



**HOUSE of
LOBKOWICZ**

Press Release

Prague, October 12, 2022

Non-Fungible Castle 2022: Breaking Down the Barriers Between Art and Blockchain

House of Lobkowitz is hosting its second edition of Non-Fungible Castle, which bridges the traditional art world with blockchain technology in a one-of-a-kind exhibition, cultural program, and international conference. The exhibition, which will open on October 27, 2022, at the Lobkowitz Palace in Prague Castle, is inspired by the remarkable story of world-renowned Czech composer, Antonín Dvořák, who demonstrated an exceptional ability to represent the identity of a culture through art. The exhibition invites artists to meditate on their own cultural identities through different forms of artistic expression—preserving and sharing the stories of our collective cultural heritage. Visitors will enjoy artworks by big names like Banksy, Daniel Arsham, Zhang Huan, Jonathan Monaghan, and CROSSLUCID. The thriving local art scene will be represented by luminaries past and present, including the legendary Toyen, Mila Fůrstová, who designed the cover of Coldplay’s award-winning album *Ghost Stories* and former choreographer for Kanye West, Yemi A.D. The exhibition is free to the public and will run until November 13, 2022. Selected works in the exhibition will be sold in an online auction in the form of NFTs (Non-Fungible Tokens).

The funds obtained from this year’s auction will support the Lobkowitz Collections’ charitable project: the reconstruction and renovation of Antonín Dvořák’s Birth House in Nelahozeves, which will be transformed into an international musical heritage site that includes a new state-of-the-art museum devoted to his life and music, and dedicated music education courses, workshops, concerts, and community enrichment programs for all ages.

The interactive cultural experience will take place on November 4, 2022, at Nelahozeves Castle and the adjacent Dvořák Birth House. The all-day program starts at the Masaryk train station in Prague where guests will board a historic train that will take them to the village of Nelahozeves. On site, a unique, immersive experience awaits, combining modern technology with real-world cultural heritage. Guests will participate in various activities, including folk dancing, virtual reality, and a gamified scavenger hunt—providing hands-on experiences through the applications of blockchain technology. Attendees will collect NFTs with each activity, authenticating their attendance and participation in the event by recording it in perpetuity on the blockchain.

The international conference will be hosted on November 5, 2022, at the Lobkowitz Palace in Prague Castle. Experts and thought leaders from all over the world will convene to discuss the possibilities, challenges, and legal aspects involved in connecting the worlds of blockchain and traditional art, especially as a means to share and preserve cultural identity. One of the panels will be organized in cooperation with the European Commission, and others will include speakers like Johann König, Artur Sychov, Sara Polak, Pavel Telička and Lubo Šmíd.

House of Lobkowitz
Pražský hrad, Jiřská 3, 110 00 Praha 1
www.lobkowitz.cz

The event will close with a VIP evening gala, also hosted at the Lobkowitz Palace in Prague Castle.

All tickets for Non-Fungible Castle are NFTs and provide token-gated access to the event—a world-first for a cultural institution and a breakthrough moment that can revolutionize all forms of ticketing. “Token gating” is a Web3 tool that grants access to exclusive content, rewards, or communities. To offer this unique ticketing system, House of Lobkowitz has partnered with STRV, a Czech software design and engineering firm that is putting Prague on the map for this pioneering technology. A press conference for Non-Fungible Castle will take place on October 27, 2022 at 11:00, the opening day of the exhibition. If you are interested in accreditation at the press conference or the international conference at the Lobkowitz Palace, please contact Jan Pavelka, director of communications for House of Lobkowitz, or fill out the online form on the website: <https://www.nfcastle.com/media>

For more information about Non-Fungible Castle 2022, visit: <https://www.nfcastle.com>

For media enquiries please contact:

Jan Pavelka
Director of Communications
House of Lobkowitz
+420 734 331 254
jan.pavelka@lobkowitz.cz