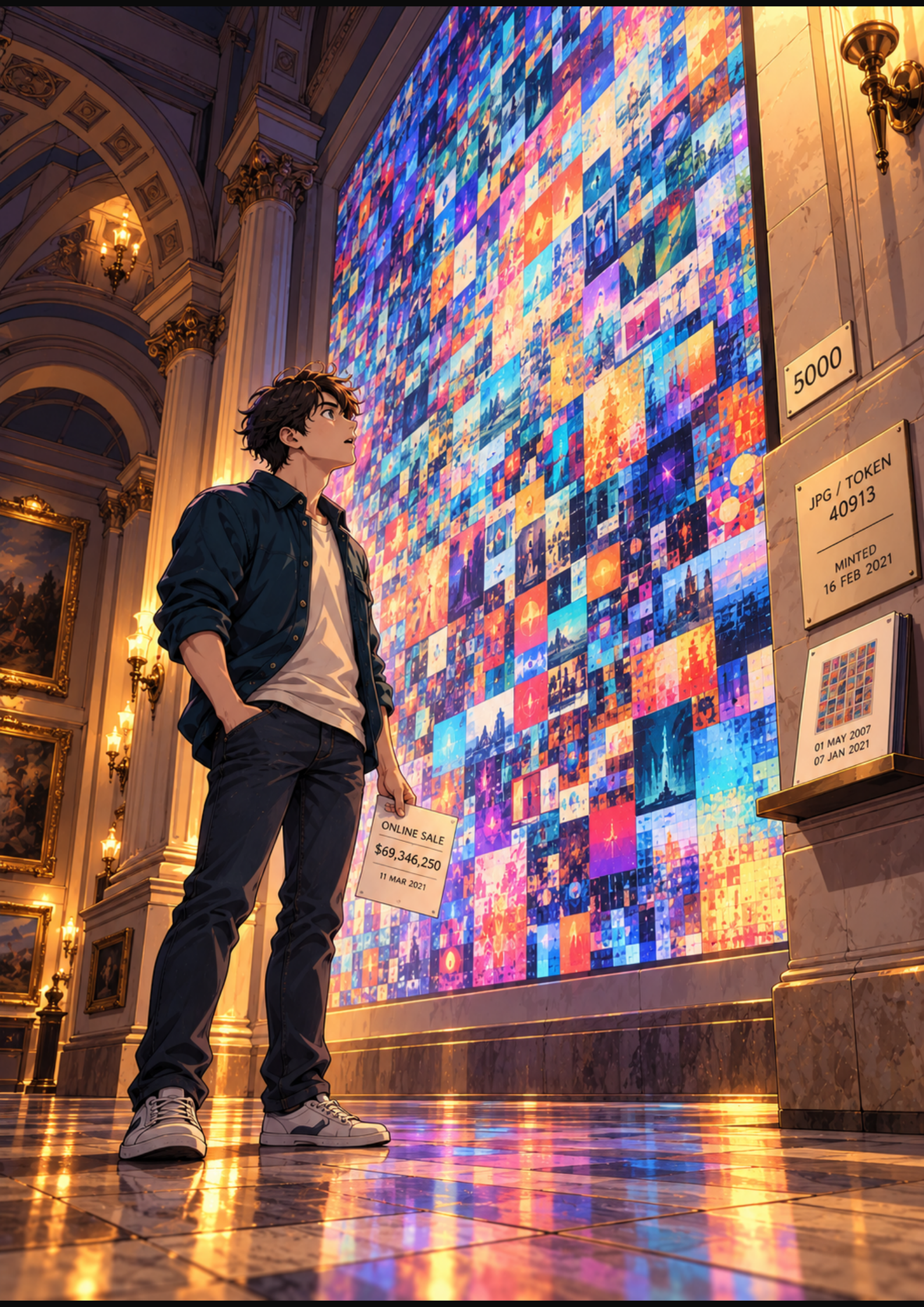




5000

JPG / TOKEN
40913

MINTED
16 FEB 2021

01 MAY 2007
07 JAN 2021

ONLINE SALE
\$69,346,250
11 MAR 2021

EVERYDAYS AT AUCTION

064 / 11 MAR 2021 / DIGITAL ART / EPIC

EVERY DAY ADDS UP.

On 11 March 2021, Christie's concluded its online auction of Beeple's *Everydays: The First 5000 Days*. The single lot achieved \$69,346,250. An artwork assembled from years of daily digital practice had reached one of the art market's most established auction houses.

Beeple, the artist Mike Winkelmann, began making and posting a picture every day on 1 May 2007. His archive dates the work gathered here through 7 January 2021. Seen together, those daily images turn a repeated creative habit into an enormous body of work.

Christie's catalogue describes a unique NFT associated with a JPG, identifies token 40913 and records its mint date as 16 February 2021. That date belongs to the token's creation; 11 March marks the auction result. The sale ran online, rather than in the physical gallery imagined on this card.

A casually dressed fictional artist stands beneath a towering field of colour. The traditional architecture, warm lamps and reflected digital light make the meeting of creative worlds visible. The mosaic is an original illustration inspired by the idea of many daily pictures, not a reproduction of Beeple's actual work.

The small sheet in the artist's hand brings the immense sale back to human scale. Nearby, the catalogue's two dates point toward the long stretch of practice behind the headline. **EVERY DAY ADDS UP.** is the collection's editorial reflection on that accumulation, not a quotation from Beeple.

DETAILS IN THE ART

01 THE FIVE THOUSAND GRID

The 5000 plaque identifies the daily-work theme. The huge colour grid is newly invented imagery, not a copy of the auctioned collage or its individual pictures.

02 THE AUCTION RESULT

The sheet records ONLINE SALE, \$69,346,250 and 11 MAR 2021. These refer to the published sale result. The paper itself is an invented prop, not an original auction document.

03 THE TOKEN AND MINT DATE

JPG / TOKEN 40913 and MINTED 16 FEB 2021 come from the lot record. The plaque separates the digital object's identifier and mint date from the later sale.

04 THE DAILY DATES

The catalogue carries 01 MAY 2007 and 07 JAN 2021, the endpoints given in Beeple's archive. Its miniature grid echoes the larger image, tracing the work back to daily practice.

SOURCE & ART NOTE

Sources: Christie's auction result, 11 March 2021; Christie's original lot record; Beeple's *First 5000 Days* archive. The gallery, artist, mosaic and paper props are illustrative fiction. The auction was online. The mosaic is not Beeple's artwork. No copyright transfer or first-ever digital-art sale is claimed. The phrase is approved editorial copy. No endorsement is implied. Artwork approval does not establish rights clearance; rights review remains separate.