



## Blog Post for Annika Tech

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### Dreams

*"I don't dream at night, I dream at day, I dream all day; I'm dreaming for a living."  
Steven Spielberg*

When discussing dreams, the crypto and NFT spaces may not immediately spring to mind. Technology, money, and business are often the key discussion themes of our world (along with FOMO, HODL and OHSITWTF!) Mass media coverage usually focuses on these areas too, along with the issues of regulation, scams, and "how can I claim this is a pyramid scheme that will bring about the apocalypse without knowing anything about it?"

Yet we are dreamers of the 21st Century. We are the ones who have taken norms and found ways to subvert, transform, and revolutionise them. We are the people who lie awake at night trying to find ways to push the technology, create new business models and, most of all, find new ways of creating art. We adopt a bigger-picture view of everything and dream of changing every aspect of it.

It all began because of the biggest dreamer of them all, Satoshi Nakamoto. We may never truly know how he developed the idea of Bitcoin or the concept of cryptocurrency, but within his hyper-intelligent brain, something fired up his imagination and gave him the vision, and that something resulted in a dream which he brought into reality. Not just a dream about the entire financial system, but a dream of societal shift. Like a dream, he disappeared in 2010 and left behind something to remember him by: a bigger dream we're all now involved in.

Of course, when Spielberg and others talk about dreaming, they're connecting it directly to the ultimate product of imagination: stories. Nakamoto himself is now just a story, one to which many have contributed to with the numerous discussions about who he actually was, like a sprawling collaborative piece of fiction with millions of authors competing to rewrite someone else's chapter. In a sense, he has become a fictional character, much like the ways celebrities and Royals become when perceived by the masses. The public face and the private man are akin to the kind of anecdotes people voice when they meet someone famous ("She was so lovely") as if subjectivity is somehow fact.

We love those kinds of stories about people we've never known, and though technology may change, our need for stories and to connect with stories we relate to never changes. We once told stories around campfires, then on the printed page, and now we do it online. What's more, we do it through NFTs.

Every NFT project has a story. Even if the makers are not conscious or haven't written it down, there's always a driver, and sometimes it might be the imagination of the owner. The most obvious example is the Bored Apes: characters generated from hand-drawn templates by AI, then adopted by owners who gave them names, identities, and backstories. Apes have been signed by agencies, formed musical groups, and who knows what will happen next. While the world is fascinated by this new artistic and technological phenomenon, it will be the future stories generated by it that give it longevity.

It's not just the fictional story of the Apes and other projects, there's also the story of these projects themselves. Behind every project is a story of a group of people who came together to create something bigger; behind every Discord member is a story of a person who seeks connection; and behind every anonymous owner of an NFT is a person with a life story that's just changed in ways they may never have expected. Esteemed writer Ben Mezrich (the novelist whose novel became 'The Social Network') is even writing a movie about the NFT revolution, a story that he's even released an NFT project so that a whole community can be a part of its journey. Stories within stories.

Every one of us in this space is a dreamer. We enter the world of NFTs because of something we imagine beyond our current reality. It's impossible to know exactly how individual projects connect with millions of individuals, but there's something in every one of them that connects and changes the status quo.

When engaged in the crypto and NFT spaces, we may not all be dreaming for a living, but we are all *living to dream*.

If you have an NFT project that needs marketing support, contact us: [danny@annikatech.xyz](mailto:danny@annikatech.xyz)