



FOR IMMEDIATE RELEASE

CODAworx Partners with Cutting-Edge Creative Agency to Form a Curated NFT Marketplace Focused on Public Art

Partnership launches a new company, CODAMADE, which will unveil website and initial offerings at CODASummit in Denver, October 12-14.

MADISON, WI, August 22, 2022 - CODAworx, the hub of the commissioned art economy, today announced a partnership with **Mad NFT**, a division of Yes We Are Mad, an innovative creative agency with NFT expertise in deploying next-generation technology and digital media. In joining forces, the CODAworx/Mad NFT partnership has formed a new company, CODAMADE, which will create and sell NFTs with the long-term goal of launching **a new creative economy focused on bridging the physical and digital worlds of art.**

CODAMADE is building a marketplace that will offer value to NFT buyers and the NFT community by featuring a unique and curated list of NFT art that is connected to public art. CODAMADE will focus its services and offerings on the global CODAworx network of creative professionals and the public that enjoys and engages with public art. In doing so, the CODAMADE goal is to help artists, commissioners, and the art audience to be more involved in the public art process – whether through ownership, asset creation, or even enjoyment through the use of new technologies.

CODAMADE intends to build on the CODAworx ecosystem that connects public artists with commissioners by developing NFTs that benefit the multiple collaborators in major commissions. Most importantly, artists receive proceeds from the sale of the artwork – both from the initial sale and future resales of the work into perpetuity. “NFT ‘smart contracts’ allow for various parties to benefit from the sale of NFTs in the digital world,” stated Marc Aptakin, CEO of Yes We Are Mad. “This opens up the possibility of a revenue flow for public art agencies that can support future public art commissions.”

“We are excited to partner with Mad NFT to build a leading company in the creation and sale of NFTs,” said Toni Sikes, CEO of CODAworx. “Mad NFT has extraordinary technology talents and a long history of working with artists; their industry expertise and strategic vision make them an ideal partner as CODAworx commits to bringing an NFT platform to the world of public art.”

CODAMADE has identified seven leading artists/artists teams with whom it is working to initially develop new NFT offerings. These efforts have been documented as case studies that demonstrate the process of creating NFT artwork that bridges public art with sophisticated digital offerings. Participating artists include: **Maria Finkelmeier, *i was here*, Susan Narduli, Joe O’Connell, Edison Peñafiel, Elizabeth Turk, and Cory Van Lew.** The CODAMADE platform, along with the artists, their NFTs, and case studies, will debut at CODASummit (October 12 - 14 in Denver, CO).

An early version of the CODAMADE website will premiere in October, with the fully functioning website to be launched in early 2023. The NFT marketplace will be powered by an easy-to-use online platform; the website will offer information and education for both artists and buyers, and streamline the complicated process of setting up a digital wallet on the blockchain. Educational offerings and technical services will empower artists to enter the NFT market.

Toni Sikes and Marc Aptakin will serve as co-CEOs of CODAMADE. Both CODAworx and Mad NFT will continue to function separately with their operations ongoing as usual.

Press Contact:

Toni Sikes, CEO, CODAworx
608-467-3040 toni@codaworx.com

About CODAworx. CODAworx is on a mission to transform every space in the world by making great commissions happen. Serving as the hub of the commissioned art economy, we connect all members of the industry, matching creative talent with creative opportunities, and providing digital tools that streamline the commission workflow process. Our network connects artists and creative teams to architects, design and art professionals, and the universe of companies that provide services and products for commission projects. The CODAworx website, which launched in December 2014, has attracted design + art members from 93 countries. To date, over 9,000 projects are featured on CODAworx with art budgets totaling over \$1.9 billion. Visit www.codaworx.com

About Mad NFT:

MadLabs, the in-house idea generator at Yes We Are Mad, provides an exploratory space for performing cutting-edge research into high-end tech. With its team already dedicated to enhancing customer experiences and predicting future trends, the progression to Mad NFT was a natural one, devoting its focus to creating, producing, and leveraging NFT art within the emerging NFT marketplace. Beyond carrying each artist’s strategic plan to fruition, we also collaborate with them to add cutting-edge motion and 3D technology to their projects, making the experience even more appealing to the NFT community. Using the resources of the agency – software development, augmented and virtual reality technology, and award-winning design capabilities – the company is building an important knowledge base of information about the NFT creation process. To learn more, visit www.yeswearemad.com

CODAMADE Mission Statement:

To empower artists and communities to create expansive artworks that bridge the physical public art world with the digital art sphere, and thus cultivate an NFT ecosystem based on creativity, collaboration, and mutual support.