

CHRISTIE'S

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CARTOGRAPHY OF THE MIND: A CURATED NFT SALE TO BENEFIT MAPS TOTALS: \$1.57M

PROCEEDS TO BENEFIT THE MULTIDISCIPLINARY ASSOCIATION FOR
PSYCHEDELIC STUDIES



Beeple's PILGRIMAGE
Price Realized: \$252,000

NEW YORK – [Cartography of the Mind](#) A Curated NFT Sale to Benefit the Multidisciplinary Association for Psychedelic Studies (MAPS), closed Tuesday, June 28, 2022 totaling **\$1,569,960** across 27 lots. The sale, which was a collaboration with **Ryan Zurrer**, founder of Dialectic and Vine Ventures, was **100%** sold, selling **130%** hammer above low estimate. Sale proceeds will generously be donated to support the research of potentially life-saving psychedelic-assisted therapies led by MAPS, a 501(c)(3) non-profit research, education, and advocacy organization founded in 1986. The artworks are all on view in Christie's Rockefeller Center galleries at an exhibition powered by **Atomic Form** that will close this evening.



Sam Spratt's VII. Wormfood
Price Realized: \$252,000

The first two lots saw incredibly competitive bidding, achieving the same price of \$252,000 and leading the sale. Sam Spratt's [VII. Wormfood](#) drew a phenomenal 15 bids, and sold for more than triple its low estimate. Beeple's [PILGRIMAGE](#) had 10 bids and surpassed its estimate of \$150,000 – 250,000 to realize the same total. [Quantum Ouroboros](#) by ELFJTRUL OF FORGOTTEN RUNES saw a fantastic outcome as well, selling for \$138,600 against an estimate of \$25,000 – 35,000.

Nicole Sales, Christie's Business Director of Digital Art, commented: *"On the heels of NFT.NYC, we were absolutely thrilled with the successful results of Cartography of the Mind: A Curated Sale to Benefit MAPS. Throughout the week, the physical exhibition at Christie's new gallery on 6th Avenue drew impressive crowds of enthusiastic visitors. With competitive bidding, the sale realized over \$1.5 million. It was 100% sold, and 130% sold hammer over low estimate. This is a true testament to the continued strength and vibrancy of the digital art market."*

[MAPS](#) is the oldest and most widely recognized organization in the emerging psychedelics space, led by the visionary Rick Doblin, Ph.D. Mental health has arguably become the most protracted problem of our time, and breakthrough psychedelic therapies may become a key component of addressing the solution to the global mental health pandemic. MAPS' clinical research of MDMA-assisted therapy for PTSD, which is expected to be evaluated for approval by regulatory agencies beginning next year, has provided a model for many of the clinical research programs currently under way.

About Atomic Form

Atomic Form makes hardware and software for NFTs and Web3 media. We build for a blockchain-based internet-of-property that spans networks, currencies, video games, art, collectibles, and identification. We understand that community, shared interests, and resources are the backbone of distributed networks - be it stemming from the early Bitcoin Forums or the Trollbox or your local meet-up. We acknowledge the Internet as a proper noun and we design our products to fit the needs of a new generation of users to manage, explore and pave the way for what is to come while maximizing the utility of what is already here.

ABOUT [MAPS](#)

Founded in 1986, MAPS is a 501(c)(3) non-profit research and educational organization that develops medical, legal, and cultural contexts for people to benefit from the careful uses of psychedelics and marijuana. MAPS is sponsoring the most advanced psychedelic therapy research in the world: Phase 3 clinical trials of MDMA-assisted therapy for PTSD. Since MAPS was founded, philanthropic donors and grantors have given more than \$130 million for psychedelic and marijuana research and education. MAPS has earned both the [Guidestar Platinum Seal of Transparency](#) and a [4-Star Rating from Charity Navigator](#).

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About Christie's

Founded in 1766, Christie's is a world-leading art and luxury business. Renowned and trusted for its expert live and online auctions, as well as its bespoke private sales, Christie's offers a full portfolio of [global services](#) to its clients, including art appraisal, art financing, international real estate and education. Christie's has a physical presence in 46 countries, throughout the Americas, Europe, Middle East, and Asia Pacific, with flagship [international sales hubs](#) in New York, London, Hong Kong, Paris and Geneva. It also is the only international auction house authorized to hold sales in mainland China (Shanghai).

Christie's [auctions](#) span more than [80 art and luxury categories](#), at price points ranging from \$200 to over \$100 million. In recent years, Christie's has achieved the world record price for an artwork at auction ([Leonardo da Vinci's *Salvator Mundi*](#), 2017), for a 20th century artwork ([Andy Warhol's *Shot Sage Blue Marilyn*](#), 2022) and for a work by a living artist ([Jeff Koons' *Rabbit*](#), 2019). Christie's is also recognised as a reference for prestigious single owner collections, having auctioned 8 of the 10 most important collections in history.

Christie's [Private Sales](#) offers a seamless service for buying and selling art, jewellery and watches outside of the auction calendar, working exclusively with Christie's specialists at a client's individual pace.

Recent innovations at Christie's include groundbreaking sale of the first NFT for a digital work of art ever offered at a major auction house ([Beeple's *Everydays, March 2021*](#)), with the unprecedented acceptance of cryptocurrency as a means of payment. As an industry leader in digital innovation, Christie's also continues to pioneer new technologies that are redefining the business of art, including the use of hologram technology to tour life-size 3D objects around the world, and the creation of viewing and bidding experiences that integrate augmented reality, global livestreaming, buy-now channels, and hybrid sales formats.

Christie's is dedicated to advancing [responsible culture](#) throughout its business and communities worldwide, including achieving sustainability through net zero carbon emissions by 2030, and actively using its platform in the art world to amplify under-represented voices and support positive change.

Browse, bid, [discover](#), and join us for the best of art and luxury at: www.christies.com or by downloading Christie's apps.

**Please note when quoting estimates above that other fees will apply in addition to the hammer price - see Section D of the Conditions of Sale at the back of the sale catalogue.*

**Estimates do not include buyer's premium. Sales totals are hammer price plus buyer's premium and are reported net of applicable fees.*

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Images available on request

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