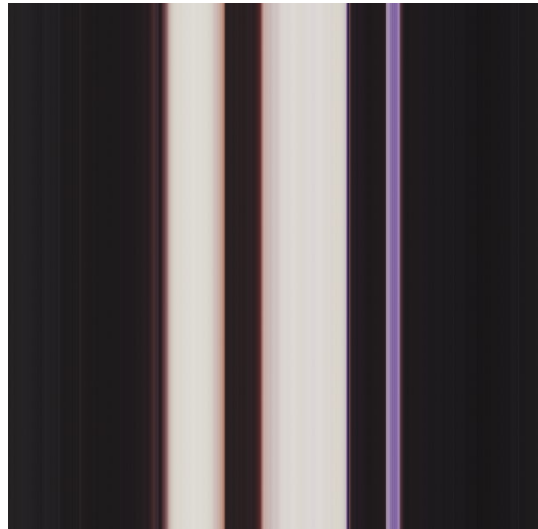


**“Warhol” tribute Presented by LOD” will be held from February 22, 2023 (WED)!
5 Andy Warhol NFT arts drawn by Yukimasa Ida will be released for a limited time.**

February 22nd is the death anniversary of pop art artist Andy Warhol. We NEW FACTRY TOKYO pay tribute to Andy Warhol's achievements and hold a limited-time event "Warhol" tribute Presented by LOD". At this event, five specially selected digital art pieces by Yukimasa Ida, a painter and contemporary artist, will be on sale for a limited time. All the digital art pieces in "Level of Distance" as NFT are based on paintings by Yukimasa Ida. Among them, the 5 pieces that will be released for this time are series from the portrait of Andy Warhol, which Yukimasa Ida painted in oil and admired.



Yukimasa Ida, *Andy Warhol no.2*, Oil on canvas, 2019 ©IDA Studio Inc.



Also, Andy Warhol's art studio was named "The Factory," in reference to the "factory," a symbol of mass production. The name of our company, NEW FACTORY TOKYO, "FACTORY," also pays homage to "The Factory."

By seeing the original paintings side by side with the art pieces presented at NFT, you can get a deeper sense of Yukimasa Ida's concept of "resolution". In honor of Andy Warhol's achievements, we who live in the present age aim to create something beyond them.

You can download official subjects bellow.

<https://onl.sc/Ksx31PW>

< Inquiries about coverage >
TRANSIT GENERAL OFFICE PR
E-mail : tgo-press@transit-web.com
TEL : 050-1743-1210

About "Warhol" tribute presented by LOD

Limited sale of five art pieces selected by Yukimasa Ida himself from "W001-W100" of the NFT art project "Level of Distance" by Yukimasa Ida.

■Period of sales

February 22 (Wed) - March 8 (Mon), 2023

■Sales price

0.65 ETH

■Limited number of pieces to be sold

5 pieces

■How to sell the NFTs

The sale will be conducted by lottery. Please answer the questions in the form below and send it to us.

<https://d1120197xhm.typeform.com/to/Sf4a6V4Z>

Winners will be announced later on "LOD" Twitter account and in NEW FACTORY TOKYO's Discord.

Twitter

https://twitter.com/yukimasaida_nft

Discord

<https://discord.gg/newfactorytokyo>

Yukimasa Ida



IDA STUDIO

Yukimasa Ida is a painter and contemporary artist born in Tottori, Japan in 1990. He completed his graduate studies in oil painting at Tokyo University of the Arts in 2019. In 2016, he won the Special Jury Prize at the CAF Award organized by the Foundation for the Promotion of Contemporary Arts. In 2017, He became the youngest artist ever to participate in the charity auction organized by the Leonardo DiCaprio Foundation. In the same year, he founded IDA Studio Inc. He was selected as one of the "30 UNDER 30 JAPAN" sponsored by Forbes JAPAN in 2018. In 2021, he announced a collaboration with Dior and other multifaceted activities. In the same year, his work "Painter's Studio" was installed on the ISS by Yusaku Maezawa, the first Japanese civilian to travel into space on the ISS. His work is not limited to painting, but also includes sculpture and prints, which he continues to exhibit both in Japan and abroad, and he has just announced his first museum touring exhibition in Japan in 2023 (<https://ida-2023.jp/>). Major solo exhibitions include "King of limbs" (Kaikai Kiki Gallery, Tokyo, 2020), "Here and Now" (Marian Ibrahim Gallery, Chicago, 2021), "YUKIMASA IDA visits PABLO PICASSO"(Picasso Birthplace Museum, Malaga, 2022),"Now is (2022)" and "Now is Gone" (Marian Ibrahim Gallery, Paris, 2022).

NEW FACTORY TOKYO



With the desire to "make NFT art more prevalent in our lifestyles," we will release high-quality NFT artworks in collaboration with various artists who support NEW FACTORY TOKYO. In addition, we will also hold artist discovery projects and highly entertaining events, both online and offline, in collaboration with various companies, brands, and artists, with the aim of further raising awareness of NFT and providing correct knowledge of NFT. We will continue to raise the level of the NFT market.