AGUILAR

ART & NFT MAGAZINE

SPECIAL EDITION No. 35
OCTOBER 23rd, 2025

23ARTISTS COLLECTIVE

WHERE IN THE WORLD IS CLAUDE?

All you have to know about the 23Artists and this uncommon collection on OBJKT.com

Exclusive interview with Claude

One question – 31 answers

FACE2FACE with the founder

THE TEAM behind the Team

Womenverse

EMPOWERING FEMALE ARTISTS SINCE 2021

BALANCED FORCES

The Story of Balanced Forces and the Rise of AUGMENTED REALITY (AR) Art

Dear friends,

It is a pleasure for me to write these lines to you, I take this opportunity to send my greetings and good vibes, I'm always wishing everyone well!

I'm grateful for this opportunity Sven has given me to inject some oxygen into AGUILAR ART & NFT MAGAZINE, which I was obliged to pause due to personal reasons in December 2024.

To give you a little context...

I live in a beautiful country, but VERY volatile due to economical, political, and social reasons. This has led me to change my personal and comercial activities. In order to stay afloat together with my family I'm required to constantly adapt to new realities. So far we are moving forward slowly, one day at a time.

Within the configuration of this brief context, I had to pause many of my usual activities, including my artistic ones, along with #AguilarMagazine.

Because I was unable to complete issue N° 35 at the beginning of 2025, I would like to publicly apologize to the artists involved and to be featured in it. I have a commitment to you, which I hope to honor as soon as I manage to stabilize my situation, as we will start from scratch with that pending issue.

About the magazine and its future...

For the moment, this special edition will be published within the framework of the #23Artists collective event led by Sven, which will give us a new perspective since it will be available on OBJKT.

Following the launch of this edition, I'm making preparations for the magazine to restart its activities in the first quarter of 2026. There is a lot of work ahead, and I hope to count with the support of all of you so that #AguilarMagazine can flourish in a new phase and continue to be a reference point for the current global artistic scene and the Web3 community.

Once again, many thanks to Sven for keeping the faith alive, providing continued support despite the distance, and for always mentioning the magazine as part of his community and his team.

I also extend my gratitude to Chris for always being present and encouraging, to Dixie for her infinite enthusiasm, to the friends who have always accompanied me, to those who have continued to purchase printed copies of themagazine (super thanks x2) or who still buy my merch on my website, to each and every one of you who have written to check on me and get news; a million thanks to each of you!

Receive a warm hug, and we will see each other very soon.

My best wishes,

Alejandro Aguilar.
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A SHORT STORY ABOUT 23ARTISTS

by Chris Landmann

Recognizing that the great majority of artists thrive in groups, and thinking of Web3, its new technologies, and the challenges navigating them, Sven Schöler-mann founded the #23Artists collective.

On October 5th, 2023, the starting members – 23 artists – released their artworks under the same account on Objkt.com, all inspired by the same theme: "23 Artists Creating Rabbits". Since then, more artists have joined, whether through Sven's personal selection, recommendations from current members, or open calls. Even though a few members have left due to personal reasons, Sven makes sure to let them know they're always welcome to return.

Following the initial drop, the group has had four additional releases, each one creating excitement and renewed enthusiasm. The topics, which invite diverse interpretations, welcome all mediums of artistic expression.
The themes for the past drops include "Back to Black" (January 2024), "Sunday Morning" (June 2024), "On an Island" (November 2024) and "The Box" (June 2025). Each occasion brought a special space on X, filled with discussions about art, music, and games, hosted by the remarkable @CoinSear, @EpikNFT, and Sven (@RabbitsCrypto) the feeling is of a big party and celebration.

Sven, as a true entrepreneur, has sought out supporters for the 23Artists to collaborate with. Currently the collective has the ongoing support from @aguilar_ve of Aguilar Art & NFT Magazine, @GmBillionaire with his engaging games and vibe, and NFT-MERCH.IO Sven's merchandise store, that invites all collective artists to collaborate.

Their newest supporter, @IllustSpace, is a decentralized augmented reality platform for creators that organize Open Calls and AR art exhibitions worldwide. Sven and several members have already participated on successful @IllustSpace exhibitions in Port Moody, BC, and New York City. The innovative platform allows artists to push even more boundaries by giving them the opportunity to own and publish artworks globally using code-free, web AR tools. The 23Artists members are very excited about these new possibilities.

Although the metaverse galleries on spatial.io have been discontinued. There are plans for creating a metaverse gallery on oncyber.io, but that remains a mystery.

For two of the releases, Sven also arranged a billboard display in Times Square, NYC, showcasing a video featuring various artworks from the 23Artists collective for 24 hours.
Through the outstanding work of @linkedbyart, the collective took part in the 2024 SUPERCOMUNITY metaverse exhibition on oncyber.io, where they were shown alongside several other communities. This connection introduced Sven to @marcmauro, an exceptional photographer and a passionate advocate for creativity and the arts. He interviews creators and communities presenting numerous events in his channel "Hour of Power". With the next release coming fast, the collective is preparing to be interviewed by him for the third time, it airs across multiple social media platforms, including X, Instagram, and YouTube. Members interested in presenting themselves and participating can share their backgrounds and discuss their specific art related to the drop, providing a significant chance to gain visibility and attract new followers and collectors.

