



The Single Gray Pixel NFT

and why it is important

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Before expressing my opinion about the “single gray NFT”, I will first give a brief introduction to what NFTs are.

Non-Fungible Tokens (or NFTs), are digital assets that represent ownership or proof of authenticity of unique items, whether they are digital or physical. They are often used in the art world offering a new way for creators and collectors to engage with the digital art world. Each NFT is stored on a blockchain, making it immutable and verifiable.

In 2021, a crypto-artist named Pak sold an NFT titled *The Pixel* (a single gray pixel artwork) for 1.36 million dollars. There are many other examples of high-priced NFTs sold since the NFT boom of 2021, but why is the “single gray pixel” important? To answer

this question let's make a brief review about Mark Rothko and color field paintings.

Mark Rothko (1903 - 1970) was a prominent American abstract expressionist painter (the abstract expressionist movement emerged in New York in the mid-20th century), and he is best known for his color field paintings. His works in this style feature large, rectangular shapes of solid color that often appear to hover or vibrate on the canvas. He sought to simplify his compositions, moving away from representational or figurative art and focusing on pure abstraction, often reducing visual elements to the most fundamental aspects of color and form.

Transporting the color field painter's search for the fundamental and for the essence to the digital art world, what is the

most fundamental aspect of a digital painting? The most fundamental aspect of a digital picture is a single pixel. Therefore, a single gray pixel represents the total reduction, the total simplification, of the digital art.

