

NEUVIEMETOIT

present

the first NFT exhibition of  
contemporary African art in Europe

African Art  
is Non Fungible

20 - 23

October 2022

Carreau du temple, Paris 75002

In partnership with



Also Known  
As Africa

—  
foire d'art  
contemporain  
et de design  
africain

**Willow Evann**

**31PROJECT**

## **Presentation of African Art is Non Fungible**

The Neuvième Toit designers' collective, in partnership with AKAA, the first French contemporary art and design fair focused on Africa, presents a new project from October 20 to 23, at the Carreau du Temple (4 Rue Eugène-Spüller - 75003 Paris, France).

A first in the world of contemporary African art in Europe, African Art is Non Fungible aims to showcase Africa's artistic heritage and its creators in an innovative and accessible way through the use of non-fungible tokens (NFT) and hybrid media (physical/digital).

For this first edition, Neuvième Toit collaborates with the Franco-Ivorian artist Willow Evann and the gallery 31 Project Paris, on an immersive artistic proposal combining both the perception of the real world and its virtual mirror

## About Willow Evan



A protean artist, Willow Evann expressed very early the need to express himself through the body. Lulled as a child by the reggae his father listened to, he has been immersed in hip-hop culture since the age of 10, particularly through dance. It is more specifically oriented towards the Locking at the age of 18, and is considered nowadays as an essential reference of this dance.

In parallel Willow pursues a career as a photographer, putting at the service of his photographic eye, his skill as a dancer. What what interests him is the danced movement, capturing the beauty of the moment.





*Photo credits: AKA APEKAY*

Coming from a housing estate in Bondy, and originally from the Ivory Coast, Willow has been wondering for a long time about his origins, about the relations between France and Africa, about the image and the social status of black people evolving in the Western societies.

These reflections are a common thread in his work as a dancer, photographer, and now as a visual artist. His latest works, in carved raw wood, depict this internal journey and address intimate questions, but with a universal resonance.

## About Ninth Roof

Founded in 2014 by entrepreneur and PR consultant Goudet Abalé (35°Nord - Avisa Partners), Neuvième Toit is a collective of young French-speaking creators, active in the fields of painting, music, photography, fashion, design and audiovisual.

Based in Paris, it is notably composed of Alexandre Elenga (painter and computer graphics artist), Lucie Plaettner (stylist), Shayne (rapper), Aksel Gaspard (director), or Christy Hash (photographer).

Why "Ninth Roof"? The 9 is the largest single digit number in the decimal system. Fertile and highly symbolic, it represents in many cultures human and artistic creation, ex-celence, light and life. As for the "roof", it refers as much to the idea of "height" and "leadership" as it does to the concept of "protection", "haven" and "home". The combination of these two notions alone sums up the mission of the collective.

"Our goal is to bring together talented artists - driven by a common desire to grow - under one banner and provide them with the resources necessary to emancipate themselves through art, creation and sharing."

- *Goudet Abalé (President)*

## Immersion in a hybrid artistic universe between physical and digital

As part of the *African Art is Non Fungible* project, mixing physical and digital media in a 14 square meter space, three physical works are proposed by Willow Evann:

*Google Noir* (2020, 150x150cm), *Tirillés* (2020, 110x110cm) and *Zaouli* (in production).

Their digital declination (in virtual or augmented reality) allows a total immersion of the spectator in a universe where the borders between real and virtual, between touched and perceived, between past, present and future are erased...





WE-20220121-00084

Title : **Tirillés**

Technique: *mixed media, spruce wood sculpture, ink, collage, transfer of polaroid photos on wood.*

