

WS ~ Arts & Entertainment ~

Dreary Immaculate's Nifty NFTs

OGUNQUIT -

The traditional art-gallery model that has served plein air painters, mixed media artists, and fine art photographers for generations is still dominant in Maine; but that could change. A newly launched NFT collection on Foundation titled "Dreary

Immaculate: Coastal Maine" by Eric J. Taubert, an artist and photographer with deep ties to the Ogunquit art scene, hints at where the future of art might be heading.

According to creativebloq.com, NFT stands for a non-fungible token, a unique

and non-interchangeable unit of data stored on a digital ledger using blockchain technology to establish proof of ownership. Any kind of easily reproduced digital file – such as photography, art, music, or video files – can be stored as an NFT in order to identify the original copy. They are like any other collector's item, but instead of buying a physical item, owners are instead paying for a file and for proof that they own the original copy.

Taubert states, "I'll be the first to acknowledge that there will always be a meaningful place for the local brick and mortar art gallery, especially in Maine. For many people, the physical process of seeing, discovering, and purchasing art in a traditional gallery setting is the only experience in which they are interested . . . Maine tends to be a place where change is slowly integrated. That's part of what makes Maine a magi-

cal place. That's also part of what drives me to bring my traditional Maine artwork into these new formats, onto these new platforms, and in front of the new audiences gathered there. I love the contrast that exists between 'what we've always done' and 'what the future holds.'"

He continues: "Even right now, the creators and collectors of NFTs inhabit something that is still almost like an underground art scene. The majority of traditional collectors and artists haven't dabbled in the NFT market yet; it remains, for the present moment, a space primarily characterized by early adopters. . . . NFTs are still a fairly nascent technology. Some



"Dreary Immaculate #1" by Eric J. Taubert. When the ocean recedes and the bladderwrack goes limp. Marginal Way, Ogunquit.

people don't understand the concept. . . . for those who have only heard about NFTs peripherally, it's important to educate them that there's a lot more to [them] than just the Bored Ape Yacht Club," referring to a collection of some 10,000 "bored ape" NFT images stored on the Ethereum blockchain.

"It may take a little while longer for the collectors of my work to more fully embrace the NFT and digital art spaces," states Taubert, "but I plan on continuing to offer my work there moving forward. I plan on finding ways to reward any early collectors who follow me there. And maybe I'll make some new friends along the way."

To see the "Dreary Immaculate: Coastal Maine" NFT collection, visit www.foundation.app/collection/maine. To see other works by Eric Taubert, visit www.taubertgallery.com.

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