



**HOUSE of
LOBKOWICZ**

Press Release

Prague, October 31, 2022

Non-Fungible Castle 2022 Launches a State-of-the-Art Exhibition at the Lobkowitz Palace—Followed by an Interactive Cultural Program and Conference

Non-Fungible Castle 2022 officially started on Thursday October 27, 2022, at the Lobkowitz Palace in Prague Castle, kicking off with the opening of a unique exhibition of NFTs (non-fungible tokens), digital, and contemporary art from around the world that features the likes of Banksy, Toyen, Daniel Arsham, and many more. However, this is just the beginning—NFCastle 2022 has much more to offer beyond the exhibition alone.

On Friday, November 4, our bespoke interactive cultural experience (ICE) will take place at Nelahozeves Castle. During this event, visitors will be able to experiment hands-on with blockchain technology in cultural heritage settings. One of the highlights will be an NFT scavenger hunt, in which guests will collect NFTs according to a map of challenges and experiences on the castle grounds. Only once the collection is complete can they access a special reward at the end of the quest. Other activities include virtual reality experiences, immersive theater, wine tasting, and an exclusive meet-and-greet with the AI robot singer, Desdemona.

On Saturday, November 5, star speakers and leading thinkers of international renown will convene at the Lobkowitz Palace for a game-changing conference exploring the junction of blockchain technology and cultural heritage. The conference features the Czech premiere of the world's most in-demand celebrity robot, Sophia, from Hanson Robotics (sister of the aforementioned Desdemona). As the most advanced humanoid robot, and the first to ever be granted citizenship, Sophia has appeared on The Tonight Show and featured in CNBC, The New York Times, and many more. Sophia is joined by her creator, David Hanson, CEO of Hanson Robotics.

Kicking off the panel discussion “NFTs Beyond the JPEG” is Kiesza, the Canadian singer of the #1 hit, “Hideaway” who will share her insights about music in the Web3 world. Additionally, you can hear from Yemi A.D., the Czech/Nigerian creative who has collaborated with Kanye West. One of the conference panels is co-organized with members of the European Commission, including Ivan Bartoš, Czech Minister of Regional Development and Deputy Prime Minister for Digitization. The panel will explore the future of Web3 governance and innovation in Europe. Other panel discussion topics include the role of art in the Metaverse, challenges and

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opportunities for Web3 entrepreneurship, and more. All conference panels will be streamed online—keep an eye out for a link announcement soon. The conference is followed by an evening VIP gala on November 5, which is only available for VIP ticket holders. Guests will enjoy a cocktail reception, tours of the exhibition, a black-tie dinner, and a special private concert by Kiesza performing never-before-heard music.

Tickets for Non-Fungible Castle events are issued as NFTs that provide token-gated access to the event—a world-first for a cultural institution, and an innovation that could revolutionize ticketing and event services across every industry in the world. “Token gating” is a Web3 tool that grants access to exclusive content, rewards, or communities. These tokens prove that you have visited NFC, document the experiences that you have, and certify that you belong to a community who has shared these same experiences with you. This information is permanently stored on the blockchain. Thanks to House of Lobkowicz partners, STRV and their ticketing platform, Enter, all visitors to the event can experience this groundbreaking technology firsthand and learn about its exciting future potential.

Finally, an online auction of works from the exhibition will begin on November 5 at 15:00 CET (9:00 EST) and end on November 11 at 5:11 CET (11:11 EST). Funds raised by this auction will go directly to the renovation of the Antonín Dvořák Birth House in Nelahozeves, which House of Lobkowicz aims to transform into a world-class museum and musical heritage site dedicated to the life and music of one of the most important composers of the modern era.

Journalists can register exclusively for our conference and ICE by sending an email to Jan Pavelka, Director of Communications.

For media enquiries please contact:

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