

Award Winning Talented Irish Born Artist Launches Premier Series on Mintable

Tony Kelly is a highly regarded artist who worked with renowned brands such as MAC Cosmetic, BMW to Louis Vuiton and Philip Plein.



California, Los Angeles, May 14, 2021 ([Issuewire.com](https://www.issuewire.com)) - [Tony Kelly](#), a contemporary fine art photographer, award-winning provocateur, breaker of boundaries, launches us into the next era of visual art collection with a new selection of works in the groundbreaking format: Non-fungible tokens. Introducing the first three pieces in a premier series released by Tony Kelly, artworks of [ROOFTOP PARKING](#), [LOVE STORY](#) and [TURBULENCE](#) are limited to editions of 25 each and are available now - exclusively on Mintable.

Kelly's lush images of dazzling colour and ironic pop icons continue to accrue in value, acquired by international private collectors from the Getty family to Monaco's House of Grimaldi. Not content with a subtle shift in existing concepts, Kelly has truly reimagined the medium for the digital age incorporating animation, sound and sharpest wit to create an utterly new landscape of virtual visual collectibles. Each work features Tony Kelly's trademark themes of rule-breakers and outliers, the pursuit of fantasy and luxury with an undercurrent of risk- newly realized in a multilayered world that only now can match the limitless scope of his imagination.

ABOUT TONY KELLY

Born in Dublin, Ireland, in 1975, Tony started off as a photojournalist, capturing the burgeoning celebrity culture that sprung up in a city embracing a newfound wealth. His voracious appetite for blue skies and sun-drenched panoramas led him to Barcelona, Spain where he embraced the "street voyeur" within. His quirky spin on daily life and cultural idiosyncrasies that surrounded him quickly became his distinctive signature style.

Today, Tony is based in Los Angeles; a destination that led him to work in locations as diverse as Rio De Janeiro, Africa and the Middle East. He now inhabits an environment that excites his artistic flow like none other. Although highly polished, his work is playfully subversive which forces you to stop and think, inviting us to venture beneath the glossy veneer and confront stereotypes, taboos and role reversals.

For more information about Tony Kelly, you can visit Tony's website at www.tonykellyworld.com and his Instagram, <https://www.instagram.com/tonykellyworld/>

ABOUT MINTABLE

Mintable is a next-generation non-fungible token (NFT) marketplace built on the Ethereum & Zilliqa blockchain. Launched in 2018, Mintable has pushed the NFT industry forward by being the first to design gasless minting, batch minting and royalties, empowering artists and creators to monetize their work via NFTs. Mintable's gas-free minting option allows the everyday person to get involved with NFTs without any prior knowledge in coding or upfront cost of minting an asset – a great way for everyone to get into crypto. In 2021, Mintable announced the backing of a list of high caliber investors including renowned venture capitalist and television personality, Mark Cuban, Sound Ventures, the venture fund founded by Guy Oseary and Ashton Kutcher, and TIME Ventures, the investment fund for Marc Benioff.

To date, Mintable has sold and auctioned works by Grammy-Award winning artists, 20th-century avant-garde artists, and various high profile artists and celebrities.

For more information, please visit: <https://www.mintable.com/>

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