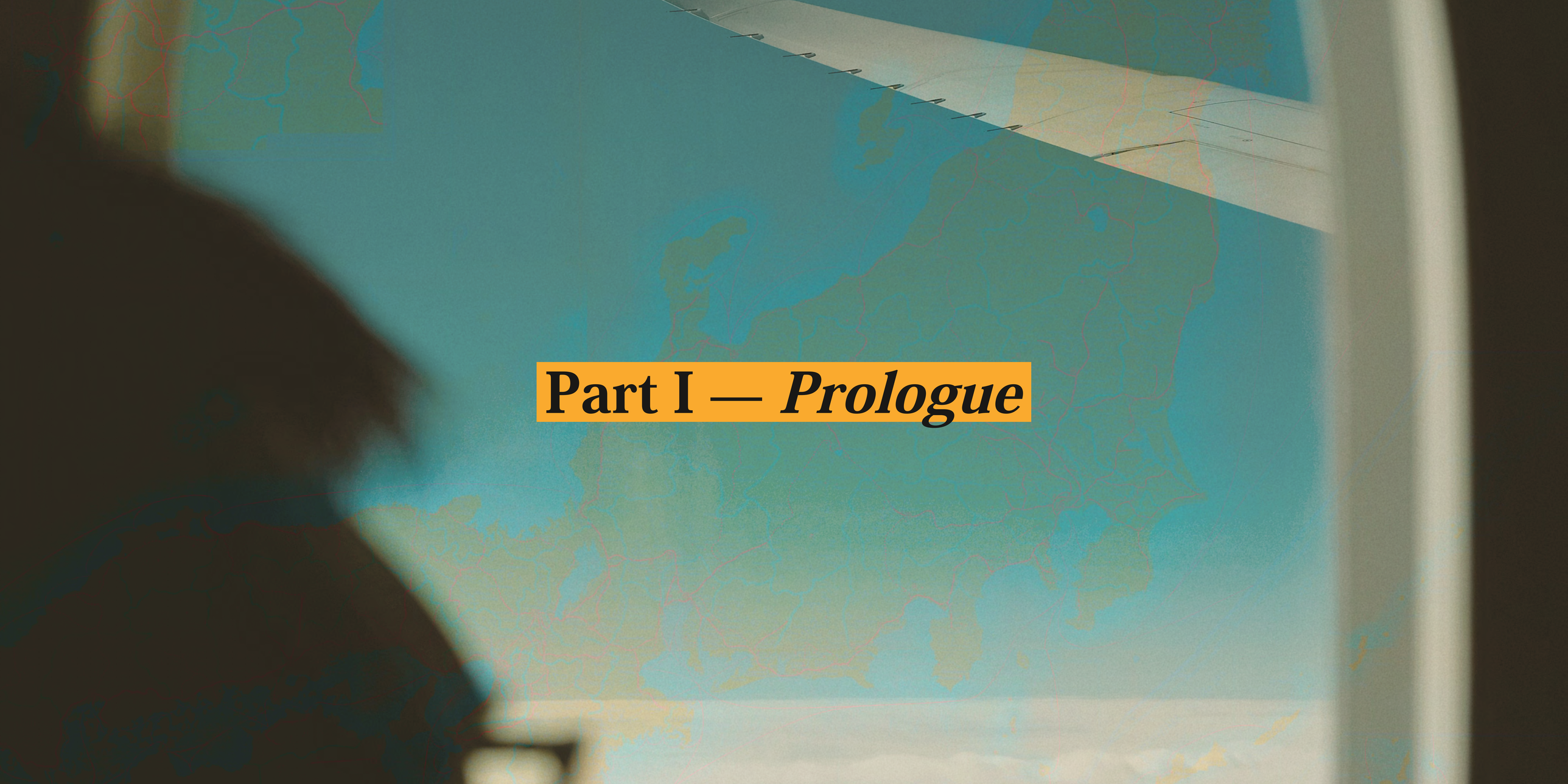


50mm NIHON

50mm.world Narrative Deck v1 | Published 05.12.2022 | Copyrighted Works © Archonomous LLC