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Where in the world is Claude?

by Chris Landmann

RODICQART
digit M0n€t

The 23Artists is now getting ready for its sixth drop – “Where in the world is Claude?” – scheduled for October 23rd. The excitement among the artists is palpable. The theme is unique; Claude can be anyone, everyone, anywhere, everywhere, and perhaps even a thing or an emotion. Sven has created a playful, AI-generated song for the occasion that has already become a hit:

Where in the world is Claude?
Claude’s a shadow in the rain.
A blurry smudge on a windowpane
He’s the answer to a question no one asked
A rumor wrapped in a trench coat fast

Does he dance or does he glide
Is he real or just a lie

Where in the world is Claude
Does he even have a façade
Is he hiding in a crowd or a mirage in the fog
Where oh where oh where is Claude

Some say he’s sipping tea in Peru
Others swear he’s on a yacht in Malibu
He’s the ghost in your rearview mirror
The laugh that makes your mystery clearer

Claude’s the wind
The sneeze
The bite
The neon sign in the dead of night
He’s the joke that never lands
The handshake that slips your hands
Where in the world is Claude
Is he a guru or just odd
Is he tap dancing now on a mountaintop

Where oh where oh where is Claude
Where in the world is Claude
Is he a guru or just odd
Is he tap dancing now on a mountaintop
Where oh where oh where is Claude
Where oh where oh where is Claude

The 23Artists collective truly resembles a living organism. As do Web3, with its constant adaptations through new platforms, technologies and ideas. By sharing information among members, Sven, who’s always tuned in to the latest developments, creates new opportunities for the collective.

AYAZ YILDIZ

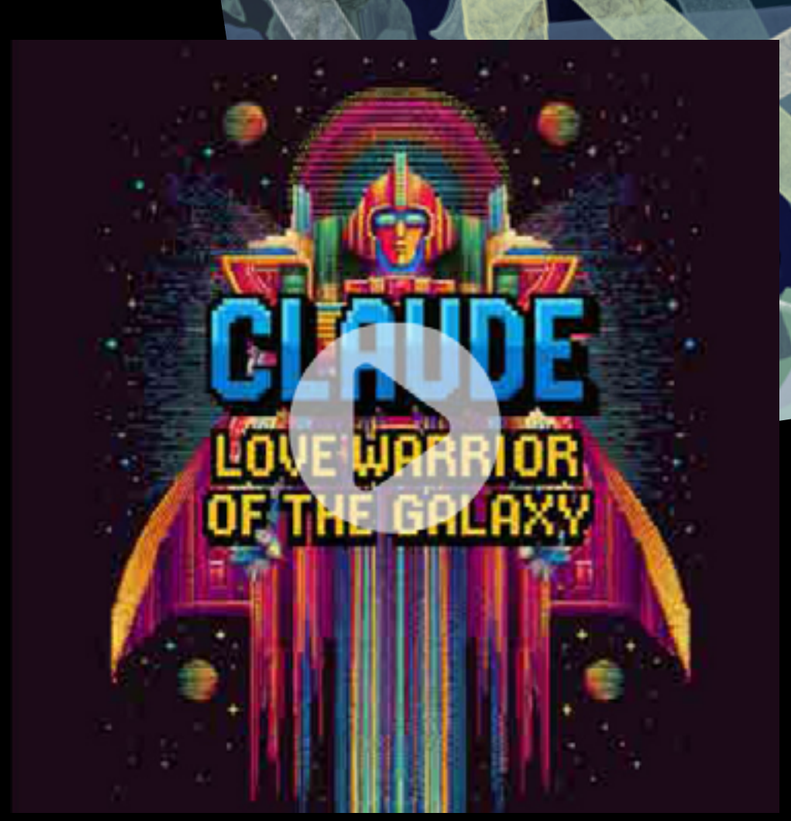
Travelers of Lost Time

BITA

where am i when i'm not here?

