



Marina Abramović to Release New NFT Project: *Marina Abramović Element*

The monumental collection, led by the artist in partnership with TAEX, rethinks the heritage of the performance artist through a series of digital art releases

The first NFTs drop June 2025



The MAE Project, *Scorpion*. Image courtesy of the artist and TAEX.

(March 18, 2025 – London, United Kingdom) Marina Abramović, in partnership with TAEX, is pleased to announce *Marina Abramović Element (MAE)*, a groundbreaking new digital art project. Comprised of three separate NFT drops with games and collectible items, *Marina Abramović Element* immerses participants in the acclaimed artist's practice through interactive elements and unique artworks. *Marina Abramović Element* will commence with a preview at Moco Museum London on April 8, 2025, followed by the inaugural NFT drop open to the public on June 18, 2025.

"Working today with technology and creating my own avatar is a way to develop a new relationship between the performer and the public. The public's interaction provides the process through which immateriality can be transformed into energy." – Marina Abramović

Based on *Legend*, a fictional story written by Abramović and developed by TAEX derived from her philosophy and life journey, the collection features three exclusive NFT drops inspired by different facets of Abramović and her celebrated work: *Art*, *Life*, and *Marina Abramović Method (MAM)*. Within each unique drop, token rarity influences the format of the never-before-seen artworks: "Ordinary" tokens feature still images, "Rare" tokens include looped animations, and "Epic" tokens feature looped animations that adapt to the Moon cycles in real-time. The artwork and the rarity of the token are revealed once collected. Layered throughout *Marina Abramović Element*, the Transformation Crystals increase the project's gamification and offer collectors a subsequent opportunity to generate (mint) limited edition 5D MAE Performance or 5D MAE Avatar video NFTs. Crystals — a crucial element of the artist's practice that act as energetic guides — act as aids when participants reach the project's culmination. Both 5D MAE NFTs and Crystals are derived from Abramović's extraordinary philosophy; she states that to enter the fifth dimension, one's body must transform: "You will be able to carry your body to the fourth dimension, but not to the fifth dimension because your body is too heavy. You will have a crystal in your body in the fifth dimension."

The first of three drops in the project, *Art*, available on June 18, 2025, to the public, focuses on the evolution of the artist's practice, incorporating fundamental archetypes and symbolism from her notable portraits. Turning analogue photographs into digital performances and including tenets from the immaterial and the physical world, these tokens feature animals, objects, and contexts that shape Abramović's remarkable work. The second drop, titled *Life*, highlights Abramović's experience with NFTs by coalescing locations and gestures. The final drop in November 2025, titled *Marina Abramović Method (MAM)*, investigates the artist's exceptional growth, immersing collectors in her unwavering pursuit of self-discovery, which resulted in the founding of the Marina Abramović Institute.

Following the final drop, *Marina Abramović Element* culminates with *The Great Mint* in January 2026, the ultimate stage in the project that offers participants the opportunity to mint the most valuable and rarest NFTs in the collection. To access *The Great Mint*, participants must have collected 3 "Epic" NFTs from each of the drops and 1 Transformation Crystal or 3 "Rare" NFTs and 1 Transformation Crystal to earn a 5D MAE token. The 5D MAE tokens are video artworks or extended animations that present new versions of her famous pieces, performed by Marina Abramović's avatar. In these acts, the digital artist transcends the boundaries of physicality, enabling impossible performances. To obtain Transformation Crystals, participants can play two games, *Maze* and *Counting Crystals* – introduced in drops two and three, respectively – or acquire a crystal in a specialised drop.

"With Marina Abramović Element we are honoured to bring her visionary practice into the digital realm, creating an immersive experience where participants from the worlds of art and Web3 become active co-creators of her legacy" – Inna Bazhenova, Founder of TAEX

Marina Abramović Element brings viewers closer than ever to the visionary artist known for incorporating audiences into her work. Commencing with a preview at the Moco Museum in London on April 8, 2025, the project will span eight months, with *The Great Mint* taking place in January 2026.

NOTES TO EDITORS

About Marina Abramović

Since the beginning of her career in Belgrade during the early 1970s, Marina Abramović has pioneered performance as a visual art form. She created some of the most important early works in this practice, including *Rhythm 0* (1974), in which she offered herself as an object of experimentation for the audience, as well as *Rhythm 5* (1974), where she lay in the centre of a burning five-point star to the point of losing consciousness. These performances married concept with physicality, endurance with empathy, complicity with loss of control, passivity with danger. They pushed the boundaries of self-discovery, both of herself and her audience. They also marked her first engagements with time, stillness, energy, pain, and the resulting heightened consciousness generated by long durational performance.

In 2012, she founded the Marina Abramović Institute (MAI), a non-profit foundation for performance art, that focuses on performance, long durational works, and the use of the 'Abramović Method'. MAI is a platform for immaterial and long durational work to create new possibilities for collaboration among thinkers of all fields.

Abramović was one of the first performance artists to become formally accepted by the institutional museum world with major solo shows taking place throughout Europe and the US over a period of more than 55 years. In 2024, Marina opened her first solo exhibition in China, *Transforming Energy*, at the Museum of Modern Art, Shanghai. In 2023, Abramović was the first female artist to host a major solo exhibition in the Main Galleries of the Royal Academy of Arts in London. This show will tour throughout Europe and Asia through 2026. Her first European retrospective 'The Cleaner' was presented at Moderna Museet in Stockholm, Sweden in 2017, followed by presentations at the Louisiana Museum of Modern Art in Copenhagen, Denmark, Henie Onstad, Sanvika, Norway (2017), Bundeskunsthalle, Bonn, Germany (2018), Centre of Contemporary Art, Torun (2019), and concluding at the Museum of Contemporary Art Belgrade, Serbia (2019). In 2010, Abramović had her first major U.S. retrospective and simultaneously performed for over 700 hours in "The Artist is Present" at the Museum of Modern Art in New York.

In 1997, Abramović was awarded the Golden Lion Award for Best Artist for her performance *Balkan Baroque* at the Venice Biennale. In 2006, Abramović received the U.S. Art Critics Association Award for Best Exhibition of Time Based Art for her performance *Seven Easy Pieces* at the Guggenheim in New York City. In 2008, Abramović received the Austrian Decoration of Honor for Science and Art in Vienna. In 2011, she was awarded Honorary Royal Academician status by The Royal Academy in London. In 2013, Abramović was awarded the Ordre des Arts et des Lettres Officer for her work in *Bolero*, Paris and in 2022, she was promoted to Ordre des Arts et des Lettres Commander. In 2014, Abramović was named one of The 100 Most Influential People by TIME Magazine. In 2021, Abramović was awarded the Princess de Asturias Award for the Arts, in Spain and the Golden Medal for Merits from the Republic of Serbia. In 2023 she was awarded the Sonning Prize from the University of Copenhagen, and officially received the award in 2024.

About TAEX

TAEX is a platform building a new community of collectors who shape the future of digital art. Leading this discourse, TAEX actively drives the conversation forward by organizing high-profile exhibitions and exclusive events that elevate digital artists and their narratives. Collaborating with global art institutions such as Art Basel and Art Genève, TAEX participates in prestigious international art fairs, including *Untitled*, *Art Dubai*, and *Art SG*.

Acting as a digital art gallery, TAEX displays and co-produces works by leading artists with critical acclaim, selected by curators with academic backgrounds. Bringing personalised curatorial expertise to private, corporate, and educational spaces, TAEX showcases the life-changing potential digital art can have on society.

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