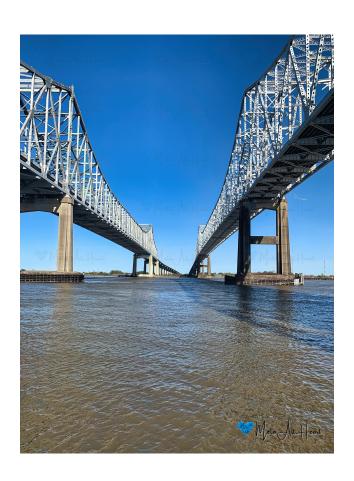
NOLA GIRL URBAN ART

& NFT Collection

THE LARGEST DIGITAL ART & NFT COLLECTION DEDICATED TO NEW ORLEANS





ABOUT NOLA GIRL URBAN ART COLLECTION:

NOLA GIRL is a 2,000+ piece digital art (NFT) collection about space, how we exist in it, and how we experience it - with regard to urban disaster. The collection examines the striking themes of ruin & rebuild, violence & victory, and love & truth in the city of New Orleans. The collection will be released & available for purchase on Mardi Gars Day, 2/21/2023.

This unique NFT collection includes 1:1 premium images with rare features and "burned" content. It also includes art by Banksy, the debut art of Bea, an autograph by QuestLove, and tributes to: Star Wars, Jean-Michel Basquiat, Prince, Louis Armstrong, Fats Domino, Miles Davis, Malcolm X, Bob Marley, Grace Jones, Rakim, Outkast, Soulja Slim, 2 Cent Entertainment, Wall Street Trapper, Jesus, and more.

The collection's unlockable content includes:

- an admission ticket to a virtual interview with our content creator, MetaArtHeart
- an invite to our Discord community
- access to our virtual graffiti wall
- and a FREE copy of our ebook: "NOLA GIRL Takes On The World!"

The NOLA GIRL URBAN ART COLLECTION is currently on display on OpenSea: https://opensea.io/collection/nola-street-art.



The Story of the NOLA GIRL URBAN ART COLLECTION

NOLA GIRL URBAN ART COLLECTION is the largest digital art photography collection, and it is dedicated to the city of New Orleans. It is a 2,000+ piece photography collection that captures the struggle and triumphs of the city by examining the striking themes of ruin & rebuild, violence & victory, and love & truth. The art collection is the creation of New Orleans native and Xavier University professor, Cassandra Shephard, also known as MetaArtHeart.

Since 2009, the professor has long-studied the recovery of New Orleans, and how colonial legacies impact the rebuilding process. However, it was in 2020 that she launched into the world of digital currency, or cryptocurrency, and soon afterward, became enthralled in digital art supported by blockchain technology, which is called, non-fungible tokens (NFTs). Her collection is an extension of her research project, which uses art found in public space to illustrate the sentiments of residents: some are filled with city-wide pride and others are more critical. However, she uses innovative technology to share more information about the city. The collection includes tributes to New Orleans legends such as Louis Armstrong, and Fats Domino, and it includes altered content of the notorious street artist, Banksy.

Shephard studied and captured her environment and enmeshed it into digital art technology, believing in its revolutionary potential to usher in a new wave of the internet, which is being deemed, "Web3." Shephard considers that much of the public is cut off from the information needed to truly take hold of this technology; they consider it to be mystical - instead of a shift in computer science. She states, "Not much is widely known about the cryptocurrency space, and even less is known about the world of digital art, or NFTs. I would like to educate people about it, and help them to utilize it, so that we can produce and build in ways that are trailblazing and decentralized. I want to convert fine art collectors into digital art collectors, and transform the innovative beings of Web2 into the early adopters of Web3. The third evolution of the internet will only continue from here."

We already see the adoption of virtual currencies in the most benign of spaces, like the coin Robux in the children's game, Roblox. Shephard does not want the people of New Orleans left out of this change, saying, "Virtual currency that is backed by cryptography, or algorithms, and that contain the security and privacy of blockchain technology is sure to inundate all forms of business. Right now, it's inundating art, and creating an art revolution. I want to see my city represented in this phenomenon. New Orleans is resilient in that way; we withstand and transform under all conditions."

Professor Shephard's collection, *NOLA GIRL URBAN ART COLLECTION* will be launching on Mardi Gras Day and will be available on OpenSea, the largest digital art marketplace, here: https://opensea.io/collection/nola-street-art. Purchasers of the collection will receive a free copy of her ebook, *NOLA GIRL Takes on the World*. A portion of the proceeds will support local communities and artists. For more information, go to her website: www.MetaArtHeart.com or follow her on IG @MetaArtHeart. She is available for hire on NFT and Web3 campaigns.

About Professor Cassandra Shephard Aka MetaArtHeart

Cassandra Shephard, PhD is a New Orleans Native, a spoken word artist, and a professor of African American Diaspora & Cultural Studies at Xavier University. Her general research interest is on the impact that disaster has on African descended peoples in the U.S. and throughout the African diaspora. More particularly, her research examines the rebuilding process of New Orleans and how it is impacted by coloniality.

Cassandra holds a B.S. from Xavier University, an M.A. in social sciences from the University of Chicago, and a Ph.D. in African American studies from Northwestern. She has taught at Bates College and the School of Art Institute of Chicago. She is currently editing her academic book, *Settler Colonialism is the Disaster: An Analysis of Post-Katrina New Orleans*, which is currently under contract with the University of Illinois Press. She self-published a mixed-media ebook containing poetry and NFT imagery called, *NOLA GIRL Takes On The World* (2022).

In 2021, Professor Shephard adopted the alias MetaArtHeart, and started a company by the same name, in order to officially enter the cryptographic art world. She is familiar with uncustomary digital art spaces, as in 2009, she also created the online magazine, *Underground Unseen*, to popularize the work of little-known yet talented artists. Her work is also on display in her cyber gallery. MetaArtHeart gives artistic expression to, and education about, her surrounding space. From this impetus, she created the NOLA GIRL URBAN ART COLLECTION, which examines urban disaster in New Orleans and that seeks to reveal the beauty and burden embedded in urban life.





Collectors of our digital art collection, receive a free copy of the ebook:

NOLA GIRL Takes On The World!









Check out MetaArtHeart &

THE NOLA GIRL URBAN ART COLLECTION

OpenSea: https://opensea.io/collection/nola-street-art

Website: <u>www.MetaArtHeart.com</u>

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