CHRIS LANDMANN

A Faceted Man



DREAMS & SCHEMES

Claude's Digital Footprint

DORTHE'S JOC

The Claude Anomaly

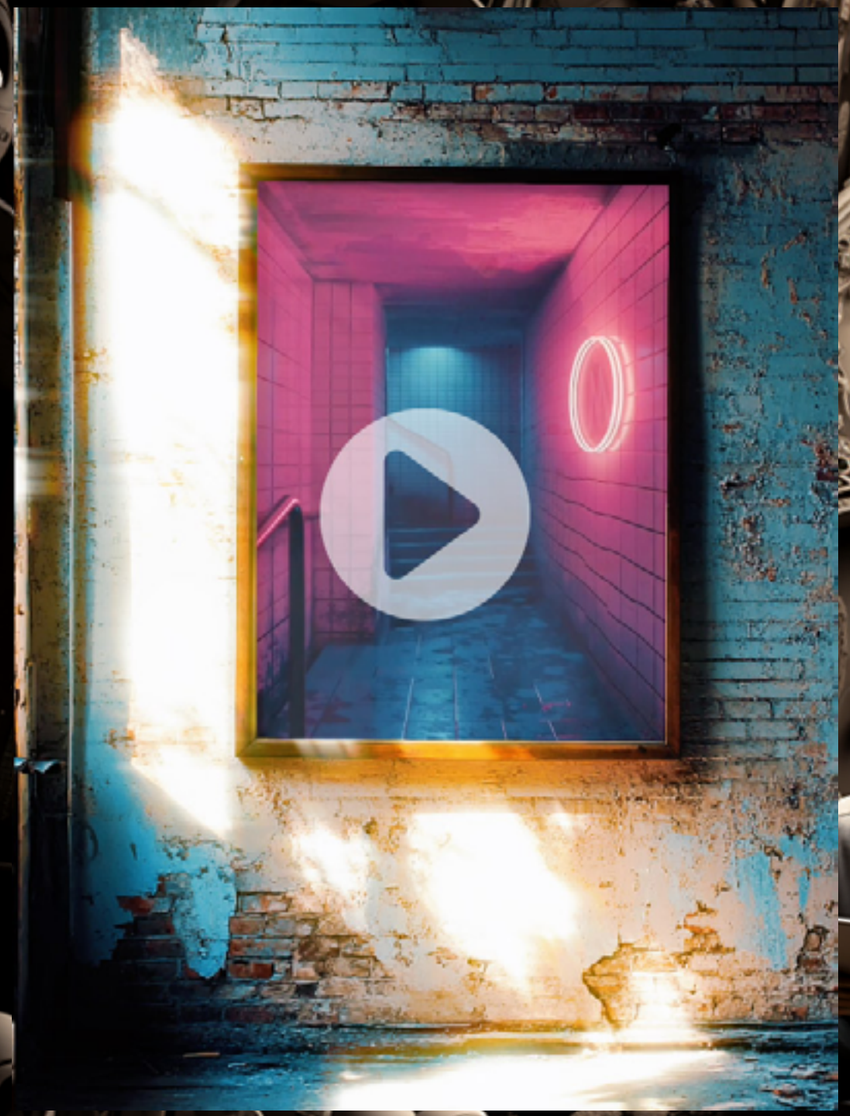
CRYPTO RABBITS

Love Warrior of the Galaxy

DAVID OXLEY
Where is Claude?

ETAP
We‘re looking for Claude.

KHATOON
The Dance of Water and Fire



INÊS LOBO
Lucid Dream

JUGGLER
Claude is organizing Buffets at his House

JUGGLER
Claude is in the Crypt

KASOIA

Where's my Spray?

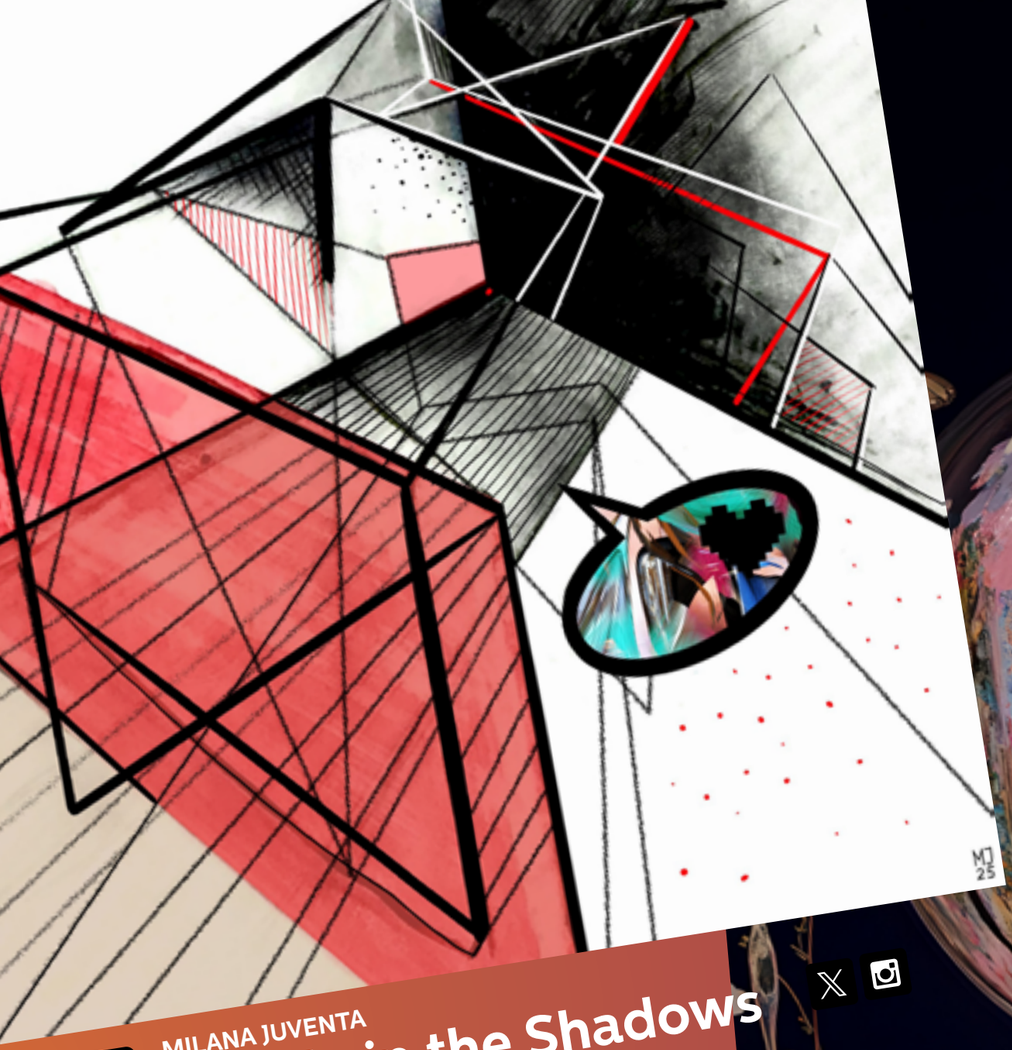
MBS ART

Project Claude Myth or Reality?

JBR Visuals

Where is Claude?

Full version only available on OBJKT



MILANA JUVENTA
Claude in the Shadows

MURIEL LHERM
The Fragility of Presence

SHE RA
Into Wonderworld

PANTEA
My Claude

MARIELA DI NARDO
Searching for Claude

RITCHIE SACRAMENTO
Destiny is an Illusion

REVOLUTZI

Ministry of Mildly Concerning Phenomena

MIRIAM DUNN

Claude´s World

SOCIALS

PANDAGENIX

The Last Clue

SKETCHLIGHT

Invisible Door

SASHELKA

Nowhere. Everywhere.

