

# Animoca Brands Corporation Ltd

01:16 20 Jun 2019

## Animoca Brands appoints acclaimed artist Kevin Abosch as creative director

Animoca Brands Corporation Ltd (ASX:AB1) has appointed internationally acclaimed artist Kevin Abosch as its creative director.

Abosch is a renowned conceptual artist based in New York City, having produced works in photography, sculpture, installation and film.

His work aims to bridge art and technology by utilising digital tokens and blockchain and has been exhibited globally in Russia, Ireland, Columbia and Switzerland.

### READ: Animoca Brands to auction second Formula 1 digital collectible day after record-setting first auction

Animoca Brands co-founder and chairman Yat Siu said: "The appointment of Kevin Abosch is another testament to the cutting-edge nature of the work we do at Animoca Brands.

"We are privileged and honoured to be able to attract the top talent across different fields."

As creative director Abosch will provide creative advice and direction to the company for upcoming games including The Sandbox and F1 Delta Time.

Animoca Brands will seek Abosch's guidance on the sales process associated with NFT's and other valuable digital assets.

The company also leverage the artist's established profile and market recognition to bolster its profile.

### READ: Animoca Brands launches Android version of mobile game Crazy Defense Heroes

Abosch said: "As an artist I explore the nature of identity and value, so working with Animoca Brands on projects such as The Sandbox and F1 Delta Time is extremely exciting."

In January 2018 Abosch revealed his 'IAMACOIN' exhibition which featured 10 million visual artworks created by him in the form of crypto-tokens on the Ethereum blockchain called IAMA coins.

In February 2018 he created a single ERC-20 token titled 'Forever Rose' which although inspired by a photograph, lacks any visual presence.

'Forever Rose' sold to a group of art collectors for US\$1 million.

**Price:** 0.18

**Market Cap:** \$161.37 m

#### 1 Year Share Price Graph



#### Share Information

**Code:** AB1

**Listing:** ASX

**52 week High Low**  
0.215 0.064

**Sector:** Software & services

**Website:** [www.animocabrands.com](http://www.animocabrands.com)

#### Company Synopsis:

*Animoca Brands Corporation Ltd (ASX:AB1) is listed on the Australian Securities Exchange.*

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Recently Absoch sold a work titled 'Yellow Lambo' to former Skype chief operating officer Michael Jackson for US\$400,000 which composed of 42 inline alphanumeric characters representing the blockchain address for a token called 'YLAMBO' which Abosch also created.

His collaboration with world-famous Chinese artist Ai Weiwei saw the artists create two standard ETC-20 tokens called 'PRICELESS'.

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