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GALORE MEDIA PARTNERS WITH FORTHCOMING NFT MARKETPLACE ARTCHIVE TO LAUNCH THE RED CARPET OF NFTS

ARTCHIVE will be representing Galore in the metaverse, depicting a variety of their original works as NFTs that can be sold and traded.

NEW YORK, NY – AUG. 2, 2021 – To launch their exclusive NFT marketplace of fine art and fashion photography, ARTCHIVE has partnered with the leading brand in the Gen Z market: Galore Media. With this collaboration, ARTCHIVE will be representing Galore within the metaverse, as the platform will have access to their pocketbook of iconic photographs to sell as NFTs to consumers and collectors.

Galore is known for pushing the envelope and not shying away from utilizing new media as a vehicle for creative expression. Thus, ARTCHIVE harmoniously paired with the team at Galore to assist in creative direction and creator outreach for the platform, approaching new audiences and artists around the world. Reaching over 60 million people daily through mobile platforms, ARTCHIVE will leverage Galore’s digital agency and content studio to promote artist and photographer works to a large digital audience, both endemic to the crypto/ NFT community and pop culture market at large. This further emulates ARTCHIVE’s ethos of making NFTs more mainstream and accessible to anyone, even Gen Z consumers who are curious about the blockchain.

“We’re thrilled to spearhead this initiative alongside media conglomerate Galore, to bring forth a new wave of unique and iconic images to the NFT space,” says William Meyer, Chief Technical Officer of ARTCHIVE. “In doing so, we will showcase work from exciting creatives that produce works from personalities like Britney Spears, Mick Jagger and more.”

ABOUT ARTCHIVE

The red carpet of NFTs, ARTCHIVE provides a platform for NFT-powered fine arts and photography designed for the community on the Solana blockchain. Through collaborations with established and influential artists and partners, ARTCHIVE brings forth a secured, user-friendly NFT marketplace, scalable blockchain and a paired native token (ARTC). The ARTCHIVE mission is to ignite a creator-centric platform that leverages blockchain in a powerful way.

CONTACT

Location: Artchive LLC, 998-C Old Country Road, Suite 127 Plainview, NY 11803

Website: www.artchivecoins.com; www.artchivenft.com