VIBEKE ALVESTAD

Shadows of Claude

STL ILLUSTRATIONS

The Case of the Missing Claude

PAXROMANART

CLAUDE ARISES

WHERE IN THE WORLD IS CLAUDE?

by Chris Landmann

“Some characters and events have been fictionalized to protect their identity and the integrity of the story.”

I’m looking for Claude for an article, but I have no clue where he is.

I have an aunt called Claudia; she is the owner of a chocolate factory and started to make them at home. That’s my only clue, so I look in my family photo album near some of her pictures, and I find a folded grey paper with the name Claude written on it. I open it and it’s a map.

In it I find information that Claude could be in an art platform called objkt.com. I sit on my desk and look at my laptop activating my detective investigation radar.

The map starts with a large X, so I open the social media app that used to be called twitter, from there I’m instructed to search the @23ArtCollective account, I use the magnifying glass to find them.
Next in the map there’s a tree. Funny enough in their bio there’s something called linkTREE, I walk around it and decide to go in, there I find lots of signs pointing to different directions, I follow the arrow that says “Where in the World is Claude?” and to my amazement I find Claude, not only one, but many different Claudes.
It was easy to get there, but my questions just triplicated.

Where is Claude? That’s my initial question.

Here’s what I found out from the 23Artists:

1 Claude is inside a video game.

Claude lives in a retro arcade, more specifically in one of the machines, an 8-bit video game that runs in vibrant star fields, neon planets and glowing constellations background. He works as a pixelated hero fighting enemies born out of hate and evil, he turns them into shimmering fragments of peace.
In a world where there’s a fight between love and darkness, Claude brings a message of compassion and unity.
@rabbitscrypto is one of Claude’s good friends, sometimes they meet up for a coffee and carrot cupcakes.

2 Claude is everywhere.

Claude is an upbeat musician and a magician, his famous trick is to be lots of things and in different places at the same time: he’s a shadow in the rain, a blurry smudge on a window pain, an answer to a question no one asked, a rumor wrapped in a trench coat, sometimes he dances, other times he glides, he can be real, but also a lie, he can be hiding in a cloud, or be a mirage in the fog, he might be sipping tea in Peru, or he’s in a yacht in Malibu, he’s a ghost living inside a rearview mirror, he’s a laughter that makes a mystery clearer, he can be the wind, a sneeze, a bite, a neon sign in the dead night, a joke that never lands, a handshake that might slip through your hands, he can be a guru, or just odd, and tap dancing on a mountain top.

He’s also an AI and the younger brother of @design2810 and @23ArtCollective.

3 Claude is in London.

Claude had a difficult youth, leading to him never completing his studies or finding a stable job. On his 40th birthday everything changed, a very wealthy maiden aunt gifted him a splendid penthouse located in central London.
He decided to organize luxurious buffets for a fee. London’s top chefs were in love with the privileged spot and beautiful penthouse. They started rotating to cook under Claude’s wings in private events, Claude made lots of money and decided to put it all in the penthouse’s swimming pool, he would swim there every morning. His lawyer and confidant @juggler_nft, would join him now and then to drink champaign and toast Claude’s success.

4 Claude is in a crypt.

Claude is a scion of a prominent Masonic family. His youth was spent amidst great luxury and numerous ceremonial events.
After college, he was accepted as a young member of The Ancient Order of the Flames that Burns under the Rain.
His days were spent happily in the order’s crypt, studying the ancient knowledge that was guarded there.
Claude is writing a great future for himself and his family in the global control of the world.
@juggler_NFT visits him disguised as a member of the Order of the Flames that Burns under the Rain, he brings gummy bears so Claude can occasionally relax.

5 Claude is in the Ministry of Mildly Concerning Phenomena

Claude is a busy man; he works for the government in one of its most secretive ministries. Usually at the hours that he’s most busy people come in, searching for their lost tentacles. He already knows what to do, without looking up from his desk he tells them to get the form, fill it out and wait.
His office is a bit chaotic, instead of a secretary he has weird underwater creatures, living machines and telephones that help him finish his tasks.
One of the ladies who always loses her tentacles is @Revolutzi, but her, oh, she has a special place in Claude’s heart, as soon as she approaches with the loud click-click of her high heels Claude knows it’s her, she sits down puts the 2 cups of tea and some biscuits from inside her purse on Claude’s desk and they chat for hours. He thinks she keeps losing her tentacles just as an excuse to talk to him, he likes that.

6 Claude is in nature.

Claude is love, rhythm and colours, through him the “impossible” love between the river and the sun is granted. The Daughter of the Earth must play her instrument and with her melody the river grows light and lifts into the sky as vapor. The sun, radiant and burning, gathers it tenderly into an embrace The Daughter of the Earth’s calling, from the sacred fire in her heart, is to give wings through her music to those who cannot reach their beloved ones, setting them free for the long-awaited encounter.
Water and fire are not rivals, but two lovers longing for union.
One of @nftkhatoonart’s favourite outing during the weekend is a picnic near the river, from there she watches the miracles created by Claude and the Daughter of Earth.

7 Claude is in between cracks of paper and sky.

Claude is half memory, half echo. He is a silhouette that walks the corridor of vanished times.
Every few days, @Bitaemm, Claude’s mom, enters the corridor of vanished time and in between cracks of paper and sky, under the semi-closed window and near the invisible clock, she leaves a basket of bread, food and milk for her semi-lost son.

