

As announced on December 12th, 2022 in its press release **TINTIN, BEYOND THE IMAGINATION**, *Tintinimaginatio*, the rights holders of Hergé's work confirmed its intention to venture further into the field of technology innovation and digital technology by launching the first NFT<sup>1</sup> featuring the image of Tintin.

*Tintinimaginatio* has chosen for its first two TINTIN NFTs which will be officially presented on January 10th, 2023, the illustration project for the cover of *The Blue Lotus* book, sent by Hergé to his publisher on February 12th, 1936.

**There will be two types of TINTIN NFTs:**

A so-called "utility" NFT, in the form of an NFT certificate which authenticates and certifies in a secure manner, each of the high fidelity prints of the said illustration project<sup>2</sup>, of which there will be 777 printed copies, numbered from 001/777 to 777/777<sup>3</sup>.

A so-called "collectible" NFT taking the form of a purely digital asset of the said illustration project – individually numbered – in high definition and with its own specific graphic characteristics.

These unique technological objects provide an in-depth knowledge of the work that occupies a singular place in the artistic production of Hergé. For this reason, they will be accompanied by a digital booklet devised by the hergéologist, Philippe Goddin.

Knowledge of the history is essential, because it is a source of value. The principle of the NFT\* - which can be summarised in three words: authenticity, clarity and traceability - will allow us to establish this value, as well as the quality and notoriety of Hergé's artistic work.

For more information: [www.tintin.com](http://www.tintin.com) and [www.tintinpressclub.com](http://www.tintinpressclub.com)



1 • NFT (or Non-Fungible Token) is a technology that allows digital certification and authentication of an asset (in this case, a drawing by Hergé in a digital format) in order to establish its ownership and the use that is made of it.

2 • An author's print had been made on March 23rd, 1981, for the inauguration of a new rotary press at the printer Casterman. For the occasion, Casterman had reproduced a hundred copies of this draft cover, for the guests, which had been signed by Chang and Hergé

3 • 7 special copies, numbered from I/VII to VII/VII, will also be published.

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