



## 10F1, leading collection of art of the digital age, to Present First Exhibition by Artist Sam Spratt in Venice

*Sam Spratt: The Monument Game* to debut at the Docks Cantieri Cucchini  
17 April – 21 June 2024



Sam Spratt, IX. *The Monument Game*, 2023. Courtesy the artist and 10F1.

**March 12, 2024** – 10F1, a large-scale collection of digital art, announces the first-ever exhibition of digitally native artist Sam Spratt, opening concurrently to the 2024 Venice Biennale. This milestone presentation marks the first physical manifestation of *The Monument Game*, the artist's barrier-breaking digital realist artwork. Spratt has gained a cult web3 following over the past several years, creating one of the most dynamic series in blockchain-based digital art with "Luci," an ongoing episodic series of digital portraiture and narrative world-building. The participatory exhibition will be on view from 17 April – 21 June 2024 at the Docks Cantieri Cucchini, adjacent to the Arsenale. *Sam Spratt: The Monument Game* will be free and open to the public.

10F1 is a leading art collection supporting and contextualizing art of the digital age. **Ryan Zurrer, Founder of 10F1**, stated: "We are honored to present this important artist and incredible work to the art community in Venice during such a renowned biennial. This exhibition will give visitors, collectors, and curators a purview of how this 21st-century medium can engage

a global community of voices. Sam Spratt is the perfect artist to bridge these novel crypto-native mechanisms as his art speaks to such a wide audience and engages universal themes.”

Trained in oil painting with a focus on the Dutch and Italian masters of the Baroque and Renaissance, Sam Spratt translates this traditional style into the digital realm. Working on a digital tablet with a process similar to traditional painting, he layers every small change, to show time and struggle through intricate digital brushwork. Through his singular style of digital realism and storytelling, the complex and labyrinthian layers of Spratt’s painting invite viewers to investigate its many paths.

Audiences in Venice will experience the first physical presentation of *The Monument Game*, an expansion of “Luci,” the artist’s ongoing series. *The Monument Game* comprises the largest digital painting in the Luci series and evolves into an intricate and communal blockchain-based artwork. The message of Luci is that of rediscovery, as the series follows an individual’s attempt to grow out of atomization and learn to connect to a network larger than oneself. Based on this theme of reawakening, which emerged in Spratt’s work following a catalytic event in his own life, Luci’s world is inspired by our early hominid origins, Solomon’s teachings on veracity, and the authorless story of pilgrimage.

The central components of *The Monument Game* are a masterful, epic painting and accompanying psalms depicting Luci’s imagined world and the chaos of civilization slipping across New York City. The narrative painting is filled with hundreds of personal stories, including memories from the artist’s childhood, friendships and relationships. The complexities and intricacies of the human condition and the evolution of feeling and thought are laid bare across interwoven paths. Luci’s world speaks to humankind’s universal struggles, fears, triumphs, and hopes, alongside the innate need for connection and a desire to leave something behind.

*The Monument Game* was initially presented exclusively online in August 2023. Participants, or players, recorded their observations of meaning hidden within the painting, the best of which were later chosen as ‘winners’ of the game. Each player’s words and feelings were etched into precise coordinates within the painting. For Venice and the first-ever physical manifestation of *The Monument Game*, visitors to the exhibition become the players and will be guided through an interactive, panoramic space, with the opportunity to leave behind their observations, feelings, thoughts, critiques, or confessions that will be written into the data of the piece in perpetuity.

**Sam Spratt, artist statement:**

"*The Monument Game* was created as a digital experience, born from a life behind a computer, and the rupture that followed – fixated on translating ancient, sacred guides as we slip ever-more screenward. There is an intimacy in the seemingly sterile black rectangles that offer not just the often-demonized infinite dissociative scrolls and swipes but also a deeply personal and infinite rabbit hole to explore and preserve. Through the crude tools of painting and words, I can

create a record of my own perspective on life and feelings within a work, but through a network, this same work can also offer a mirror for those of its viewers and participants as time stretches out. Venice: a city rich in history as both a nexus of communal trade, as well as a project of the lengths humans will go to preserve our culture against nature's indifference, is the perfect first analog environment to add a layer to the digital communal varnish of *The Monument Game*. A record of provenance not just of a place, but of the people who gather there. I look forward to showing you an expression of my soul and preserving our first collision—the collective layer you might leave behind.” – Sam Spratt, March 2024.

-ENDS-

## NOTES TO EDITORS

The exhibition Sam Spratt: *The Monument Game* will be held at the Docks Cantieri Cucchini in Venice from April 17 – June 21, 2024. The exhibition is free and open to the public Wednesday through Sunday, 12:00pm - 18:00pm.

Location: Docks Cantieri Cucchini, Castello 32/B and Castello 40 A/B in 30122 Venice. Link to [Google Maps](#).

## ABOUT THE ARTIST

Classically trained in oil painting, Sam Spratt's experimentations with digital mediums preserve the tactile values of the past and transmit them through modern moral imaginings and participatory technology. Spratt creates from rupture— through bare confessionals and palingenesis, he exhumes obscured paths he nearly missed to leave markers for the next who stumble. Currently, he is expanding *The Monument Game* and building the world of “Luci”: One of the most sought-after and interconnected collections within the digital art space. Spratt (b. 1988, US) is based in New York City.

<https://www.samspratt.com/>

<https://www.instagram.com/samspratt>

<https://twitter.com/SamSpratt>

## ABOUT 1OF1

1OF1 collaborates with forward-thinking artists and institutions by collecting, contextualizing, and supporting art of the digital age. Founded on the belief that digital means are carving out unprecedented avenues for artistic expression, 1OF1 is dedicated to identifying and preserving the defining 21st-century artworks that stand as beacons of our time. 1OF1 collaborates with artists and leading cultural institutions to foster global conversations about art in the digital age. Led by Ryan Zurrer, a pioneer in the digital art space named to *ArtNews's* Top 200 Collectors

list, Zurrer founded 1OF1 in 2021 as a collective for a new era of contemporary art. Recent projects include the donation of Refik Anadol's *Unsupervised* to MoMA, New York in 2023; supporting Anadol's 'Echoes of the Earth: Living Archive' commission for Serpentine, London; and the world tour of Beeple's HUMAN ONE, currently on view at Crystal Bridges Museum of American Art, Arkansas following previous exhibitions at M+, Hong Kong and Castello di Rivoli, Italy.

<https://www.1of1.art/>

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