

FOR WORLD HOMELESS DAY, THE CRYPTOLESS PROJECT BRINGS SOCIAL UTILITY TO THE NFT WORLD

Paris, 6th of October 2022 -

Mobilizing the Web3 community to help San Franciscan homeless people: that's the meaning of the Cryptoless project, developed by the photographer Antoine Guénel and the non-profit CityTeam. This innovative project combines film photography and dynamic NFT to help fight homelessness in San Francisco. A project supported by the creative agency OK C'EST COOL, the blockchain development studio BlockLabs42, and the artist KAO.

Cryptoless is a caritative NFT project that combines analog photography and Technology to help people in need.

Available on the website: cryptoless.art, the first collection comprises 600 NFTs generated from 10 portraits of homeless people living in SF. The analog pictures take place in the streets of Tenderloin, sadly known as SF's neighborhood of drugs and homelessness.

In the pictures, the homeless carry a WAGMI sign (an acronym for We are All Going to Make It), a world-famous cryptocurrency and NFT expression. This expression spreads a message of hope, aims to build confidence, and encourages the community not to lose hope. Mainly used in a financial sense, We Are Going to Make It is then understood as We Are Going To make money. This expression perfectly reflects the highly speculative trend of the NFTs market for the past 18 months, where everyone only aims to bet on the right horse.

Those artworks highlight the striking contrast between the enormous financial and speculative gain around NFTs and the reality of San Francisco's streets, the Silicon Valley capital.

Every NFT will be composed of one of the portraits and a banner on the eyes displaying the Ethereum worldwide trade volume of the last 5 minutes. This interactive banner will freeze at the very moment of the sale of the NFT, so it'll create a unique art piece.

80% of the sales money will go to CityTeam, a local association that helps the people in need in the street of SF. The remaining 20% will serve the Cryptoless' next initiative to pursue and export the project to a different cause/city. The next project will be proposed and chosen by the NFTs owners.

On Monday 10th of October, for World Homeless Day, a social media campaign relayed by NFT and Crypto influencers and Web3 media will accompany the launch of the Cryptoless project and the minting website: cryptoless.art

About us

Antoine Guénel (@gnlantoine.photo) is a young french analog photographer. He was finishing his studies at UC Berkeley and living in SF when he first discovered the sad reality of Tenderloin's streets. It was the opposite of what he thought Silicon Valley's epicenter would look like.

Web-3 and NFT enthusiasts Antoine decided to launch the Cyproless project to prove that NFT can serve the community and be more than only speculative assets. Antoine launched the project after he met with Kurtis, the project manager at the Cityteam.

[instagram.com/gnlantoine.photo](https://www.instagram.com/gnlantoine.photo)

CityTeam is a nondenominational Christian nonprofit compassionately serving their neighbors experiencing homelessness, poverty, hunger, and addiction. Their programs are in five cities across the United States, including San Jose, San Francisco, Oakland, Portland, and Chester.

[cityteam.org](https://www.cityteam.org)

OK C'EST COOL is a creative agency founded in 2021. They help brands explore new cultures, connect to new communities and produce cool experiences from the street to the metaverse. OK C'EST COOL handled the communication strategy and the organization of the launch of the cryptoless project.

[okcestcool](https://www.okcestcool.com)

BlockLabs42 is a blockchain development agency that supports Web3 projects from initial advisory to final production. BlockLabs42 handled the blockchain development of the Cryptoless project.

fr.blockslab42.io

KAO is a multi-disciplinary artist/designer. He supported the project in the development of its visual identity.

[instagram.com/rbtkao](https://www.instagram.com/rbtkao)

Press Contact:

Antoine Guénel | Photographer and project holder | toniguenel@gmail.com | +33642174372 (WhatsApp)

Aliou Maro | PR Manager OK C'EST COOL | aliou.maro@gmail.com | +33633329519