50mm.eth



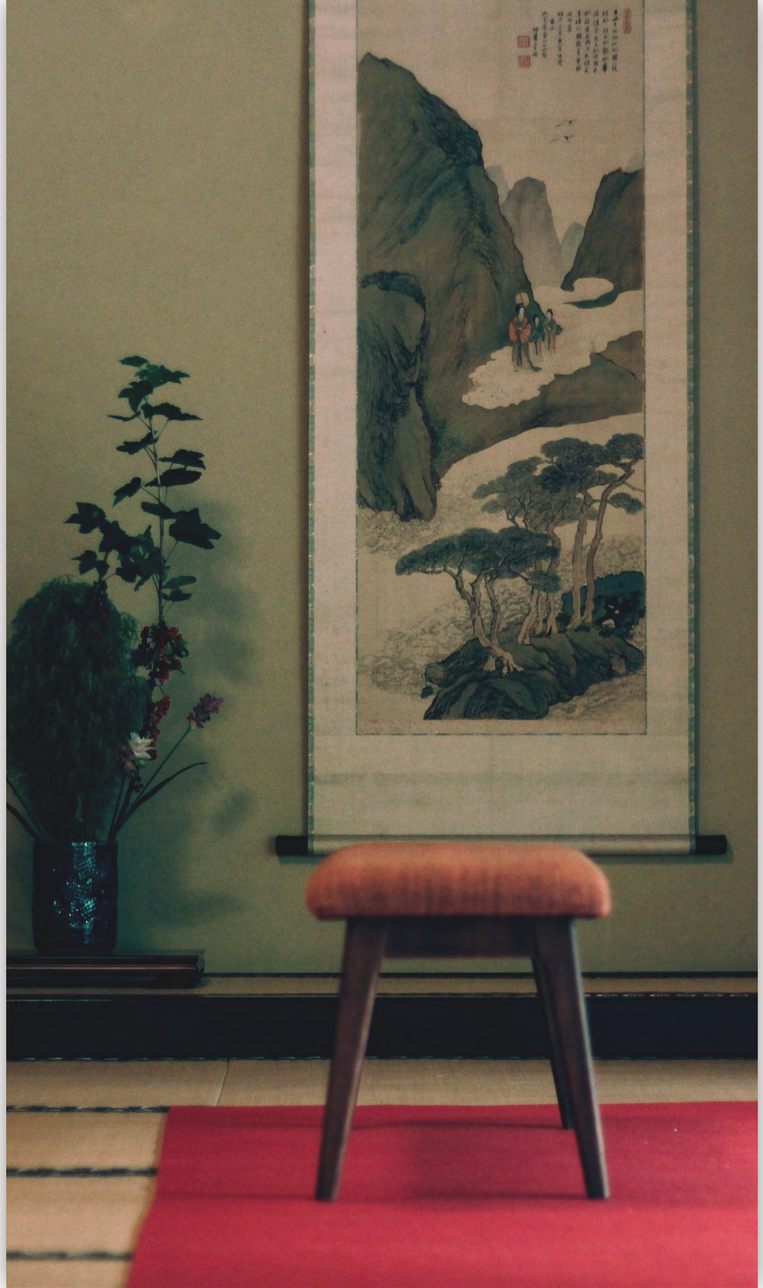
Part I — *Prologue*

Part I — *Prologue*

A pleasant *ding* resonates through the stuffy Boeing 747 cabin as the *Fasten Seatbelt* sign glows orange, indicating that we've collectively completed our 6,000 mile journey — in my case, from Tucson to Japan. All walks of life suddenly regain consciousness and blood flows back to extremities as we gather our belongings.

Flying is a strange form of travel, I remember thinking to myself after deplaning into a new world, feeling disconnected from the journey. *People just pop-a-this, drink-a-that, sleep, eat, sleep and boom, you're there — in a new dimension after countless hours, like a rudimentary teleportation machine.*

Upon arrival, I was immediately struck with a strong sense of culture shift. Anecdotally speaking, it was like the threads of history and culture were perceptually woven into the fabric of the very place. From the people, to the food they create and consume, to the clothes, to the spaces they design and dwell in. Consciousness was readily apparent in all facets and



instilled an undeniable sense of consciousness within me.

I packed light. A large black duffel that doubled as a backpack, a versatile pair of Onitsuka Tigers, and my freshly-acquired Fujifilm mirrorless camera fixed with a 50mm prime lens, which was never more than an arm's length away. While I was new to the camera, photography is something that somewhat runs in the family and 50mm was a focal length that I've always been drawn to due to its close relation to the human eye.