8 Claude is in the anomaly of the streets of Paris.

In Paris, Claude went to the bakery for baguettes, but somewhere between the smell of fresh bread and the familiar streets of home, he took a wrong turn and fell into the Anomaly.
Now, he’s lost in a dreamlike maze, a matrix of strange patterns and peculiar creatures.
@DortheJOC is a renowned scientist, she has created a way to see Claude inside the Anomaly. She’s still researching a way to bring him back; he must be hungry by now.

9 Claude is in a question.

In a bubble of mirrored worlds that floats between fragility and eternity, nothing is fixed, only fleeting reflections.
The butterfly is the guide who reminds us that presence, in this shifting world may always be elsewhere, in a question rather than an answer.
@muriellondon has been searching for Claude for a long time, she’s impatient now, she looks at herself in her vanity mirror and takes a deep breath, as she exhales slowly, she sees a glimpse of a butterfly in the foggy mirror.

10 Claude is in the streets.

Claude is the spray can. Sometimes he rolls down the hill, sometimes someone on the street picks him up.
@KasoiaA lost Claude and now, feeling desperate, he puts his hand on his forehead and wonders where in the world Claude is, he lost it, therefore he’s unable to finish his graffiti piece for the #23Artists drop.

11 Claude is in his room.

Claude is a teenager who looks like a character from Sabet’s world, he’s sitting is his room on the floor beside a huge speaker listening to music. His bedroom is held in the palm of a meditation teacher’s hand, this class can be taken online, that’s exactly what Zet is watching from her room. Zet’s bedroom is inside Alice’s Wonderland in Zet’s younger sister’s imagination, which is the image of a decorated box inside Zet’s older sister’s bedroom, this room is part of a poster of a famous guitar and banjo player, which is hung on Claude’s younger brother’s messy bedroom.
Zet is @zetsketches, she likes doing illustrations and from time to time she meditates to find inspiration.

12 Claude is in the imagination.

There are more stars in the universe than there are grains of sand on earth. But just because you cannot see them, does not mean they do not all exist. In the same way, if you can’t see Claude does that mean he doesn’t exist? Or is Claude just a metaphor… or maybe an illusion? Either way, remember that the window you choose to look through will determine what you see.
@ritchiesacra is the finest con artist from the UK, he’s doing everything to deviate people’s attention from himself. Truth is Ritchie is Claude, that’s why he’s in the shadow, and wearing sunglasses in his selfie, so he wouldn’t be recognized.

13

CLAUDE IS IN THE MYSTERIOUS BLEND OF THINGS.

Think of it as an unveiling, a revelation of something mysterious and you wait in anticipation as to how everything will look like. In the end, an ambiguous image remains. Captivating to look at, but still unfamiliar. Claude: like life, is a mysterious blend of things which at the end, is just something to enjoy.
@pax_art is a biologist specialized in the hibiscus, this specific flower holds a poison that makes you see the beauties of the unfamiliar.

14

CLAUDE IS AT THE ROYAL ACADEMY OF FINE ARTS.

Claude is a motivational speaker, an actor and, in his spare time, a live model.
@ChrisLand1405 met him when she was a student of fine arts, she couldn't finish her drawing due to time, or maybe shyness. She decided to finish it when she learned that the #23Artists were looking for him.

15

CLAUDE IS IN A PALACE.

Claude is a powerful and brave lion, a symbol of hope, calmness, assurance and support, someone who @pantea_pipar can rely on in the hardest moments. His presence soothes her heart and dissolves her fears and loneliness, filling it with trust and strength to keep going. Pantea is a brave and strong woman, but during dark and frightening moments, she's grateful to have Claude in her life.

16

CLAUDE IS EVERYWHERE THAT HE ISN'T.

@sashelka is a councillor, she learned about Claude in a therapy session with a woman. Due to a confidentiality agreement, she can't reveal the woman's name. All I know is that her lover, Claude, disappeared along with all traces of him. The woman sits at night longing for him, smoking a cigarette she stares at a burnt photograph where Claude's image used to be, she doesn't know who burnt it. Her only consolation is the memory of him and the knowledge that he might be nowhere, but also everywhere, and forever with her.

17

CLAUDE IS IN A SHADOW.

@MJuventa is a private detective, someone hired her to find Claude, he was last seen going in a hotel room. She inspected the room from wall to wall, from the floor to the ceiling, she knows every bit that's inside it. But she only found a photo with traces of Claude in the shadow of a pixelated black heart in a strange place, a colourful labyrinth full of different dimensions.

18

CLAUDE IS IN THE INVISIBLE.

Claude drifts through our world in a way that he's everywhere and nowhere at the same time, he's a hidden presence that shapes what we see and how we move. @SketchLight_ray is a physicist who creates invisible doors using what she calls a 'lightbrushdevice'. She thinks that the invisible must be made visible. Using her gadget she learns that Claude is present everywhere yet hidden, she understands that Claude can only be found if we open our minds to new things.

19

CLAUDE IS IN THE DIGITAL REALM.

@BebesBotanica is a hacker, he found Claude's footprint in the shadowed underbelly of the digital realm, where likes bloom like fleeting roses and algorithms gnaw at the marrow of memory. His digital footprint unearths the grotesque beauty of our online detritus. @BebesBotanica believes we should own the monster, so that we can unearth the myth.

20

CLAUDE IS IN THE SEARCH.

