

EQ.EXCHANGE



<https://1980purpleverse.live>

**“You cannot play it until I die.” PRINCE ‘One of One’ audio recording to be auctioned off by the owner 42 years later.**

**Lot includes Certificate of Authenticity as a one of one NFT collectible.**

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FOR IMMEDIATE RELEASE

Prince Rogers Nelson was only 21 years of age on March 21, 1980. Approximately four years after he graduated high school and just five months after releasing the self-titled *Prince* album containing the lead single *I Wanna Be Your Lover*, Prince's first major hit single in the United States. March 1980 was just two months before he started recording the *Dirty Mind* album and years before achieving global fame.

This rare and only remaining audio recording containing the previously unreleased performance will be auctioned by Prince's audio engineer, **Steve May**, who had a special and unique role to record the artist under Prince's direct instructions. During this tour Prince gifted the rare cassette tape to May with the condition that it could not be sold until the artists' death. May has held onto the tape since 1980. Now in his 70s he wants to share this rare collectible with Prince's fans. This rare auction will support charities supporting music education for kids in marginalized communities along with a portion going back to the Prince Estate.

The cassette tape is one of the last pieces of music memorabilia available from the artist. Prince Rogers Nelson would have been 65 this coming year making his 75 years of his life celebration 10 years from now -and the cassette- undeniably more valuable (a second recording of a similar tape was burned in an unfortunate fire). A timeless purchase. Prince continues to inspire generations with his unparalleled musical excellence and fearlessly independent spirit for artists, *"Tell me a musician who's got rich off digital sales. Apple's doing pretty good though, right?"* Prince was ahead of his time.

Steve May and the team handling the auction have decided to utilize Web3 technology with a smart contract/NFT for verification of the collectible to protect the original recording of the tape and to ensure it stays authentic. The LIVE 1980 BUNDLE is an exclusive auction for the physical tape *handpicked by Prince* of his set at the Cleveland Public Arena on March 21, 1980. The auction includes a custom handcrafted gift box (designed by Mason Webb and assembled by Tim Barrett) securely encasing the cassette, and includes an NFT certifying the item's authenticity. The auction will take place during this year's [Miami Art Basel](#).

*"We are all honored to host such a priceless piece of music and history. Our mission to protect artists rights aligns with the core ethos of much of Prince's desire to change the music industry."*  
- Janice Taylor, CEO and Founder of EQ Exchange.

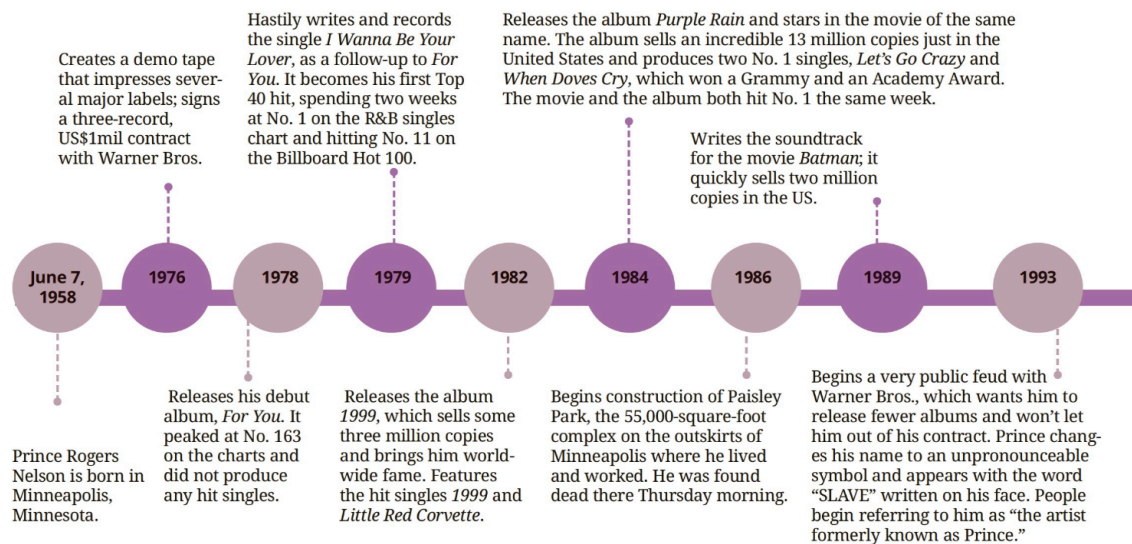
EQ Exchange is the platform chosen to host the NFT and the auction as the core mission of EQ is to empower artists to maintain their rights and protect their Intellectual Property. The core of EQ matches much of the mission that Prince was most concerned with during his career.

