

CryptoArt that Moves

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Beatriz Castañeda and collaborator in a studio portrait.

When most people think of NFTs, they think of visual art. Beatriz Castañeda is changing this perception. Beatriz Castañeda is a dancer from Santiago de Chile who is bringing performing arts to the NFT space. Art buyers traditionally have focused on visual art, now with the technology of blockchain, they are able to collect dance. At least this is what Beatriz is betting on...

Along with music and drama, dance is considered a performance art that traditionally can only be fully appreciated by a live audience. With NFTs however, Beatriz and her partner Nicolas are changing how dance can be experienced. Typically people buy tickets to see a dance show or dance paired with music. Dance enthusiasts buy an IRL experience. With blockchain technology, people can buy dance as objects of art. This is exciting. Never before has dance been given the platform to be seen as collectibles, furthermore an asset.

Beatriz began dancing when she was a young girl entering competitions and participating in dance presentations. At age 15 she grew more serious and enrolled in the Academia Power Peralta dance studio in

Santiago de Chile. Inspired by Michael Jackson's music and powerful moves, Beatriz gravitated to dance techniques like tutting and popping. Today she defines her style as minimalist contemporary.

She has traveled nationally and internationally with a variety of dance crews including Chile, Mexico, Puerto Rico and Argentina. From 2019 until the beginning of 2022, Beatriz danced with Chilean-American singer songwriter Paloma Mami. Now, her career has transitioned from the physical into the digital. In May 2021 her partner Nicolas started CryptoMoves and sold their first NFT piece "1+1=1." Beatriz along with her partner consider themselves first wave NFT dancers.



NFT NYC panel discussion featuring participants in the NFT and dance space.

CryptoMoves creates fifteen to sixty second audiovisual works focusing on movement. Their past two collections The Human HOX Gene and Connections have attracted many buyers on Foundation. The Human HOX Gene is an audiovisual dance NFT collection about human genetics defining the shape of the human body. Connections is a raw toned production with themes of minimalistic movements and social connections. The choreography was filmed in the backdrop of different bus stops in Santiago de Chile.



Studio image highlighting the physicality and sculptural quality of dance.

The art world has changed. For the first time, NFTs are allowing art collectors and artists to rethink the boundaries of dance. NFTs are giving artists new possibilities of being seen, and audiences new ways of seeing it. At NFT NYC Beatriz and Nicolas had the chance to talk about their journey into NFT space. They partnered with Forbidden Fruit and curated the first ever physical NFT gallery dedicated 100% to dance. They were able to promote their work and speak pointedly on how blockchain technology facilitates dance in achieving artistic independence. NFTs give dancers full creative freedom and at the same time a medium to sell work to a worldwide audience. Art buyers who want to invest in dance can work directly with the artist with no agency or a third party in between.

Even though the market is slower at the moment, Beatriz keeps creating. Art and community motivate her more than money. She and Nicolas plan to travel to Japan to network and produce more dance material. In the long term, she wants to educate others about NFT dance art. CryptoMoves already hosts zoom sessions focusing on dance innovation, technology, and the market. There is only a small niche of dance NFT artists out there, but it is growing. The strategy is to bring more dancers into the ecosystem, forge new landscapes, and make dance bigger.

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