**NFT-Token**

-Non-fungible token - means that it’s unique and can’t be replaced with something else.  For example, a bitcoin is fungible — trade one for another bitcoin, and you’ll have exactly the same thing. Whereas a piece of art is one of a kind.

NFTs can really be anything digital (such as drawings, music, your brain downloaded and turned into an AI), but a lot of the current excitement is around using the tech to sell digital art. The same approach was chosen by the start-up we are talking about.

**Founders**

The Pussy Riot company was established by a group of Russian activists, namely, Nadezhda Tolokonnikova, Maria Alyokhina and Yekaterina Samutsevich with a purpose of collecting money for the victims of domestic abuse, political refugees, social activists that suffer from the unfairness of the Russian political system.

Having significant past in activism and believe in cryptocurrency value in world wide web in 2015, they decided to create their own NFT-Tokens in 2020 using the power of social art as an expression of national dissatisfaction propagating changes in gaps of the current political system. They have returned to the format again to draw attention to the recent procession of incarcerations that have marred the group.

Not to mention, Pussy Riot fight against problems around the world but not only in Russia. For example, one of their NFT-Tokens concerns US anti-abortion laws.

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All of the issues that were listed prompted the start of the “Pussy Riot” NFT-Token project.

Now Tolokonnikova is raising hundreds of thousands of dollars worth of ether this month by dropping a severe NFTs in form of music videos. These profits are being donated to a clandestine [women’s shelter](https://www.inputmag.com/culture/pussy-riots-first-nft-sales-will-benefit-victims-of-domestic-violence) in Eastern Europe.

**Investors**

As for investors, it is mostly art collectors, crypto enthusiasts and political activists. For instance, one of their NFT’s investors was Amir Soleymani who gave his comment to The Art Newspaper publishment later on and hoped his purchase would spur other collectors to take a greater interest in socially engaged art on the blockchain.

“We can use NFTs to support good causes and communities, it’s a great thing to do, so I’m happy to be part of this” is the main insight of Amir Soleymani.

**Problems that were met**

Nonetheless, Tolokonnikova acknowledges that the NFT world, much like the traditional art world, is not particularly diverse.

“Earlier this year, I was presented with two choices: I could stay away from it, or I could enter and try to deal with the adversity. So I decided to get involved, because I feel like this space is relatively new so it’s flexible and can potentially adapt to new realities really quickly.”

The problem mentioned by Nadezhda Tolokonnikova is connected with the fact that just before the release of Pussy Riot’s first NFT-Token, all of the members of the group were unfairly sentenced for one of their protests. Since it did not cross any laws, they were released but only after two months of prison due to the long processing of their case.

Being traumatized but at the same time motivated by such circumstances, Nadezhda Tolokonnikova came up with the idea of the start-up – NFT-Tokens we have been discussing by the moment.

The artists feel a sense of community among those creating NFTs and sees real potential when it comes to the benefits of decentralization that NFTs promise.

**END**

We would like to finish quoting Pussy Riot’s main slogan for all of the activist activities they perform:

“If you are consistent with your work, you will find your family. In that sense, it reminds me of the activist community,” she says. “For a few years, I was living mostly within the music and entertainment industry, but I feel like that’s stagnating, it’s much more about your personal game. Now I’d love to be around people who want to change the world and be part of something bigger than that.”