**Please email [EQ Exchange](mailto:media@eq.exchange) for any questions or concerns regarding the auction:  
[media@eq.exchange](mailto:media@eq.exchange)**

## BackStory of Auction

The LIVE 1980 BUNDLE is a physical/digital auction and one of the first rare recordings to be digitally authenticated. The NFT validates the cassette's authenticity as a 1-of-1 audio recording, making the tape and the NFT rare items of historical and cultural importance. Future verification, transaction history and trading can be done seamlessly between collectors. The certificate of authenticity NFT is minted on the [CELO](#) blockchain which builds on carbon offsets and *keeps gas fees reduced to negligible amounts*.

The audio recording containing the previously unreleased performance will be auctioned by Prince's audio engineer, **Steve May**, who recorded the artist, **EQ Exchange**, the first full-stack artist lifecycle management platform leveraging Web3 technology, **Blank Check Agency**, the Web3 management firm, and **B2P** marketing (Browned 2 Perfection). More information below.



*Early timeline by The Star: Malaysia (24 Apr 2016) by Jill Vejnaska*

***"This tour truly represented the seed of a generational artist taken from us far too early."***  
***- Steve May (Recorder, owner and receiver of gifted cassette tape by Prince)***

Due to the extremely rare nature of the Prince collectible, those interested will need to be pre-qualified to access and participate in the exclusive live auction through the following [Prince NFT Pre Sign-up form](#). An open call to artists will be announced to present their work at the live event during Art Basel in Miami alongside celebrity guests and guest performers.



### **The 1979 -1980 Story:**

Prince felt this is the best sounding show of the tour, which is why he gifted the recording to Steve May. *"It was as if I was sitting and listening to him play live even after 40 years,"* said Steve May of the cassette's audio quality which was recorded with over \$120,000 worth of equipment at the time. Steve May worked as a sound engineer for Cavallo Buffalo Management (CRM) out of Los Angeles in 1979 where he traveled to Minnesota, Prince's hometown, to work with Prince on his then upcoming tour.



Prince made a special request to have Steve May record each set in order to critique his bands. Steve May set up a stereo system in his dressing room and would bring the tapes for the band to listen to and go over nightly. On the last tour date, Prince Nelson gifted Steve May with the recording of their show at Cleveland Public Arena with the following instructions to abide by:

*"Thanks, you did a great job on this tour. I'm giving you this tape from our best performance, but there is a catch - You cannot play it until I die."*

### Track List

Runtime: 39 minutes

The Intro  
Soft and Wet  
Why You Want To Treat Me So Bad?  
Still Waiting  
Sexy Dancer



*"They're not going to exist much longer. It's not like we're against them or anything like that, but the idea is that we find better ways of working with one another."* - Prince Rogers Nelson

### About EQ Exchange:

EQ Exchange is the first full-stack artist lifecycle management platform leveraging the power of Web3. EQ Exchange is the first Web3 tech company to be founded by a woman, Canadian entrepreneur, [Janice Taylor](#) and is built on [CELO, the world's first carbon negative blockchain](#).

EQ Exchange has been mentioned by [Forbes](#), [Billboard](#), and the [Vancouver Tech Journal](#).

### CONTACT

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Socials: [Twitter](#), [Instagram](#), and [TikTok](#).



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### About B2P and Blank Check Agency:

[Browned 2 Perfection](#) is a creative marketing and event production agency that helps clients establish brand DNA and tap into their true target audience. CEO of B2P, [Junae Brown](#) is seen on [Forbes](#), [Adweek](#), and [Afrotech](#).

[Blank Check Agency](#) is a black owned company who is sensitive to the inequity that is experienced exercising traditional means of attaining wealth in the Arts and Entertainment Industries. "The creative business of helping creatives with their business."

