

Prague, September 22, 2021



House of
Lobkowitz

Non-Fungible Castle: Czech Noble Family Explores NFTs

NFT exhibition and conference in Prague bridges traditional art and crypto

Non-Fungible Castle is a conference and week-long public NFT exhibition hosted at the Lobkowitz Palace in Prague Castle. The free exhibition will take place October 11–15, 2021, and will culminate in an international live-streamed conference on October 16, 2021, inviting speakers and participants to discuss the possibilities and challenges of incorporating blockchain technology into cultural heritage practices, with the aim of discovering innovative and sustainable ways to bridge the past with the future.

Both the exhibition and conference, which are the first of their kind to be hosted by a traditional cultural institution, provide a space to thoughtfully explore this emerging technology. The event is hosted and organized by the House of Lobkowitz, which manages the *Lobkowitz Collections, o.p.s.*—a non-profit cultural institution.



The public NFT exhibition will feature a variety of digital works, including “Stay Free” by Edward Snowden. The exhibition will also display original NFTs created by the Lobkowitz Collections. These include a piece of music composed by Anna Maria Wilhelmina Althann, wife of Philipp Hyacinth, 4th Prince Lobkowitz, which has not been played in over 250 years; a painting by Paolo Veronese revealing a hidden detail discovered through X-ray imagery; and an animation of 16th-century sgraffito from the façade of Nelahozeves Castle, decaying and restoring over time.

The conference aims to facilitate conversation around the implications of cultural institutions incorporating NFTs. It will be attended by professionals and thought leaders in both the art and crypto world, including gallerists, NFT market experts, creators, investors, and community representatives. Panels will be held throughout the day to address a variety of topics and questions, from how museum institutions can benefit from NFT technology, to how NFTs have changed our understanding of art ownership and accessibility.

“This new technology is not just about displaying and buying digital art,” says event organizer William Rudolf Lobkowitz. “NFTs can potentially offer cultural institutions a new patronage model. By investing in an NFT, a patron receives ownership of a unique digital asset, while also directly supporting conservation efforts or other important cultural initiatives.”

www.lobkowitz.cz

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Non-fungible tokens (NFTs) are unique digital identifiers used to certify authenticity and ownership of an asset. NFTs are recorded on a universally accessible and immutable digital ledger known as a blockchain, and are



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commonly used to publicly verify unique ownership of a digital object, including text files, audio files, images, and videos.

The House of Lobkowitz is pleased to be at the crossroads of a new era, linking history with innovation.

A press conference will take place on the first day of the exhibition at the Lobkowitz Palace in Prague Castle on October 11, 2021, at 9:00 a.m. CET.

About House of Lobkowitz:

The House of Lobkowitz is a cultural organization that manages the Lobkowitz Collections, one of Europe's oldest and finest private collections, with items dating back over 2,000 years. Highlights include paintings by Bruegel, Canaletto, and Velázquez, as well as hand-annotated manuscripts by Mozart and Beethoven. The Collections were amassed over 600 years by the Lobkowitz family, one of the oldest and most prominent Czech noble families in Central Europe. The Collections were confiscated under the Nazi and Communist regimes of the 20th century, forcing the family to flee as refugees. In the early 1990s, the family returned and began the restitution process. They have spent the last 30 years reassembling and restoring the Collections with the mission to preserve, study, and share them with the world.



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