



How NFTs Are Changing Artists' Lives

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For this year's holiday gift, Troika Media Group sent out a different kind of offering: A non-fungible token, or NFT, created by Venice, Calif.-based artist Claire Salvo.

Recipients could quickly and easily sign up for their own crypto wallet on Troika's marketplace, Redeem, and then download Salvo's unique NFT, which is a realistic drawing in pencil of a disco ball in recline. Those who wanted to sell their NFT could donate a percentage of the proceeds to First Descents, a charity selected by Salvo.

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Claire Salvo's rendition of a disco ball in pencil.

In this episode of The Daily Brief Podcast, Salvo is joined by Kevin Aratari, Troika's head of new business development, and Zach Jacobs, Troika IO's head of entertainment to discuss the holiday giveaway, what NFTs have meant to her as an artist and to the artistic community as a whole, and what we should all expect to happen next in the NFT, Web3 and metaverse in 2022.

Listen to the conversation here:

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