As far back as I can remember, my father documented our family's life alongside doing creative shoots for clients out of his modest Cedar Rapids studio, which clearly left a personally profound impact on me. I would always hang around and wanted to play with his props post-shoot. You could call this a core memory for me as a child. Now older, I was determined to document my own experiences in my parents' wake and this was my opportunity to do something different — something with purpose.

50mm.eth



Part II — *Intention*

Part II — *Intention*

At the core of it all, I believe that storytelling is an impactful medium worthy of sharing. A picture is worth a thousand words as they say, so that'd make 50mm Nihon 150,000 words, or the equivalent of a 300-page novel. How you perceive those words and what they mean is ultimately up to you, but if you feel moved or inspired in the slightest, or suddenly instilled with a sense of inner peace or wanderlust to explore somewhere new, then I see that as a net positive from an artist's perspective. My grandma always told me that traveling is the best form of education. Her words reverberate through my brain as I write this, as it turns out she's right.

With that said, you should be able to sleep soundly at night knowing that you're *mostly* purchasing 'art for art's sake' by supporting this collection with your virtual on-chain liquidity. This collection is already emblazoned on the blockchain with images and metadata stored via *arweave*, so it's ossified for digital eternity.



Holding a **NIHON** token will allow you to participate in collective 'governance' polls which will serve as a figurative compass guiding the project into the future — a sort of pseudo-*DAO* that empowers the community of Holders to chart their own path. Votes can cover any topic from shared IP to how best to allocate and utilize royalty-generated funds *(continue reading through Token Mechanisms for more information).*

Humans go farther together and this collection is no different; the chronological curation of images are more compelling when perceived as a whole. Some might ask why a project like this needs to live on-chain and my answer comes in two parts: the first being the aforementioned *ossified for digital eternity* bit, and the second is that the metadata embedded into each token is as critical to the narrative as the imagery in many ways. More on that later, we're almost there.

