

“LET THERE BE LIGHT”, THE ALPINE BY OBVIOUS NFT COLLECTION

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- Alpine unveils the first creation in the “Let There Be Light” NFT collection, a new breakthrough in the world of creative digital art within the Automotive Industry.
- The A110 Sastruga art-car created in collaboration with the Obvious art collective will be at the heart of this original NFT (Non-Fungible Token) collection.
- Alpine partnered with Exclusible, the Web3 platform for luxury NFTs and upscale metaverse activation to distribute and showcase “Let There Be Light”, a collection to be fully released on November 1, 2022.



To create the A110 Sastruga, its first collaboration with Alpine, the Obvious collective drew inspiration from the brand's legendary sporting heritage to produce a unique object materializing an imaginary racetrack through GAN (Generative Adversarial Network), a synthesis of all the tracks on which Alpine has cut its teeth. The body of the A110 represents the points of friction with the air, calculated on this ideal layout, emerging by gradients, such as sastrugas, a series of long, wavelike ridges formed on a snow surface by the wind.

Alpine and Obvious wanted to dive deeper into this concept and creative concept. Five variations of the coverings have emerged, incorporating data from circuits in the UK, Spain, Italy, Germany and Japan.

In collaboration with Exclusible, Alpine and Obvious are revealing the Japanese version with two artworks before unveiling the full collection on November 1, 2022.

It is the next step towards a merger of art and science as well as an important step for Alpine into building communities throughout Web 3.0. The NFTs will not only be digital artworks but will also hold mid- and long-term utilities and benefits for their owners.

With this collaboration, Exclusible and Alpine take a further step into the future by engineering the highest standard of *Phygital* utilities and experiences. The “Let There Be Light” NFTs will only be available on Exclusible’s platform.

The Role of Light

Light can take many forms, depending on the time of the day, and the surface upon which it is reflected. Mountainous landscapes change each day thanks to this phenomenon. With this series of NFTs, the Obvious art collective used their creation tools to unveil a new facet of algorithmic creativity, inviting all art lovers and racing enthusiasts to dive into a world shaped by artificial intelligence, and by light.

For the creation of the artworks, Obvious generated images using text-to-image algorithms, fed with an iconic mountain and a different type of light for each country. Using these scripts, they created dreamy landscapes to be used for the background of the NFTs. Obvious then used these generated pictures to define a palette of colors to be applied to the covering of the car for each country. As a result of this process, the NFT shows the car with the air friction of the country’s new circuit, with a colorway defined by the landscape generated by the combination of a type of light and an iconic mountain.

“We are releasing this NFT collection to advance the Alpine brand into the ever-evolving technological space,” said **Alpine Design Director, Antony Villain**. “The same way that the A110 links Alpine’s heritage and future, our collaboration with Obvious and Exclusible will build a bridge between our long-time sports car fans and the burgeoning Web3 community.”

“For this second step in our collaboration, we developed further the concept we initiated with the Sastruga art car. We decided to introduce the concept of light, once again inspired by the synergies between science and art, to explore new creative possibilities. The combination of our algorithmic tools with the NFT medium allow us to offer a deeper dive into the world we created, inspired by Alpine's legacy and vision” said **Obvious**.

“It gives us great honour to collaborate with Alpine on this project in celebration of digital art and the thrill of the racetrack,” said **Exclusible Co-Founder and Chief Commercial Officer, Olivier Moingeon**.

Alpine's 'Let There Be Light' NFT collection will be revealed on November 1st.

For more information, follow [@Alpine_NFT](https://twitter.com/Alpine_NFT) on Twitter.

ABOUT ALPINE

Founded in 1955 by Jean Rédélé, the brand has set itself apart with its French-style sports cars. In 2018, the brand presented the new A110, a sports car faithful to Alpine's timeless principles of compactness, lightness, agility and driving pleasure. The Alpine Business Unit was created in 2021 and thus became the brand dedicated to innovative, authentic, exclusive sportscars of the Renault Group, benefiting from the heritage and craftsmanship of its historic plant in Dieppe and the Alpine Racing and Alpine Cars teams engineering mastery.

ABOUT EXCLUSIBLE

Exclusible empowers brands and communities by expanding the possibilities of both the physical and digital universes. With the purpose of building a new generation of the web that will be culturally relevant, accessible to everyone and unlimited in its possibilities for creation and creativity, Exclusible offers brands endless opportunities by pushing the boundaries of Metaverse and Web3.

ABOUT OBVIOUS

Obvious is a French collective of artists and researchers who use artificial intelligence algorithms to create art. Their work was highlighted in 2018 with the sale of their painting "Edmond de Belamy", the first of its kind, at Christie's NY. They sit at the crossroads of classical art and the latest technologies. They subsequently exhibited in the largest museums in the world. Pioneers of digital art, they are one of the first French artists to have created NFTs in 2018, then in 2021 with the Kamel Mennour gallery. Through its work and collaborations, Obvious aims to explore algorithmic creativity and bring the tools developed in the research to creators in all industries to initiate the next visual and artistic revolution.

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