

**The Japanese NFT production company  
"NEW FACTORY TOKYO" will be in full swing this winter.  
It will present its first NFT project, "Level of Distance",  
the first NFT collection by contemporary artist Yukimasa Ida.**



NEW FACTORY TOKYO is a group company of TRANSIT GENERAL OFFICE, a cultural engineering company that has been creating "playgrounds" with food, fashion, art, architecture, design, music, and events as its contents. It will release NFT art on January 20, 2023 with painter and contemporary artist Yukimasa Ida as its first NFT project artist.

Yukimasa Ida is a painter and contemporary artist known as the creator of the only artwork displayed by Yusaku Maezawa on the ISS (International Space Station), and this NFT artwork is his first digital artwork. In this project, Ida will focus on his consistent theme of "once-in-a-lifetime encounter" and present a digital artwork that could only be expressed by Ida, who has painted actual paintings as a painter.

We hope you will enjoy his new project, which uses blockchain technology and smart contracts to expand into the digital art space.

**Selling price of NFT arts (Public sale)**

- 0.85 ETH

**The number of NFT arts published**

- 1060 piece

**Click bellow for information on NFT art**

- NEW FACTORY TOKYO WEB  
<https://newfactorytokyo.io/>
- Twitter  
[https://twitter.com/yukimasaida\\_nft](https://twitter.com/yukimasaida_nft)

You can download official materials from the following link.

<https://www.dropbox.com/scl/fo/53fa26emudknjdz69olud/h?dl=0&rlkey=57ug1ax9gxd28awz95eiqi8uq>

<Inquiries about coverage and press>  
TRANSIT GENERAL OFFICE PR  
E-mail : [info@newfactorytokyo.com](mailto:info@newfactorytokyo.com)

## Comments on NFT art project "Level of Distance " by Yukimasa Ida

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Smartphones, tablets, computers. We live in an age in which we can encounter people, things, and events through all kinds of screens, transcending both distance and time in reality. The people, things, and events we encounter through screens are false images. However, now that encounters with such imaginary images have become an everyday reality, our "once in a lifetime encounters" are also changing.

As a painter, I have been creating works based on the theme of "once-in-a-lifetime encounters. The canvas is so large that you feel as if your body is enveloped by it, the unique fragrance of oil paint, the fineness and vividness of the colors that can only be recognized with the naked eye, and the brush strokes created by the movement of the body. I have sharpened the senses of my whole body and painted paintings that exist in the real space. In creating this work for the NFT project, I have focused on the theme of "once-in-a-lifetime encounter," which is possible only with the use of digital technology.

On a digital screen, our naked eye merely captures a collection of pixels. The resolution of a painting that can be captured by the naked eye cannot be maintained on a digital screen. When we view a painting digitally, we are perceiving a series of pixels with a resolution lower than that of the actual work.

Therefore, for the work presented in this exhibition, I dared to thoroughly lower the resolution of my paintings. By daring to lower the resolution of the actual work, I attempted to create a paradox in which the work seen on the digital screen becomes a colorful situation with a higher resolution than the actual work. In addition, the work is a moving image, expressing the shifting "time" on the digital screen. This is the antithesis of the appreciation of painting on digital media, and an attempt at new pictorial expression based on the theme of "once in a lifetime" in the modern age.

I am a painter, and my work has always been centered on painting. And this will never change in the future. Based on this NFT project, I would like to continue to challenge new forms of expression in the future.

[Teaser video](#)

[Interview Video](#)



### YUKIMASA IDA

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.

The logo for IDA STUDIO is presented in a minimalist style, with the words "IDA STUDIO" in a clean, sans-serif font centered within a thin black rectangular border.

## IDA STUDIO

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

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The logo for NEW FACTORY TOKYO features the words "NEW FACTORY TOKYO" in a bold, white, sans-serif font, stacked vertically against a solid black rectangular background.

## 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.

As an unprecedented NFT production company from Japan, we will release high-quality NFT works 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 in Japan and providing correct knowledge of NFT. We will continue to raise the level of the NFT market in Japan, which is still in its infancy.