation and aggregation. By identifying and exploiting the usually overlooked physical properties of modest, mass-produced goods, Donovan creates ethereal works that challenge our perceptual habits and preconceptions. The atmospheric effects of her art align her with Light and Space artists, such as Robert Irwin and James Turrell, while her commitment to a laborious and site-responsive methodology links her to Postminimalist and Process artists, especially Eva Hesse, Jackie Winsor, Richard Serra, and Robert Morris. She has had major survey exhibitions at the Institute of Contemporary Art, Boston, which was also on view at the Museum of Contemporary Art San Diego, and Museum of Contemporary Art Denver, as well as a string of solo projects at the Metropolitan Museum of Art in New York, UCLA's Hammer Museum, the Berkeley Art Museum, Smart Museum of Art, Indianapolis Museum of Art, Milwaukee Art Museum, Parrish Museum, and the Museum of Contemporary Art Cleveland, among others.

Art Blocks is a company that is in service of bringing the most compelling examples of contemporary generative art to life. Art Blocks unites artists, blockchain technology, and collectors in a destination dedicated to groundbreaking work and remarkable experiences.

Pace Verso is Pace Gallery's hub for web3 projects, launched in 2021 under the leadership of Pace President and CEO Marc Glimcher. Pace Verso works closely with artists within and beyond the gallery's program to incubate, develop, and realize their web3 projects, operating an NFT platform on the Ethereum blockchain at www.pacegallery.com/pace-verso. In addition to releasing independent projects, Pace Verso frequently collaborates with leading web3 platforms to share artists' work with wide audiences. In 2022, Pace Verso established a multifaceted partnership with Art Blocks, the leading generative art platform, encompassing boundary-pushing generative NFT releases by Pace's artists as well as crypto-native artists, exhibitions, and community programming. In its first year, Pace Verso—which reflects the gallery's longtime and ongoing support of innovative artists who have cultivated advanced studio practices engaged with boundary-pushing technologies—has presented NFT projects by Jeff Koons, Zhang Huan, Glenn Kaino, DRIFT, Lucas Samaras, and other artists. Pace Verso has also grown a robust following on its dedicated Discord server, directly engaging web3 communities through discussions with artists and leaders in the crypto space.

Digital Practice is an art-focused web3 agency, supporting artists and estates in expanding their oeuvres and preserving their legacies through the translation of authentic artistic practices to the blockchain. Their expertise is in smart contract development, creative coding, generative art, and incorporating digital art into an artist's more traditional or physical practice. For more information, visit www.digitalpractice.art.



For immediate release

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