

Name	3LAU – Ultraviolet Album NFTs	Destination Hexagonia (Don Diablo)	Grimes – WarNymph Collection
Celebrity endorsements?	Yes – 3LAU personally oversaw and promoted the project.	Yes – Don Diablo created and promoted the project himself.	Yes – created by Grimes and her brother Mac Boucher as part of her digital mythology Oth3rkin.
Size of collection	33 NFTs (1 Platinum, 5 Gold, 27 Silver)	1-of-1 NFT	~10 unique works + open editions (Earth/Mars ~700 copies total)
Most expensive NFT sold + date	Platinum NFT sold for \$3.666M (March 2021), entire drop raised \$11.6M	Sold for 600 ETH (~\$1.2M) in April 2021	'Death of the Old' sold for ~\$389K; entire drop grossed ~\$5.8M
Floor price now	Not applicable – all unique, not listed on secondary market	Not applicable – single piece auction	Floor ≈ \$2,742 on Nifty Gateway (0.0054 WETH)
Creators	3LAU (Justin Blau), EDM DJ and crypto-innovator	Don Diablo – global EDM artist and digital pioneer	Grimes (Claire Boucher) and Mac Boucher
Chain	Ethereum	Ethereum	Ethereum

Unique features

The 3LAU NFT auction was divided into three tiers. At the top Platinum tier, the winner received a custom-made song tailored to their tastes, a vinyl record, all 11 tracks from the *Ultraviolet* album, and unreleased music — won by bidder “BIDDER65” with a \$3,666,666 bid. The Gold tier (2nd–6th place) included a personalized mix, vinyl, and unreleased tracks, with top bids reaching \$3,555,555. The Silver tier (7th–33rd place) offered a vinyl record and three tokenized tracks from *Ultraviolet*.

Destination Hexagonia is the first-ever full-length concert released as a 1-of-1 NFT, featuring a 60-minute animated sci-fi performance with high-end visuals and narrative depth. Sold on SuperRare for 600 ETH (approximately \$1.2 million), the NFT comes with a handcrafted mystery box containing a physical USB drive with the concert film, blending digital art with tangible ownership. Inspired by classic sci-fi films like 2001: A Space Odyssey and Star Wars, the piece was in production for over a year and includes collaboration with cinematographer Paul Snijder. Additionally, a portion of the auction proceeds supports Don Diablo’s HEXAGON Foundation, a charitable initiative empowering emerging artists within the NFT space.

Grimes – WarNymph Collection. The collection embodies a sci-fi, mythic narrative—Grimes’ avatar “Goddess of Neo-Genesis,” born digital, constantly regenerating, and standing against systemic decay—extending a broader universe she refers to as Oth3rkin.

Sales totaled over \$5.8 million in under 20 minutes.

Grimes also incorporated a philanthropic angle, donating a portion of proceeds to Carbon180, an environmental non-profit focused on reducing carbon emissions

Subjective impressions

3LAU – Ultraviolet Album NFTs - When I first heard that 3LAU sold his Ultraviolet album as NFTs and made over \$11 million, I was both impressed and confused. Why would anyone pay millions for music they could stream for free.

But then I realized — it wasn't just about the music. Buyers got more than tracks: they got a sense of ownership, exclusivity, even the chance to collaborate with 3LAU himself. It was part art, part access, part experience.

Of course, there are valid criticisms — the hype, the environmental concerns, the lack of actual copyright ownership. And yes, not every artist can pull this off.

But still, 3LAU's project was a breakthrough. He proved artists can earn directly from their fans, without labels or platforms

Destination Hexagonia (Don Diablo) - A futuristic sci-fi concert experience: includes VR video, physical USB key, and environmental message. I watched the trailer and realized: this is a completely new format. Not just a music release, but a full-fledged sci-fi show crafted with such attention to detail that it makes you want to rewatch it.

It truly feels like a concert from the future. Everything — from the animation to the sound — looks ambitious and thoughtfully executed. I wasn't just listening to music; it felt like I had stepped into the digital world of Hexagonia.

You can tell he poured his heart and a year of work into it.

Grimes – WarNymph Collection - Dark-art sci-fi concept with chimera baby angels, music and visual fusions. WarNymph isn't just a set of tracks or visuals — it's a full audiovisual experience. The video, blending Grimes' surreal digital avatar with electronic music, feels like a fusion of cyberpunk, mythology, and something deeply personal. This collection immerses you in a mystifying, dreamlike universe. I saw someone compare owning these NFTs to having a certificate of authenticity embedded directly into a Dali painting — and honestly, that's the perfect metaphor. Even if the track can be heard elsewhere, you know you own the "original" — a digital signature that proves you possess a piece of her creative universe.

To be honest, I wish she would turn this into a full album. The musical fragments within the NFTs sound like the beginning of something much larger, and I personally want to hear what comes next.

Comparison: NFT Market vs. Postage Stamp Collecting

Similarities

Aspect	NFT	Postage Stamps
Collectible Value	Rare digital assets valued by collectors for uniqueness and visuals.	Valued for historical significance, age, and rarity.
Limited Editions	Many collections are released in limited token editions.	Issued in limited numbers, especially in early years.
Auctions and Secondary Market	Active trading on platforms like OpenSea, Blur, Foundation, etc.	Sold through auctions, clubs, and antique markets.
Reputation Dependency	Value increases if associated with a famous artist or event.	Famous series (e.g., 'Penny Black') fetch higher prices.
Emotional Connection	Buying NFTs can create a sense of community belonging.	Stamp collecting evokes nostalgia, pride, and personal meaning.

Differences

Aspect	NFT	Postage Stamps
Nature of Asset	Digital asset stored on blockchain.	Physical object – printed paper with stamp.
Storage	Stored in digital wallets, requires Web3 access.	Requires careful storage: albums, boxes, safes.
Counterfeiting	Verification via smart contract, nearly impossible to fake.	Counterfeiting is possible; expert verification needed.
Price Volatility	Extremely high, especially during hype cycles.	Prices are more stable and grow slowly over time.
Ownership Form	Token ownership doesn't always include content rights.	Physical possession, often with actual legal rights.
Legal Rights	May not grant rights to the image or music itself.	Stamps are tangible objects, rights belong to issuers.

Target Audience	Younger digital-native audience (Millennials, Gen Z).	Older generation, historians, traditional collectors.
Market Accessibility	Global market, 24/7, no geographic barriers.	Limited by logistics and local physical markets.