Dimensions: *110 x 110 cm*

Year: *2020*



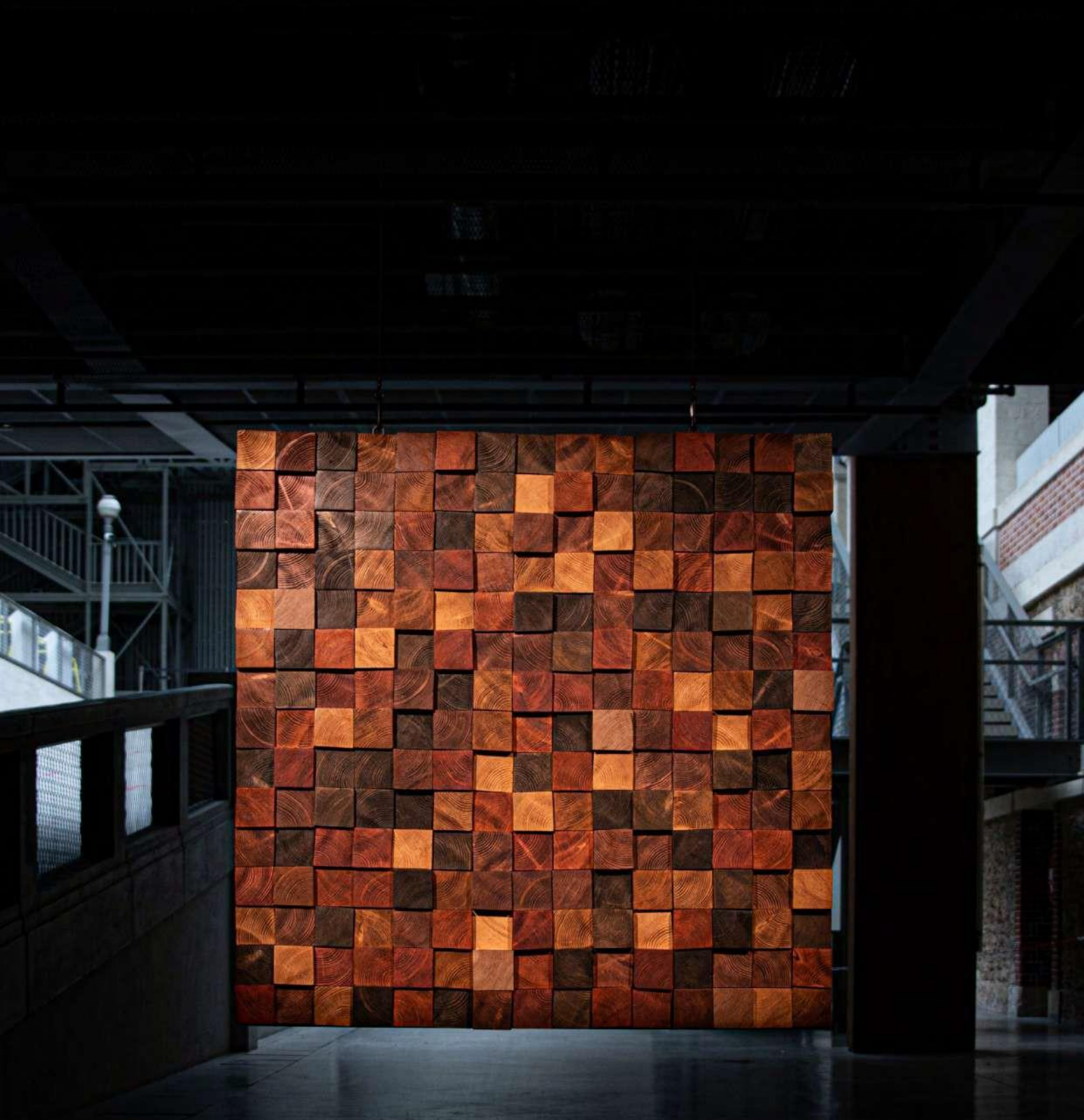
# 2

## **NFTs to democratize contemporary African art**

To amplify this approach and allow art lovers to acquire Willow Evann's work, African Art is Non Fungible presents a collection of 500 NFTs based on the works **Google Noir**, **Tirailés** and **Zaouli**.

The sale of the latter complements the sale of works on physical media - in a move to democratize African art and empower the artists of the continent and its diaspora.

- **1 Google Noir** *physical, direct sales*
- **1 Physically challenged**, *direct sales*
- **1 black mini-Google**, *at auction*
- **462 Google Noir, Tirailés and Zaouli** *in the form of non-donable tokens, for direct sale or auction according to rarity level*
- **38 mini black Google** *tokens offered in pre-mint, on White Listing*



WE-20210512-01646

Title : **Google Black**

Technique: *mixed media, spruce wood sculpture, ink, collage*

Dimensions: *150 x 150 cm, accompanied by a web application* Year:  
*2020*

# 3

## A round table to educate on this disruptive innovation

Finally, Neuvième Toit is organizing a round table on the subject *"Between promises and concretizations, how can African art capitalize on the innovation of NFT?"* as part of the Rencontres AKAA.

### Participants

- Introductory word [AKAA]
- Moderation [Ninth Roof]
- Willow Evann [31 Project Paris]
- [Expert]
- [Expert]

# 4

## The benefits granted by purchasing a non-fungible token

462 non-fungible tokens of the works *Google Noir*, *Tirailés* and *Zaouli* will be offered for sale by Neuvième Toit and Willow Evan as part of the African Art is Non Fungible project.

These correspond to the 225 pieces composing respectively the *Google Noir* and *Tirailés* physiques; accompanied by 3 iterations per single *Zaouli* mask and 3 iterations of this complete work (3 masks).

- 2 VIP tickets for the purchase of an NFT sold before the fair
- Several future airdrops (donations) of NFTs planned by Ninth Roof and Willow Evann:
  - 2 NFT purchased = 1 unpublished work (ultimate rarity level)
  - 4 NFT purchased = 2 unpublished works (ultimate rarity level)
  - 6 NFT purchased = 3 unpublished works (ultimate rarity level)
- Discounts on the artist's physical works and the possibility of placing personalized orders
- Free tickets for meetings (exhibition, cocktail, gala...) organized by Neuvième Toit around urban and contemporary art
- A guided tour of the artist's studio for the purchase of 2 NFT
- A privileged meeting with the artist during a luxury lunch (2 people) for the purchase of 4 NFTs

Finally, Ninth Roof and Willow Evan will offer 38 NFT of the black mini-Google

in pre-mint to holders of NFTs marketed in direct sales or at auction.

# NEUVIEMETOIT

contact

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