@iineslobo is an alchemist who seeks truth and transformation. One of her most interesting lessons came when trying to find Claude. She searched in a wall, in the shadow in the next room, she kept moving and so did Claude, always keeping his distance from her. She found out that every unanswered echo, every turn in the corridor is not the end of the search but the shape of becoming. Still unfinished. Still searching. Still becoming

21

CLAUDE IS IN THE LOST TIME.

@ayazyildiz_ is a clairvoyant. She can see Claude through her crystal ball in the "lost time", traveling through eternity in a river and a world where everything merges in an eternal colourful lavalike matter.

22

CLAUDE IS IN THE WONDERWORLD.

@shirapugatch is a storyteller, she transformed a snail into a flower, the flower into a cat, the cat and snail into a mix of cat and butterfly, back into a cat on top of a tree, and finally she transformed the cat into an apple, the apple turned and turned into a ball that rolled out of the page.Can you guess what the cat's name is?

23

CLAUDE IS IN A FICTITIOUS CITY.

@dpoxley is an awarded software engineer. He built a playful globe-hopping mystery that mixes 3D and 2D exploration and deduction game. Claude is a mischievous yellow creature with wide eyes and a wobbly grin; he has disappeared into the cities of a procedurally generated world. @dpoxley is waiting for someone to find Claude in his playful world.

24

CLAUDE MIGHT BE IN THE CURB AT MIDNIGHT.

@pandagenix works at the lost and found department, he has many clues to where and who Claude could be. But so far all he knows is that at midnight there's a pink pack of smokes with the name Claude stamped across it, a pair of sneakers rooted to the pavement, and a duck calmly exhaling smoke rings at a curb at midnight somewhere.

25

CLAUDE IS IN SPACE.

@ElwoodNFT is part of the mission SFCE (search for Claude everywhere) the team is small but efficient, they're now in a spaceship looking for Claude in other galaxies.

26

CLAUDE IS THE NAME OF A PROJECT.

Claude is not a someone, it's the name of a project. An attempt to map the future between digital fragments, dystopian visions, and utopian longings.
@_by_Subko is a conspiracy theorist, he has many followers in various social media platforms. His theory is that Claude is an archive, a laboratory, and a dream all at once. But he's challenging the internet to keep digging, he thinks there's more to this story.

27

CLAUDE IS IN A DESOLATED LANDSCAPE.

A lone, lost explorer waits on a desolate, barren landscape, the muted tones echoing the deep sentiment he feels, that he has been forgotten and abandoned. Is he a relic of the past? Is he destined always for solitude?
@CoinSeer is a NASA researcher, she believes Claude is somewhere out there, and she's the only one looking for him.

28

CLAUDE IS IN OUR HEARTS.

Claude Monet, a famous impressionist artist who broke many boundaries, will always remain in the heart of artists and art lovers. In his honor @rodicqart digitally carved Claude's portrait on a tree.

29

IN A RIDDLE.

In the misty woods where shadows creep,
Claude hides deep in a giant's keep,
Clinging to light, a secret veil,
Where in the world does his shadow prevail.

Through darkened boughs, his form retreats,
Silent shades guard his hidden beats,
A ghostly wraith in the gloom's embrace,
Claude's secret lurks in shadow's trace.

This is the riddle @VibekeAlvestad, a renowned enigmatologist from the Scandinavian region, formulated for Claude's seekers to find him. She knows where he is, but like a good riddle-master, she will never directly tell.

30

CLAUDE IS IN A MAZE OF CHAOS.

@marieladinardo is a weather forecaster, she first noticed things turned into chaos when the #23Artists started asking where Claude was.
She notices that a thousand googly eyes scanned the clouds, searching the digital horizon for proof he was real. Rockets tilted their noses, towers leaned into gossip, and clouds whispered coordinates like secrets. Every bubble burst with suspicion, robots froze mid-punchline, even the donuts stalled mid-spin. Her conclusion is that the idea of Claude refuses to let imagination sleep, and that believing in Claude might be believing in wonder itself.

31

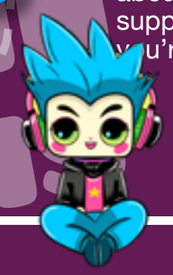
CLAUDE IS ON AN AVANT-GARDE FASHION SHOW.

@JBRvisuals has stumbled upon Claude deep within the neon-lit chaos of a late-night, underground fashion happening — a scene straight out of Andy Warhol's New York in the 1960s. Models drift like living sculptures.

Their faces painted in absurd, grotesque surrealism. Velvet, vinyl, and tinfoil shimmer under strobe lights while art collectors, poets, and dreamers sip martinis beside pop icons and misfits. It's a delirious fusion of fashion and fantasy — where beauty dissolves into distortion, and Claude stands at the heart of it all.

My conclusion is not definitive yet. Most members of the 23Artists gave me vague information, "I think", "perhaps", and "maybes" aren't good enough. All assertive knowledge was researched by my assistants, they're very reliable and savvy individuals, but they came up with no evidence, therefore I still have no answer to Claude's whereabouts. I will keep searching because now, more then ever I need to know the truth about "Where in the world is Claude?". If you're a supporter or a collector of the 23Artists, be ware that you're next to be questioned by me.

Article written by Claudette



WHERE IN THE WORLD IS CLAUDE?

WOMENverse was founded in 2021 by Venezuelan artist and entrepreneur **Mariela Di Nardo** to champion equity, visibility, and respect for women in the expanding Web3 space. What began as a response to exclusion quickly grew into a global collective committed to building an inclusive ecosystem where women's art, voices, and contributions could thrive.

