

CHALLENGES FOR A LANDSCAPE ART PROJECT
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for a  
**landscape  
art project**

The cultural shift made by NFTs is less related to what artists can do with it--as in previous technological transformations, such as the invention of the printing press or computer generated imagery--and more related to how digital ownership can transform the relationship between image and people who use it as avatars of an identity built and chosen by their own. Beyond the mere financial interest as a speculative asset, the increasing interest on NFTs has been naturally growing through their identity and community potentials, such as: -----

- Freedom through anonymity--anyone can be whatever they want;
- Connect people who think alike and share the same values or interests;
- Self-expression through a project that presents how people want to be seen;
- Display of purchasing power with highly-priced avatars;
- Identity building through something people can connect with;
- Display of the status of being part of a selective society.

Title: ArtMap 2.0
C03_1 Challenges

## CHALLENGES FOR A LANDSCAPE ART PROJECT

### Challenges for a landscape art project

It is pretty clear that a successful NFT project is built by the community that grows around it, and not by something replicable or predictable by developers or artists. It is quite challenging for a landscape project to build a community--more than it is for a PFP project--since a landscape NFT is not commonly used as an avatar nor related to any specific identity. However, the fact that Art can create a strong and emotional attachment is what made possible to grow such a loyal and organic community.



FIGURE 5 - "Endor", piece from the Sci-Fi Series  
dimensions: 167x500px (original)