

Interview with Kenny Schachter the creator of CryptoMutts and NFTism



Via Cryptomutts.io



UK-based American artist Kenny Schachter has been curating contemporary art exhibits in museums and galleries, teaching art history and economics for nearly 30 years, and, with interest growing around NFTs, he decided in 2021 to launch his series of 10,000 collectibles called CryptoMutts, which we chose to include in our top 25 as one of the best NFT projects.

That's why we decided to interview Kenny to know more about his work and the future of CryptoMutts.

by Amelia Tomasicchio



Kenny Schachter. JONATHAN PLAYER/SHUTTERSTOCK

When did you first hear about NFTs, and why did you decide to use this tech?

I heard about NFTs about a year and a half ago, but I have employed digital means, including animation, in my art for nearly 30 years—I just had to wait for the world to catch up. It's been very lonely until then!

How did you come with the idea of this NFT project?

I was looking at the plethora of PFP projects flooding the market and found it as overwhelming as absurd. But if you can't beat them... So my idea was to take a handful of preexisting projects and put them in a conceptual blender in the act of sincere satire but to offer up the concept of a meaningful community, which I felt was sorely missed from many such projects in this instance based on art.



"CryptoMutts #6393" via OpenSea

How is it going on with the roadmap?

Crypto Mutts are a reflection of my life's work, and I don't take the responsibility lightly.

But art is spontaneous! You can't dial in inspiration.

But I have many projects unfolding by the second, including multiple exhibitions, TV and documentary projects, and where I go, the Mutts go!





And how about the token \$NFTism?

Ugh, you are killing me! I am working with a team in Zug, Switzerland, and trying to lay the groundwork to add utility and a framework to issue the tokens that make sense for all.

Be sure of one thing for certain; I have earmarked 700 Mutts allocated for the community. In fact, in addition to the 300 Mutts that I have minted for my collection and vowed not to sell, I sweep the floor to buy more at every opportunity (that gas isn't at extortionist levels!).

Can you anticipate something about the next airdrops?

I will airdrop in January in conjunction with my one-person show at Nagel Draxler Gallery in Berlin.

Which are the most important things to create an NFT project and launch it?

A smart contract, a good website to mint off, and AN AUDIENCE! If you drop in OpenSea without any of those, you will undoubtedly drown. And fast.

How do you see the future of collectibles?

The future is not even limited by the sky... it's endless; but, I hope the emphasis is as much on content (art) as collectibles. A great collectible, a great anything, IS art, though.

What do you think about the bond between traditional and crypto art?

ART = ART! I hate pigeonholing needless categorizations; it's stifling in the art world.

I prefer NFTism, a word I trademarked that connotes the community and mindset rather than anyone's mode of making, and what are the differences seen by you as an artist and gatekeeper?

Fuck gatekeepers; what's best about NFTism is the capacity for creators to leapfrog any restrictive boundaries and do it themselves. As Malcolm X said: by any means necessary.

What are the challenges that art players have to face in order not to remain outside the crypto world?

First, you need the will and desire to LEARN! Art c*nts or snobs have their own brand of arrogance and hypocrisy that is beyond awful.

Enough! I have spent a year and a half studying every day, reading and speaking to others to learn from scratch what "to crypto" means as a verb.

That's a language, a universe unto itself. If you are not willing to capitulate, forget it! Then and only then can you begin to cultivate and care for your audience on Twitter and Discord, the native platforms of digital art! It certainly helps to have something to say; you can't just be in it for a money grab or to jump on fad or fashion. It's the most exciting phenomenon I have ever experienced... EVER!

I am beyond grateful and appreciative. That's a place for everyone, and that is what makes it so revolutionary—it's nothing short of that!



"NFTism: No Fear in Trying", historic NFT group exhibition curated by Kenny Schachter with Unit London at Covent Garden, The Stables. Photo via Artsy