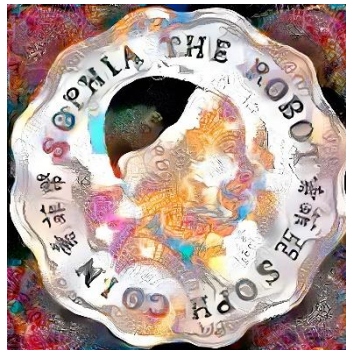


PRESS RELEASE: For immediate distribution

## The Women's Foundation Debuts NFT Collection Auctioned by Sotheby's – featuring AI Robot Sophia and Hong Kong artist Sophia Hotung

The Collection aims to promote greater gender equality through technology and within the tech and crypto industries and will be featured at the Digital Art Fair Xperience to raise funds for the non-profit organisation



\$OPH

**Hong Kong, October 19, 2022** : The Women's Foundation, a non-profit organisation dedicated to improving the lives of women in Hong Kong, announced their first ever NFT project, created in collaboration with Hanson Robotics' AI Robot Sophia and Hong Kong artist Sophia Hotung. The NFT project, "**Future Values: Imagining Digital Gender Equality**", will debut at Digital Art Fair Xperience on October 20. The collection consists of three NFTs that aim to encourage greater diversity and inclusivity within the tech and crypto industries, as well as promote greater gender equality through technology. Proceeds from the NFT sales will fund The Women's Foundation's programmes, research and advocacy.

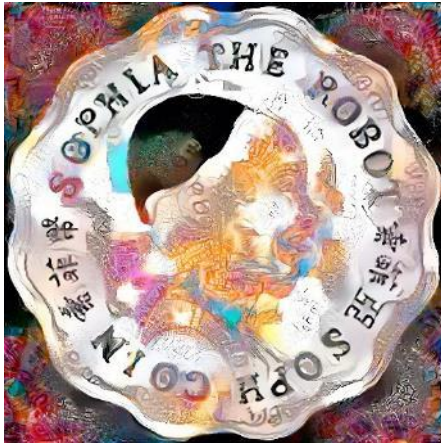
The creative process of the artwork represents a successful collaboration between artificial intelligence and humans. "**\$OPH**" was first designed by illustrator Sophia Hotung, AI Robot Sophia then applied a combination of algorithms, neural networks, and symbolic AI to create the final product. What these two artists share in common is not just their first name "Sophia", but also their common identity as feminists and their desire to drive awareness on gender inequality, and champion for a gender-equal future through this initiative.

Released in collaboration with [Sotheby's and Digital Art Fair](#), "**\$OPH**" will be exclusively auctioned at Sotheby's from October 20 - 27.

### **David Hanson, Founder and CEO of Hanson Robotics said,**

"We are thrilled to work with The Women's Foundation on such a meaningful project and support their ongoing mission to create a gender-equal city. This collection not only contributes to our ongoing quest to explore human-AI collaboration, but also enables Sophia to grow in her journey of developing as an equality advocate, and her desire to build a fairer society and better future. Her cognitive ability to understand societal issues and express these thoughts through art emphasise the rapidly evolving space of artwork and NFTs and the creative potential of human and AI collaboration."

## FUTURE VALUES COLLECTION



### \$OPH

The NFT design combines Sophia Hotung's original artwork collection, "Stamp Beauty", and then added with an abstract touch by AI Robot Sophia.

"\$OPH" is modelled after the \$2 Hong Kong coin with its distinctive ridged edges. This unique Hong Kong element reinforces the local roots of AI Robot Sophia and Sophia Hotung.

It will be auctioned exclusively, as a one-of-one NFT, by [Sotheby's](#) from October 20 - 27.

"\$OPH" will be dropped as part of a collection, which will also include:

### Stamp of Approval

Animated video "Stamp of Approval" overviews the creative process in this visionary collaboration between artificial intelligence and humans. "Stamp of Approval" will be auctioned as a one-of-one NFT.



### Stamp Beauty

The "Stamp Beauty" colourways collection features Sophia the Robot and the iconic Hong Kong skyline, and forms the foundation for the collaboration.

"Stamp Beauty" is available in five colours – Lilac, Mustard, Teal, Vermillion, and the exclusive collectors' piece in Charcoal. Lilac, Mustard, Teal and Vermillion are available for sale up to 100 issues of each colour, and the Charcoal Edition will be gifted as an exclusive collector's item to the first 25 collectors who purchase the four other colours (Lilac, Mustard, Teal, and Vermillion).

"Stamp of Approval" will be auctioned and "Stamp Beauty" will be available for purchase in conjunction with the Digital Art Fair via their platform.



Lilac



Mustard



Teal



Vermillion



Charcoal

Best known for her “The Hong Konger” art series, this is Sophia Hotung's first time minting NFTs. Coming from a corporate tech background before becoming a full-time artist, she strongly believes in the importance of having equal female representation in male-dominated industries, especially in emerging ones like crypto.



Sophia Hotung (L) and Sophia the Robot

**Sophia Hotung, Hong Kong artist said,**

“As a feminist and tech nerd, I’m thrilled to work with The Women’s Foundation, Hanson Robotics, and AI Robot Sophia. The NFT community — and current web3 space in general — is still heavily male-dominated. Being female in these spaces can feel alienating and exhausting battling assumptions that women just don’t know as much about web3 as men do. I find it empowering to collaborate with a predominantly female team to create artwork that not only celebrates but also financially supports women’s issues. It is a significant step towards gender inclusivity at an exciting artistic and technological frontier.”

**Fiona Nott, CEO of The Women’s Foundation said,**

“It is very exciting to be launching our first-ever NFT collection, and alongside two creative, inspiring female role models. We hope this collaboration will inspire the next generation of women to challenge gender stereotypes, gain tech skills and become innovators at the nexus of technology and art to drive equality. This space is still considered a new industry, yet we are already seeing a significant gender gap. We hope this collection inspires girls to join this industry and grow its potential to highlight pressing global issues and encourage action. Proceeds from the NFT sales will fund our programmes, research and advocacy to improve the lives of women and girls.”

**Exhibition Details:**

[Digital Art Fair Xperience 2022](#)

Venue: G/F & 1/F, Asia Standard Tower, 59-65 Queen’s Road Central

VIP Preview: 20 – 21 October 2022 (Thursday – Friday)

Public Days: 22 October 2022 (Saturday) – 6 November 2022 (Sunday)

Opening Hours: 12pm – 8pm (Monday to Friday), 9am – 9pm (Saturday & Sunday)

To download high resolution images in this press release, please click here: <https://we.tl/t-dFdy74nBhH>

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## **About The Women's Foundation**

The Women's Foundation is a Hong Kong registered not-for-profit organisation dedicated to improving the lives of women and girls in Hong Kong. TWF is focused on challenging gender stereotypes, increasing the number of women in decision-making and leadership roles, and empowering women in poverty through ground-breaking research, innovative and impactful community programmes, and education and advocacy.

Follow TWF on [LinkedIn](#), [Facebook](#) or [Instagram](#). Stay connected by signing up to TWF's bi-weekly [newsletter](#) to receive regular updates on its initiatives, programmes and events.

## **Media Enquiries**

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