Soon joined by Canadian artist and poet **Miriam Dunn** as Growth Strategist, and Iranian watercolor artist **Nazanin Bagheri** as Persian Communication Outreach, the team—alongside dedicated volunteers—organized Spaces, educational programs, and launched the WOMENverse Museum on the Tezos blockchain via Objkt.

Since then, **WOMENverse** has empowered hundreds of women artists worldwide, reinvesting its success through art acquisitions, scholarships, and community initiatives. Now, as it celebrates four years of creativity and solidarity, **WOMENverse** stands as a beacon of progress—ensuring women are not only part of Web3 but leading its evolution.

Learn more about **WOMENverse** through this QR code —and if you're an artist, collector, or collaborator, you're warmly welcome!

By Miriam Dunn

GLOBALLY MINDED, LOCALLY SHARED:

The Story of Balanced Forces and the Rise of AR Art

by Crystal Koskinen, RAKKAUS Art & Design

Balanced Forces first emerged as a vision during my time as festival coordinator for the Art Out Side Festival in Port Moody, Canada — a three-week multidisciplinary arts festival celebrating creativity, community, and connection. As part of that festival, I wanted to introduce an innovative Augmented Reality (AR) experience that would connect local and global artists while inviting the public to experience art in the wild along the Shoreline Trail. This AR component became the foundation for what would later grow into Balanced Forces.

Teaming up with JBR Visuals and Sven Schölermann of 23Artists, we launched the first international artist call, uniting creators across digital and physical mediums. Partnering with Rob McCarty and the Illust team, we expanded the project to include an artist education component, helping artists learn to create and exhibit AR works through the illust platform.
What began as a local experiment in creative technology has since grown into a global art movement. The second Balanced Forces exhibition took place in New York City for the United Nations Global Peace Day, and our upcoming edition — focused on climate and sustainability — will be featured during Art Basel Miami later this year.

Balanced Forces continues to evolve, empowering artists and communities worldwide to curate, connect, and create immersive AR art experiences that are globally minded and locally shared. With Illust constantly evolving their platform, our team is excited for what's next in this growing intersection of art, innovation, and collective storytelling.

FACE2FACE WITH

Sven Schölermann
(aka Crypto Rabbits)

Q: Which artists, designers, or art movements have inspired you? Are there unexpected influences that find their way into your work?
Like many abstract artists, I've been influenced—directly or indirectly—by the greats such as Kandinsky. It's not his style that inspires me, but rather his mastery of composition and balance. His works demonstrate an almost mathematical precision in how elements interact within a piece.
I also admire Kurt Schwitters, particularly his ability to merge Dadaism and Cubism into powerful visual statements. His work confronts the viewer with pure, unapologetic intention. I often aim to combine Kandinsky's sense of compositional harmony with the raw symbolism and apparent chaos that Schwitters achieved.

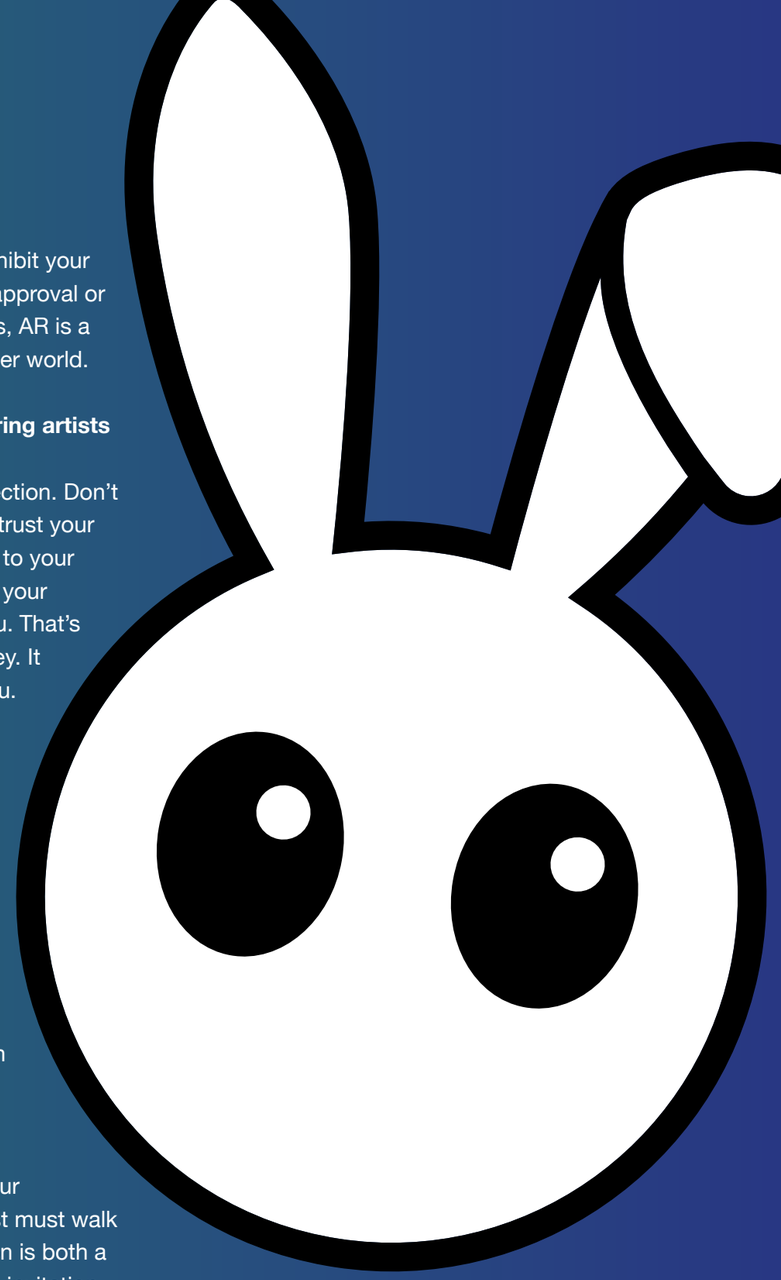
Q: You've been in Web3 since the beginning. How did you get into it, and what has your journey been like? What are your thoughts on the future of crypto art?
My first steps into Web3 were through trading cryptocurrencies, but as a self-employed designer, I quickly realized it was too time-consuming. In 2021, transitioning into NFTs felt like a natural next step. The early days were full of excitement, energy, and community spirit—until the inevitable drama, greed, and envy started to surface.
Despite that, 2021 and 2022 were successful years for me. However, as tensions grew, I faced a decision: leave the space or try to make it better. I chose the latter and founded 23Artists, a collective created to offer support, guidance, and a positive environment where artists can focus on their growth and well-being.

