

CHRISTIE'S

RELEASE | NEW YORK | 15 JUNE 2023 | FOR IMMEDIATE RELEASE

CHRISTIE'S 3.0 PRESENTS: CARTOGRAPHY OF THE SOUL

PROCEEDS TO BENEFIT THE MULTIDISCIPLINARY ASSOCIATION FOR
PSYCHEDELIC STUDIES



DeeKay
Self-Discovery
40 – 50 ETH



Mad Dog Jones
A Gust of Wind
15 – 20 ETH

NEW YORK - Christie's 3.0 is pleased to announce [Cartography of the Soul](#), an on-chain auction of digital art to benefit the [Multidisciplinary Association for Psychedelic Studies](#) (MAPS). Curated with 1OF1, Christie's has assembled more than 30 new or recently executed artworks, many of which reflect the artists' own profound experiences with psychedelics. Sale proceeds will be donated to support the research of and public education about potentially life-saving psychedelic therapies led by MAPS, a 501(c)(3) non-profit organization.



Sam Spratt
IOU One Edition of 256
Starting bid at 2.56 ETH

The sale features digital artworks from a number of today's leading artists including DeeKay, IX Shells, Sam Spratt, Killer Acid, Dustin Yellin, Justin Aversano, Mad Dog Jones, Nadya Tolokonnikova of Pussy Riot and more. A highlight of the sale is *Self-Discovery* by DeeKay, estimated to achieve 40 – 50 ETH. Another exciting lot is Sam Spratt's *IOU One Edition of 256*, which invites interested collectors to discover what comes next.

The sale has a combined estimate of 234 – 333 ETH.

Nicole Sales Giles and Lydia Chen, Christie's Digital Art Department: "Last June, we had the honor of working with 1OF1 to put

together a curated sale of digital art to benefit MAPS and we were thrilled with the results. Not only were collectors rushing to bid on quality digital artworks, but there was overwhelming support for the charitable component of the sale. Now, we are very excited to continue our partnership both with 1OF1 and with MAPS, and to announce Cartography of the Soul, this year hosted on Christie's 3.0, our on-chain auction platform. This sale offers buyers a unique opportunity to collect digital artworks at an array of price points and aesthetics while supporting a wonderful organization."

The full exhibition will be on view at the Psychedelic Science Conference in Denver, Colorado June 20-23. Highlights will be on view at Christie's New York June 23 - 27. The sale will be live for bidding on Christie's 3.0 June 21 - 27.

ABOUT MAPS

Founded in 1986, the Multidisciplinary Association for Psychedelic Studies (MAPS) is a 501(c)(3) non-profit research and educational organization that develops medical, legal, and cultural contexts for people to benefit from the careful uses of psychedelics and marijuana.



PRESS CONTACT:

Jessica Stanley | jstanley@christies.com | 212 636 2680

About Christie's

Founded in 1766, Christie's is a world-leading art and luxury business. Renowned and trusted for its expert live and online auctions, as well as its bespoke private sales, Christie's offers a full portfolio of [global services](#) to its clients, including art appraisal, art financing, international real estate and education. Christie's has a physical presence in 46 countries, throughout the Americas, Europe, Middle East, and Asia Pacific, with flagship [international sales hubs](#) in New York, London, Hong Kong, Paris and Geneva. It also is the only international auction house authorized to hold sales in mainland China (Shanghai).

Christie's [auctions](#) span more than [80 art and luxury categories](#), at price points ranging from \$200 to over \$100 million. Christie's has sold 8 of the 10 most important single-owner collections in history, including the [Paul G. Allen Collection](#)—the most valuable collection ever offered at auction (November 2022). In recent years, Christie's also achieved the world record price for an artwork at auction ([Leonardo da Vinci's Salvator Mundi](#), 2017), for a 20th century artwork ([Andy Warhol's Shot Sage Blue Marilyn](#), 2022) and for a work by a living artist ([Jeff Koons' Rabbit](#), 2019). Christie's [Private Sales](#) offers a seamless service for buying and selling art, jewellery and watches outside of the auction calendar, working exclusively with Christie's specialists at a client's individual pace.

Following the groundbreaking 2021 sale of the first digital art NFT ever offered by a global auction house ([Beeple's Everydays](#)), Christie's recently launched the first [fully on-chain auction platform](#) dedicated to exceptional NFT art. As an industry leader in digital innovation, Christie's also continues to pioneer new technologies that are redefining the business of art, including the use of hologram technology to tour life-size 3D objects around the world, and the creation of viewing and bidding experiences that integrate augmented reality, global livestreaming, buy-now channels, and hybrid sales formats.

Christie's is dedicated to advancing [responsible culture](#) throughout its business and communities worldwide, including achieving sustainability by reducing our carbon emissions by 50% and pledging to be net zero by 2030, and actively using its platform in the art world to amplify under-represented voices and support positive change.

Browse, bid, [discover](#), and join us for the best of art and luxury at: www.christies.com or by downloading Christie's apps.

** Please note when quoting estimates above that other fees will apply in addition to the hammer price - see Section D of the Conditions of Sale at the back of the sale catalogue.*

**Estimates do not include buyer's premium. Sales totals are hammer price plus buyer's premium.*

