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INDEPENDENT LENS EXPLORES THE RISE AND FALL OF THE NFT PHENOMENON THAT TRANSFORMED THE ART WORLD WITH “MINTED” PREMIERING JANUARY 6 ON PBS

*A Pioneering Group of Artists Gain Global Recognition
After Embracing NFTs (Non-Fungible Tokens), but They Must
Reckon With the Controversies That Threaten To Undermine
This Powerful New Technology*

(San Francisco, CA) November 11, 2024—An insider’s look at the rise and fall of the NFT (non-fungible token) phenomenon and how technology has transformed the traditional art world, “Minted” will premiere on INDEPENDENT LENS on January 6, 2025. Featuring Beeple, who became the third-highest selling living artist after his NFT sold for \$69 million, along with other pioneering artists at the center of this phenomenon, “Minted” delves into the intricate and often perplexing world of the \$40 billion NFT digital art market.

From Emmy® Award-nominated director, Nicholas Bruckman, “Minted” weaves together the multifaceted story of this groundbreaking and controversial phenomenon. Spanning the entire arc of the NFT craze, the documentary traces its early origins in the rise of digital art, through the explosive NFT boom in 2021 to its crash in 2022 and 2023. Critique is provided from both within and outside the art world around the social implications, viability, and ethics of NFTs, while questions emerge about the market’s sustainability, the impact of blockchain technology, and the commodification of art in the digital age.

“I’m grateful to Lois and her incredible team for bringing the wild and misunderstood story of NFTs to INDEPENDENT LENS,” said Bruckman. “No matter what audiences may know about this world going on, I think they will be entertained and inspired by the journey in ‘Minted.’”

The film focuses on a group of artists who found unprecedented success in this new landscape, including Beeple, the creator of the record-breaking artwork, whose rise to fame has become symbolic of the NFT boom, while also featuring emerging artists from across the U.S., Cuba, and Africa, whose

lives and careers have been impacted by the opportunities provided by NFTs.

“Minted” reflects on the future of art—its ever-evolving value, its role in society, and its relationship to the transformative potential of technology. As artists seek new forms of expression, the film offers insight into the essence of human creativity.

“Minted” debuts on PBS’s INDEPENDENT LENS on January 6, 2025, at 10 p.m. (check local listings). The film will be available to stream on the [PBS app](#).

“Minted” is directed, written, and produced by Nicholas Bruckman, produced and executive produced by Rahilla Zafar, and written and produced by Shawn Hazelett. The film is a production of Bruckman’s award-winning film, TV, and branded content studio, People’s Television, Inc.

Visit the “[Minted](#)” page on INDEPENDENT LENS to learn more about the film.

ABOUT THE FILMMAKERS

Nicholas Bruckman, Director/Writer/Producer

Nicholas Bruckman is an Emmy Award-nominated director who previously directed the critically acclaimed documentaries “Not Going Quietly” (Hulu, PBS POV, and Vice Media) and “La Americana” (Nat Geo, PBS America Reframed). He’s the founder of People’s Television, a New York and D.C.-based creative studio producing films and content for global brands.

Rahilla Zafar, Producer/Executive Producer

Rahilla Zafar is currently on the advisory board of Wave Financial and Fourth Revolution Capital. She was an early Consensys Software employee, working closely with governments including Smart Dubai, the first city to have a blockchain mandate. She was previously an aid worker and journalist working in the Middle East and North Africa.

Shawn Hazelett, Writer/Producer

Shawn Hazelett writes, produces, and directs documentaries, commercials, and narrative films, having collaborated with TED, Marvel, Disney, Facebook, Microsoft, and other global brands. He has led film projects across 19 countries and 4 continents, with work featured in Bloomberg, *The New Yorker*, and Al Jazeera, among others.

CREDITS

Director	Nicholas Bruckman
Producers	Nicholas Bruckman Rahilla Zafar Shawn Hazelett
Executive Producers	Lois Vossen Rahilla Zafar Ryder Haske

ABOUT INDEPENDENT LENS

INDEPENDENT LENS is an Emmy® Award-winning PBS documentary series. With founding executive producer Lois Vossen, the series has been honored with 10 Academy Award nominations and features documentaries united by the creative freedom, artistic achievement, and unflinching visions of independent filmmakers. Presented by ITVS, INDEPENDENT LENS is funded by the Corporation for Public Broadcasting, Acton Family Giving, John D. and Catherine T. MacArthur Foundation, Ford Foundation, Park Foundation, Wyncote Foundation, and National Endowment for the Arts. Stream anytime on the PBS app. For more visit pbs.org/independentlens

ABOUT ITVS

Independent Television Services (ITVS) is the largest co-producer of independent documentaries in the United States. For more than 30 years the San Francisco non-profit has funded and partnered with documentary filmmakers to produce and distribute untold stories. ITVS incubates and co-produces these award-winning titles and premieres them on our Emmy® Award-winning PBS series, INDEPENDENT LENS. ITVS titles appear on PBS, WORLD, NETA, and can be streamed on various digital platforms including the PBS app. ITVS is funded by the Corporation for Public Broadcasting, Acton Family Giving, John D. and Catherine T. MacArthur Foundation, Ford Foundation, The Park Foundation, Wyncote Foundation. For more information, visit itvs.org

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