

Transient Labs and Colonna Contemporary Forge Partnership to Revolutionize Art Authentication

Combining Technological Ingenuity and Artistic Vision to Transform Art Authentication Standards

WAYNE, PA, UNITED STATES, February 20, 2024 /EINPresswire.com/ -- Colonna Contemporary, a premier art gallery in Wayne, Pennsylvania, is thrilled to announce its partnership with Transient Labs, a leader in blockchain technology, to introduce the groundbreaking T.R.A.C.E. technology to the art world.

Scheduled for launch on March 1st, 2024, coinciding with the opening of Janie Fitzgerald's highly anticipated solo exhibition, "Glow," the collaboration marks a pivotal moment in the convergence of art and technology.

T.R.A.C.E., an acronym for Tokenized Records for Artwork Certification and Evolution, represents a paradigm shift in the authentication of physical artworks. Leveraging cutting-edge blockchain technology developed by Transient Labs, T.R.A.C.E. offers verifiable records inscribed on-chain, ensuring the authenticity and provenance of artworks in an immutable manner.

"We are excited to embark on this transformative journey with Transient Labs," said Michele Colonna, Principal at Colonna Contemporary. "Our collaboration underscores our commitment to innovation and our dedication to preserving the integrity of artistic expression."

The partnership will debut during Janie Fitzgerald's solo show, "Glow," featuring her mesmerizing ai-infused flower studies. As part of the launch, artworks showcased in the exhibition will be accompanied by digital Certificates of Authenticity (CoA) powered by T.R.A.C.E., providing collectors and enthusiasts with unprecedented transparency and assurance.



Colonna Contemporary Art Gallery in Wayne PA

"Transient Labs' T.R.A.C.E. technology aligns seamlessly with our mission to bridge the gap between tradition and innovation," added Michele Colonna. "Together, we are redefining the art authentication process while honoring the rich heritage of artistic creation."

The launch event on March 1st will feature demonstrations of T.R.A.C.E. technology, highlighting its capabilities in safeguarding the provenance of artworks and enhancing the collector experience.

"We are thrilled to partner with Colonna Contemporary in introducing T.R.A.C.E. to the art community," said Marco Peyfuss, Director at Transient Labs. "Our collaboration marks a significant milestone in advancing the intersection of art and technology, empowering creators and collectors alike."

April, 2024 by Janie Fitzgerald. From the Glow series



Join Colonna Contemporary and Transient Labs on March 1st, 2024, as they unveil the future of art authentication and celebrate the debut of "Glow" by Janie Fitzgerald.

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Michele Colonna, Founder at Colonna Contemporary

For more information about the partnership and the launch event, please contact Michele Colonna

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About Transient Labs:

Transient Labs is a pioneering Web3 technology company

specializing in blockchain solutions for the art world. Through its T.R.A.C.E. technology, Transient Labs is revolutionizing the authentication and provenance tracking of physical artworks.

About Colonna Contemporary:

Colonna Contemporary stands as a beacon of innovative and thought-provoking contemporary art in Wayne, PA. Under the curation of Michele Colonna, the gallery provides a platform for emerging and established artists alike, fostering a dialogue between art and its audience, with an emphasis on bridging the worlds of traditional and digital art.

About Janie Fitzgerald:

Janie Fitzgerald is an American photographer and visual artist, renowned for her groundbreaking work in immersive imaging and photographic VR. With a deep understanding of emerging technologies, she integrates AI with photography to create a distinctive style to her work that blends the two mediums. Fitzgerald's work is characterized by a dreamlike quality, envisioning an optimistic, green world where flora thrives amidst the ephemeral nature of life. Her panoramic landscapes contrast the natural world with the built environment, and surreal scenes of atmospheric conditions. Fitzgerald's work has been widely exhibited, including at Superchief Gallery, SCOPE, Uncommon Gallery Seoul, Art Basel Miami Beach, and Artcrush London.

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