

"Dreamstime"

by Sarah Benslimane



Introduction

Recently, we took a bold step into the digital art realm by tokenizing the unique piece "Dreamstime" by Sarah Benslimane for our employees. This pioneering move marks a significant stride in the evolution of wealth management, underscoring our commitment to innovation.

In this article, we delve into the visionary collaboration between Bank Syz and the talented artist Sarah Benslimane.



What inspired you to create this artwork?

I draw inspiration from both art history and the material world that surrounds us. I enjoy working with decorative domestic materials, reflecting on how we interact with them in our daily lives.

Could you share the meaning or specific story behind the artwork?

Given the complexity of this piece, it is challenging to answer this question succinctly. Also, as an artist, I believe there is never a single message or meaning to an artwork. This piece represents a questioning of the role of an artwork in revealing information about the artist. The photograph of this little girl, who could potentially be someone from my family or myself, prompts the viewer to contemplate my personality/individuality. This child is real, yet her photograph comes from an image bank. The artwork also highlights two questions close to my heart: is art child's play? Does art provide us the keys to better understand the world we live in?

In summary, this artwork primarily aims to prompt the viewer to question the status of art and the artist.

How did you react when Banque Syz approached you to tokenize your artwork?

I was extremely pleased to learn that Banque Syz had acquired one of my works. As for the tokenisation, it was a big surprise and a true honour.

What emotions do you feel at the prospect of your artwork being shared with a much larger audience through tokenisation?

I am delighted, as this principle allows artistic works to be accessible to a wider audience. Beyond that, it is a real privilege to know that I am the first artist in your collection to participate in this innovative project.

In your opinion, what could be the broader impact of tokenisation on the art industry in the future?

Through tokenization, art becomes accessible to everyone, opening up the art market to a larger audience. The partial ownership of an artwork has financial and, more importantly, emotional significance. I believe it must be very satisfying to be the co-owner of a piece that one likes but may not have been able to acquire alone. Moreover, this new perspective should attract a new audience previously uninterested in the art world.

For further information

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