

PRESS RELEASE

NFT: THE EICMA COLLECTION LANDS IN NEW YORK

The project that marked the international two-wheeler exhibition's entry into Web 3.0 takes the stage at NFT.NYC 2023, one of the largest and most important industry conferences in the world

MILAN, 13 APRIL. – From Milan to the big screens of Times Square. EICMA's inaugural collection of non-fungible tokens (NFTs) arrives at NFT.NYC 2023, one of the most influential international industry events, which is attracting thousands of NFT fans, influencers and developers to the Big Apple. The project, which last year marked the Milan trade fair's official entry into the Web 3.0 world, was in fact presented this morning at one of the New York festival's exclusive panels.

The EICMA'S ROAD COLLECTION, this is the name of the digital initiative of the International Exhibition of Two-Wheelers, is a collection of eleven rarities that traverse the history of EICMA through a journey of over one hundred years represented by the logos and animated posters of the event. The EICMA NFTs can be viewed on the official website of the exhibition and on OpenSea, the world's largest marketplace of NFTs.