

## AFP AUCTIONS OFF 10 UNIQUE DIGITAL EDITIONS OF ARCHIVE PHOTOS SELECTED BY THE PUBLIC

AFP and the Web3 art platform LaCollection have announced that a second collection of digital editions (NFT) of press photos from the agency's archives will go on sale in April 2023.



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For the first time, LaCollection allowed the public to vote for their 10 favourite photographs from a selection of 100 fine art prints presented at [an exhibition in Paris](#) showcasing the photographic heritage of AFP, the world's oldest news agency. The 10 selected photographs will be sold as unique digital editions.

From Paris in the 1930s to post-war New York, from Louis Armstrong, Freddie Mercury and President Donald Trump to the burning of Notre Dame de Paris, this is a dive into 150 years of history and photography. The 10 digital editions will be sold at auction from 5th to the 12th of April 2023.

Pre-registration for the auctions is already open on the site of [laCollection.io](https://laCollection.io).

"laCollection is proud to continue its partnership with the world's oldest news agency. The first collection proved that Web3 enables cultural institutions to reach a growing community of crypto-collectors. This second collection honours press photography enthusiasts, who were able to vote for the first time for their favourite works of art for sale on our platform," said [Jean-Sébastien Beaucamp](#)s, CEO and co-founder of laCollection.

AFP's first digital collection launched in November 2022 raised €15,000.

"The growing community of crypto-collectors and blockchain technology are now paving the way for new ways of engaging with art, culture and heritage", explains [Marielle Eudes](#), director of photo special projects at AFP.

All the funds raised will be dedicated to the safeguarding and restoration of the Agency's photographic collection, in order to ensure the conservation of this priceless historical, cultural and artistic heritage.

### About AFP

AFP is a leading global news agency, providing 24/7 coverage of world news across all fields. Benefitting from the strength of a network of 450 photographers spread across the world, AFP's International Photo Service, recognised by its peers for its quality and its diversity, is rewarded each year at the biggest international awards in photojournalism. Built on the expertise of its photographers and photo editors, AFP's photo offer is complemented by the production of more than 70 partner agencies.

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