Q: Your work is full of joy, cuteness, and humor, yet there's also a deeper side. Can you tell us a bit about your collections?
Due to my commitment to 23Artists and other projects, my personal NFT career has slowed down. These days, I mainly create my Crypto Rabbits for myself. I mint them every few weeks or months—not for sales or validation, but as a form of personal meditation. Creating them is my "mental island"—a place that calms and grounds me.
Each Rabbit also serves as a playground for experimenting with new ideas that often influence my client work. That's why they're so meaningful to me personally.
My other collections are more experimental. I enjoy exploring different techniques and styles, often without a consistent visual identity—much like my own life journey.

Q: Can you share a bit about your experience experimenting with technologies like AI, 3D modeling, and AR?
AI fascinates me, but I also approach it with caution. While it's a powerful tool, it can detach the artist from the creative process. I often question whether an AI-generated image truly represents me.
Moreover, AI still struggles with composition—something that's central to my artistic philosophy.
I've been working with 3D for over a decade, mostly for commercial clients to create hyper-realistic visuals. In my personal art, however, I use 3D in a minimalist way—focusing on symbolism and composition rather than flashy effects.
Augmented Reality (AR) feels like the next logical step in my creative evolution. It offers artists true freedom and independence—you can exhibit your work anywhere, without needing gallery approval or physical space. For Web3 and NFT artists, AR is a bridge that connects digital art to the wider world.

Q: What advice would you give to aspiring artists just starting their careers?
Never let others control your creative direction. Don't fear criticism—embrace it. Be brave and trust your instincts. Even if sales are slow, stay true to your path. The right people—those who share your vision and values—will eventually find you. That's how you build a meaningful artistic journey. It happened to me, and it will happen to you.

Q: Tell us about your experience managing 23Artists—the vision, the wins, the challenges, and the future.
Managing 23Artists can be challenging at times, but it's incredibly rewarding. Like any collective, we experience highs and lows, shaped by the diverse personalities within the group. I'm proud when our members gain visibility, but I also think deeply about those who remain unseen. The strength of the group lies in how each member contributes to its collective energy.
Not everyone immediately understands our concept. I can open doors, but each artist must walk through them themselves. Every collection is both a challenge and a learning opportunity—an invitation to grow artistically and personally. Once that understanding clicks in, the whole collective benefits from a renewed energy and momentum.
I'm rarely disappointed, but if someone joins only to exploit others without contributing, this isn't the right place for them.
Right now, we're exploring ways to expand beyond the blockchain bubble. My attempts to collaborate with traditional galleries weren't successful for various reasons, so we decided to create our own AR gallery instead. It's an exciting step that will allow us to showcase our work globally and bridge the gap between Web3 and the traditional art world. I'm confident that digital and traditional art will merge soon—and I want 23Artists to be fully prepared when that happens.



THE TEAM BEHIND THE TEAM

The 23Artists collective is built on creativity, collaboration, and vision — but no masterpiece stands without its foundation. Behind every exhibition, idea, and breakthrough are the dedicated individuals who keep the spirit of this community alive. Among these many helping hands, three stand out — people whose tireless energy, unwavering passion, and boundless support make the impossible possible. Without them, The 23Artists would not shine as brightly, nor reach so many minds and hearts across the creative world.

Chris Landmann
THE HEART

Brazilian-Canadian mixed media artist Chris Land embodies the true essence of creative generosity. Always present when you need her, she radiates an energy that uplifts everyone around her. Her passion is as vivid as her art — bold, warm, and endlessly giving. Chris is one of those rare souls who put others before herself, driven by a pure love for art and community. The 23Artists collective wouldn't be the same without her spirit guiding and inspiring those around her.

Miriam Dunn
THE SOUL

From Canada comes Miriam Dunn, a wise yet fiercely youthful spirit whose creativity knows no bounds. Artist, poet, and singer, she's also the dynamic showrunner behind our spaces — the one who brings order, laughter, and light wherever she goes. Her motivation is contagious, her honesty refreshing, and her guidance unfiltered. Miriam doesn't whisper advice — she delivers it straight to your face, with heart, purpose, and an unwavering belief in the power of art to move people forward.

EPIK
THE LEGEND

Relentless, creative, and endlessly curious — that's EPIK. Always in motion, never out of ideas, he's the one who keeps the energy high and the audience engaged. Whether it's hosting, experimenting, or pushing boundaries, he knows exactly how to entertain and inspire. In the fast-moving world of Web3, just when you think you've leveled up — you'll find that EPIK is already there, exploring the next frontier.

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