



**INDEPENDENT
CURRENCIES**

CASE STUDY

MMXX

THE ART OF GOLD TOKENIZED

COIN DESIGN FOR BULLION BACKED NFTS

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THE ART OF GOLD TOKENIZED BY TOM BADLEY

It's my pleasure to share NFTs like never seen before: Gold-Backed, non-fungible tokens, that honour numismatic history, investment gold, and the market leader in tokenised bullion, Digix.

Far from a one-off experiment, I see these designs as a springboard into a new field of commodity-backed art, that will extend into both digital and physical worlds.

I'm well known in the niche of cryptoart for my banknote designs. I've told my story many times, as an artist who worked in the banknote industry - designing and printing money for the worlds central banks. Needless to say, printing currency sits at the head of the table in terms of print technology, design precision, artistry, and security.

Less well known, is the story of how I entered the world of numismatics - coin collecting - some time before I was recruited by a currency printer.

Fresh out of art school in 2008, I witnessed the markets crashing. This was a catalyst for finding fiat alternatives, which naturally led to me to precious metals. Whilst living in London, I would make regular trips to Spink - London's oldest auctioneers & dealers in coins, medals, stamps and banknotes - mostly out of convenience, because I lived not too far away. When I saw a job opening in the antique banknote department, I applied, and the customer became the employee.

Working in close proximity to the coin department only increased my curiosity in gold and silver. Having access to the wealth of knowledge from the appraisers working there, and seeing the beauty of rare coins close up, witnessing auctions and attending exhibitions; all this lead to an appreciation of numismatic history, and a habit of collecting gold and silver milled coins.

As an artist and designer with this level of appreciation of numismatics, I can say without modesty that I'm in the perfect place to create art that honours gold and silver bullion!

To honour and celebrate - this is always my starting point with art. I want to amplify and memorialize a brand, whether in the form of a banknote or a coin. This was the starting point for this series. These designs, underpinned by Digix, clearly reference the leader in tokenized gold, with the Digix logo repeated on the back and front. The design borrows from two points in numismatic history: on the front, the coinage of Switzerland, with the wreaths, communicating stability, a financial safe haven. On the back - my favourite portrait - Lady Liberty, first used on an unissued \$50 Gold piece, it was eventually adapted for the famous Morgan Dollar - a symbol of Americana and constitutional money.

The result is a traditional and quality design that stays true to the essence of gold, in a format that is at the cutting edge of the commodity and art market, gold backed digital art.



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PROFILE



Tom Badley, Creative Director

Tom has over a decade of experience as a designer and brand strategist. He uses his unique combination of credentials to help clients around the world.

Originally from an art background, Tom moved into design and marketing after graduating from UCL, London. His detailed illustration work led him to be headhunted by the security printing industry, where he gained invaluable insights into the highest end of print design.

Tom collaborates with trusted providers at the cutting-edge, to provide a full design package to bold organizations.

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FOUNDATIONS

OVER

10

years of design experience

ACROSS

22

countries

MORE THAN

250

million people interacting with our clients' brands and products

SECTORS

BANKS

Currency Design
Banknote Manufacture
Cash Cycle Solutions
User Interface Design

BRANDS

Discovery and Visual Identity
Product Design
Packaging Design
Product Authentication

BLOCKCHAIN

Wallet Solutions
Cash-like Product Design
Blockchain Empowered Money
DLT Consultancy