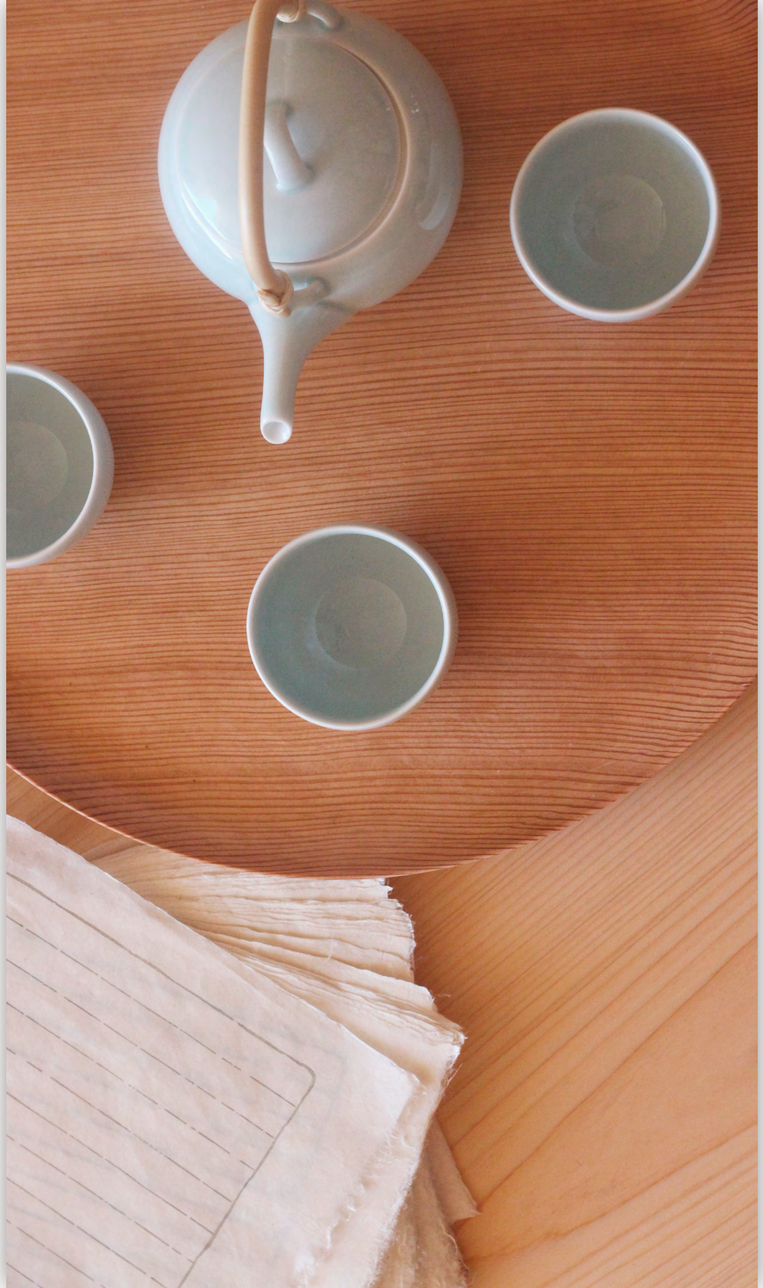


Part III — *The Collection*

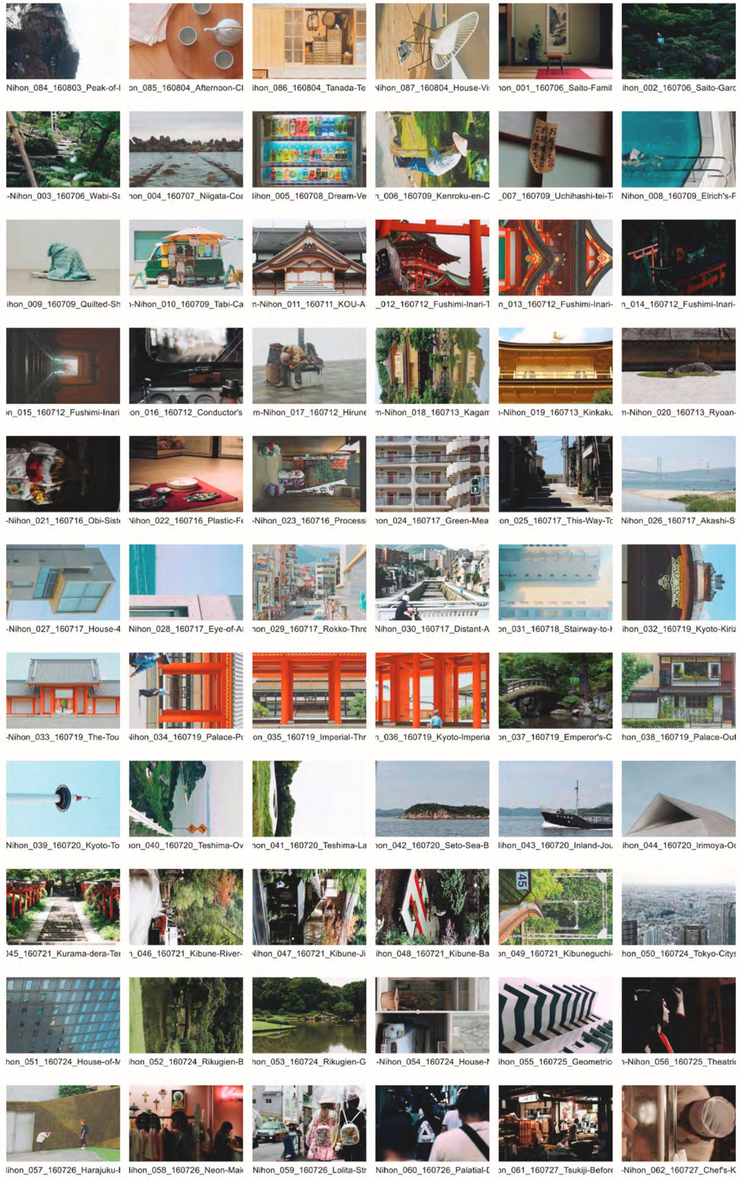
Part III — *The Collection*

50mm Nihon (pronounced 'knee-hone', or also Nippon, meaning Japan) is a curation of **150 photographic images** composed from two separate timelines: 87 photos over four weeks in 2016, and 63 photos over a one week return trip in 2017. Each photograph is minted on the ***Ethereum blockchain*** as a collectible non-fungible token (NFT). Moments in time happen only once which is why each photograph will only ever have **one edition** (1/1) to be collected.

Aside from token editions being **organized chronologically**, each edition also includes a series of filterable metadata such as by *Category*, *Location*, *Time* and *Orientation*, which allows you to take a journey of your own via the NFT trading platform of your choice such as *LooksRare*, *OpenSea*, or *Rarible*.



