

MINTED THE TREADWELL PRESS NIFTY NFT MANIFESTO *and* NIFTY PIN

Written & Illustrated by MADGE CAMERON - in Collaboration with RACHEL PHILLIPS



Minted: The Nifty NFT Manifesto is written in the voice of a fictional aging archivist and librarian named Madge Cameron (a longtime alter-ego for writer and artist Rachel Phillips). Seeking to combat the hype surrounding NFT's (digital artworks), Cameron uses *Minted* to clearly define the basic components of the system — including blockchains, cryptocurrency, fungibility, NFT's, the metaverse and Web3.

Beyond definitions, Cameron urges us

to take a critical look at what it means to understand NFT's not just as new digital tools, but as a values system that elevates contrived digital scarcity over the intrinsically scarce material of our only planet. Cameron also considers the challenges in preserving both analog and digital materials, drawing correlations and distinctions. Confessing a love for tangible objects, she asks us to consider what our favorite intrinsically non-fungible things make be.

Ultimately a deeply humanistic book, *Minted* warns of the perils in believing that technological newness is always progress—especially in the context of unregulated capitalism within a profoundly unequal and fragmenting society failing to effectively address climate change.

Richly illustrated with photographs made by Cameron in her glitchy digital style using analog source material from her archive and the public domain.

ABOUT THE NIFTY NFT PIN

The subtitle of *Minted* was inspired by a historic folk art protest pin in Madge Cameron's archival collection of Early American Cryptographic Embroidery. The Arts & Crafts *Nifty NFT Pin* was intended by the stitcher to draw attention to the conceit of digital non-fungibility by being an intrinsically non-fungible object due to its handmade and physical qualities. By referencing stitching as a historically “women's work” method of expression, Cameron intentionally offers a different aesthetic and material representation of Web3 from the prevailing depictions of a sleek, futuristic space dominated by male creators and participants. In using handwork and natural materials to speak to this computerized “space” (a construct), she urges us to consider the mirage of technological promise — *promise of what, and for whom?* — more closely.



REGULAR EDITION OF 125 COPIES \$20 plus \$5 shipping

Risograph printed booklet in four colors on Legion and Domtar papers by Risolve Studio in PA. 5 x 8 inches, 32 pages, saddle stitch binding.

SPECIAL EDITION OF 18 SIGNED AND NUMBERED SETS \$75 plus \$15 shipping

Manifesto plus hand-embroidered *Nifty NFT Pin* housed in an artist-made 100% wool felt sleeve with two pockets.

Writing, photography, design and embroidery by Rachel Phillips.
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For more information or to order, visit

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