

Planet Hollywood® To Release Limited Edition NFTs of Dante's Inferno Room As Seen In Beetlejuice® on Mintable

Dante's Inferno Room is a miniature strip club addition to the otherwise quaint model town built by Adam Deetz (Alec Baldwin) in the 1988 Tim Burton movie, Beetlejuice®.



California, Los Angeles, May 10, 2021 ([Issuewire.com](https://www.issuewire.com)) - Planet Hollywood®, the world-renowned restaurant brand will be releasing a series of exclusive NFTs of Dante's Inferno Room, as seen in the cult classic Tim Burton movie, Beetlejuice® released in 1988 starring Alec Baldwin and Michael Keaton.

Since 1991, Planet Hollywood® has been the choice dining destination for those wishing to get up close and personal with Hollywood movie history. Over the past 30 years, their collection has grown to include over 30,000 items from some of the most iconic productions in cinema. And now they are branching into the world of NFTs, allowing users a new way to experience the historic memorabilia in ways never seen before.

Welcome to Dante's Inferno Room, a devilish play place for the recently deceased. Crafted under the leadership of Beetlejuice® art director Tom Duffield, the miniature strip club is a zany addition to the otherwise quaint model town built by Adam Deetz (Alec Baldwin) in his home's attic. In fact, the supernatural cathouse is hinted to be a creation of ghost caseworker Juno (Sylvia Sidney) to occupy the deviant Betelgeuse (Michael Keaton) when he takes up residence in the tiny town. Look closely, and you'll see a partied-out Betelgeuse lounging in a robe on the rooftop.

To bring the model to life, Planet Hollywood® had to reimagine their entire process. A team of photographers and digital artists used 385 photographs and clocked 200+ hours of computer processing to bring the creepy cabaret to life. Planet Hollywood® welcomes you to be a part of this historic release of the first NFTs from one of the world's largest collections of movie memorabilia.

The drop includes Open Editions of the Inferno Room clip, showcasing a never-before-seen 3D rendering of the prop. There will also be a limited time 1/1 auction for the actual miniature prop building used in the film as well as ownership of the unique, golden edition of the NFT and a full, 360-degree digital view of the prop. Each NFT will be accompanied by a Planet Hollywood® Certificate of

Authenticity.

The drop will officially take place at 11:00 AM EST, May 12th, 2021 exclusively on Mintable (www.mintable.app/drops).

ABOUT PLANET HOLLYWOOD INTERNATIONAL.

Planet Hollywood International, Inc.® is the creator and worldwide developer of a consumer brand that capitalizes on the universal appeal of movies, television, sports, music, and other leisure-time activities. The Company's worldwide operations offer products and services in the restaurant, retail, lodging, leisure, gaming and entertainment sectors.

For more information, visit www.planethollywoodintl.com follow us on Instagram and Twitter @planethollywood and on Facebook at Planet Hollywood.

BEETLEJUICE® is a registered trademark of Warner Bros. Entertainment Inc. Use of the Beetlejuice® mark is purely for descriptive purposes only and does not imply endorsement, affiliation, or sponsorship.

ABOUT MINTABLE

Mintable is a leading NFT marketplace built on the blockchain. As the world's very first NFT generator, manager, and batch minter, and now a next-generation marketplace, Mintable is designed to empower artists and creators to monetize their work while ensuring that consumers can purchase goods with an assurance of their authenticity backed by the blockchain. The platform is easy to use with an intuitive UI, and users can easily browse, mint, or sell their tokens without any prior knowledge of coding. In 2021, renowned venture capitalist and television personality, Mark Cuban announced a significant investment to help scale this promising dApp, which has sold and auctioned works by prominent global artists, musicians, and entrepreneurs.

For more information, visit www.mintable.app



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