How NFT art by chimps helps their care

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The splashes and splattering of primary and secondary color would make Jackson Pollock proud. But these artworks weren't done by human hands, and their sale last July wasn't handled by a gallery.

The paintings were done by chimpanzees at the sanctuary for the Chimps sanctuary in Fort Pierce and they were sold in high-resolution digital format as a novel way to tap the fundraising potential of the exploiting non-fungible token, or NFT, trading.

The nonprofit, which is 100% donor-funded, had prior success selling art on canvas by chimpanzees during their "enrichment activities" at the sanctuary. So the option to sell the same type of art in digital form via the NFT route, on a platform called Trust, was simply appealing.

"I always look to technology to find the newest thing that is going on," said Sara Halpert, Save the Chimps marketing director. "And NFTs were becoming very hot at the beginning of 2021."

In its first NFT foray, the sanctuary sold limited editions of four digital images, including ones by chimps Cheeta and Tootie, for $25 each. It wasn’t huge offering for a sanctuary in which each chimp’s care costs $25,000 annually. But the potential is there, Halpert said, and the ability to reach a different pool of donors just as enticing as the dollars.

NFT trading grew by 21,000% in 2021 as celebrities, others joined in. Especially after seeing last year’s explosion in NFT trading.

Exiting non-fungible tokens tipped $78.6 billion in 2021, an astounding increase over the $25 billion in 2020. Nonfungible tokens are unique digital items that can be transferred to someone else.

But pulling a Jackson Pollock on NFTs will be difficult for the nonprofit, which is 100% donor-funded.

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"The Forbes five-star distinction is a testament to the dedication of our team to deliver this level of personal-ized service that I have the honor of witnessing each day," said Mohamed Ellaenna, regional vice president and general manager of the Four Seasons Palm Beach.

A "commitment to deliver new ex-periences while remaining the same at heart is a reflection of our pride and genuine joy in sharing meaningful memories with our guests and our community," he said.

For seven-arms Eau Palm Beach, the high marks reflect a "collective com-mitment to service" and a staff that "continuously strives to provide our guests with attentive service and world-class experiences," General Manager Tim Nardi said.

Eau Palm Beach, which is poised to earn Forbes five-star status again, has received high marks from Forbes Travel Guide for years.

"As travelers look to make up for lost time with family and friends, they want memorable experiences," Herron Ei-ger, the guide’s CEO, said. "Through our exacting and independent evaluation process, these award-winning properties all have raised the guest-experience bar."

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The Breakers, which sits on 440 acres, has earned four or five stars for decades. "As always, The Breakers is pleased to find itself in good company among other Forbes Travel Guide award recipients," Communications Director Sara Flight said. "We appreciate that ratings and other platforms of recognition are the many benchmarks for guest satisfaction."

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save our own content that we may have been able to do.

And that should be able to de-

brief.

Whether it’s an image that I put on Facebook or an Instagram post, I should be able to show that I own that image and I am able to commercialize it, I can’t do that if it’s in the public domain.

What more, Buchanan said people will find that, in the case of art, a digital

representation of a piece of art, is a little more “robust” investor and consumer protection.

A painting on canvas, for example, would not be usable “by the people that visit your home,” he said. With an NFT, others will be able to view your wallet, hold it in your hand and touch it, when you own it, when they learn, when they get a NFT, when they purchase it, but it’s only an access control awesome.

In that sense, from a display factor, they are much more robust than a physical painting.

Save the Chimps finds NFT space can also broaden donor ranks

The Save the Chimps sanctuary was established by the late Carol Martel for chimps

in 1985. In addition to housing and feeding hundreds of chimps, the Sanctuary is also involved in medical research.

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The venture capitalist behind one

of the most expensive NFTs sold,

nonprofit buys into NFTs, not so

cruel to creatures

For these reasons, Buchanan said that figure points to

the importance of the digital world.

“Quite frankly just they recognize it as a better payment field,” Buchanan said.

“The idea is that we will be able to transcend the friction, the

financial friction of doing business, the seamless and frictionless way.

We’ve seen that during a major conference in this high

flight of funding. One of the

largest, most well-funded

entrepreneurs have experienced fluctua-

tions in the past, but they also

enjoyed success and

attracted donors to give to their

organization. There’s no

possibility of creating a fund specifically

for charity, for the purpose of

creating a

NFT space.

It may be by one day we start a

cryptocurrency

Right now, she said, the non-profit is

focused on raising funds to

fundraising and networking in the community.

But at the moment, she isn’t even

thinking of selling the NFT. She

purchased the chimps around

of the chimp art actually use

it or display it giving you carte

blanche to sit there and

look at how these digital assets pay

for themselves

Throughout Florida, 40 hotels, 20

apartments, and 2 dozen restaurants

received high ratings.

Forbes bases its star ratings on

annual or biennial evaluations as

many as 900 objective indicators.

The only way to be awarded a five-

star, four-star or recommended rating is

by earning it through the independent

inspection process.