This collection represents a humble portrayal of Japan through a consistent series of captures that may be considered a surface-level insight into the local people, culture, art & architecture that compose parts of Mainland Japan. It's a linear narrative told through a narrow lens with pixels in an image rather than words on a page. *50mm Nihon* strives to recreate the feeling of experienced moments through a humanistic perspective.



50mm NIHON



Part IV — *Token Mechanics*

Part IV — *Token Mechanics*

• All moments are captured in **ultrahigh 5K resolution and include perpetual** CC BY 4.0 **commercial rights of use** with proper artist attribution for the Holder.

• For each initial token acquisition, **first time Holders will also be able claim a physical hardbound art book which will be shipped to them at no additional expense.** The physical edition of 50mm Nihon will be limited to 200 signed and hand-numbered editions and is planned to be released at a future date along with additional details.

• All tokens will have an **initial cost of 0.2 ETH** allowing the market to start from a state of equilibrium and value to be determined with time & visual desirability.

• **Tokens will go on sale chronologically one at a time** throughout the day on **May 15th, 2022** starting at 12PM UTC first via *OpenSea*, followed by *LooksRare*, and then on *Rarible*.

• The 50mm Nihon contract includes **5% Aftermarket Royalties**:

  • **2.5%** of these royalties go to the account, *50mm Nihon (50mm.eth)* for community-determined use.

  • **2.5%** of these royalties go to the artist, *Alexander (archonomous.eth)* in support of future creative endeavors.

• There is *no* **Whitelist** associated with this project.

• There is *no* **Presale** associated with this project.

• There is *only one* **ERC-721 contract** address associated with *50mm Nihon* which can be found transparently via EtherScan here:

0x0f9a3172c51eacaa63f5ed437eac9d5784ea6d9




初見世
初見世



Part V — *The Path Ahead*

Part V — *The Path Ahead*

There are specific events that Holders will be eligible to partake in at 5 different acquisition milestones:

• **After 20%** of collection is acquired (30 unique sales): ***Five 1/1 randomly-selected editions*** *will be given away to Holders, but in a special way. If you are a Holder and are selected for this milestone, you will be able to specify who receives the edition. It can be a friend, or a gallery, or a community DAO — you name it. It's your gift to give.*

• **After 40%** of collection is acquired (60 unique sales): ***Ten lucky Holders will be selected to receive a signed and framed 18" x 24" physical giclee print*** *of their acquired work in their choice of black or white wood trim. These will be shipped at no additional expense to selectees.*

• **After 60%** of collection is acquired (90 unique sales): ***200 Hardcover art books will go into print production. One book will be allocated per token*** *and can only be claimed once per token. These will be shipped to Holders as soon as they become available at no additional expense. The remaining 50 editions will be managed by the community of Holders for future distribution.*

• **After 80%** of collection is acquired (120 unique sales): ***One lucky Holder will win a week-long trip for two to Nagoya, Japan*** *to embark on a journey of their own. Two JR Rail passes and a $3,000 expense stipend will be included.*

• **After 100%** of collection is acquired (all 150 works): ***20% of the proceeds raised (6 ETH) will be funded to the 50mm.eth wallet*** *and the first community vote will be held to determine how best to utilize these funds for philanthropic purposes, such as making a collective donation to charity: water, opening a scholarship fund, or paying for community travel events, etc.*

• **2.5% of Aftermarket Royalties** *will continue to be funded to the 50mm.eth community wallet in perpetuity. Community polls will continue to be held on a quarter annual basis for Holders and new milestones may be conjured following 100% collection acquisition.*

To leave you with some imparting wisdom, the concept of Wabi-sabi can be condensed to mean "wisdom in natural simplicity," or simply "flawed beauty." Nothing is perfect in this world and the only certainty in life is change and death. The only controllable variables are our attitude and actions. This may seem superficially grim, but actually promotes an uplifted state of being. Let your conscious decisions empower you — embrace change and liken discomfort to personal growth.

Travel is medicine for the mind.
Never stop being curious.
Never stop creating.

—





50mm.eth

50mm NIHON

- Project Website: https://50mm.world
- Project ENS Domain: 50mm.eth
- Project Twitter: @50mmNihon
- Project Email: 50mm@archonomous.co
- Artist Website: https://archonomous.co
- Artist Twitter: @Archonomous

有難うございます

