

# PRESS RELEASE - 21 MARCH 2025

## SUPERLUXE & Partners and Digital Artist BSTRACT sign Exclusive Fine Art Partnership

SUPERLUXE & Partners, a Jersey-based Global Fine Art Representation business and BSTRACT (aka Jay Shaughnessy), also Jersey-based, have signed an Art Partnership Agreement that sees SUPERLUXE exclusively bring a unique Collection of Digital artworks by BSTRACT to the global Fine Art Print and Digital (NFT) Art market.

BSTRACT, whose work has been featured in Times Square NYC, has developed a unique Collection of 10 Digital Artworks for SUPERLUXE, that include 1/1 Original NFTs and will be made available by SUPERLUXE & Partners as Limited Edition Artworks in a Large format Edition of 100 Fine Art Prints and printed on SUPERLUXE's exclusive Glass 'Curtisium AROI' glass as an Edition also of 100.

The Collection, called Echo Chamber, will be offered by SUPERLUXE and will give early collectors and investors a unique opportunity to acquire one of the NFTs and Limited Edition artworks before the price increases. All formats are marketed, sold and fulfilled through the SUPERLUXE.io Fine Art Platform, as well as via in-person art events hosted by SUPERLUXE & Partners.

Speaking about the Art Partnership, artist BSTRACT said *"I love working with SUPERLUXE and their platform, SUPERLUXE.io because they celebrate bold, abstract creativity and push the boundaries of art and innovation!"*

James A Matthewson, Founder & CEO at SUPERLUXE & Partners, also commented saying that *"We have known Jay (BSTRACT) for several years now and have been a fan of his work for some time. We have been extremely keen to have Jay join our artist portfolio and are delighted to announce that the timing is right for us both to come together and launch this exclusive Collection of artworks for SUPERLUXE, adding further depth to our offering."*

SUPERLUXE & Partners (Jersey) and [SUPERLUXE.io](https://superluxe.io) (BVI) is led by James A Matthewson, who brings 20+ years experience of working with some of the most prestigious luxury brands from across the globe.

James can be contacted on +44 7797 777507 or [james@superluxe.art](mailto:james@superluxe.art) and will help Art Collectors and Investors with the purchase of Echo Chamber Digital & Fine Art Collection from SUPERLUXE.

### **Notes to Editors:**

Date of Release: 20 March 2025  
Contact: James A Matthewson +44 7797 777507 / [james@superluxe.art](mailto:james@superluxe.art)  
Website: [superluxe.io](https://superluxe.io)

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## **BSTRACT**

BSTRACT is a Jersey, Channel Islands-based artist who creates original, hand-painted digitally enhanced pieces of art sold on the blockchain.

His symbolic abstract pieces draw inspiration from his work as a professional musician, the beauty in nature and love, his travels through different cultures and his interest in technology and innovation.

Over the last few years his Art has been displayed all over the World:

- Saatchi Gallery (London)
- Times Square
- Oculus Centre
- 0x17 Gallery (New York)
- Iham Gallery (Paris)
- Stratosphere (Miami Art Basil)
- Ghent Gallery
- Billboard (Belgium)
- Baluarte San Per (Ibiza)
- Dany (Beijing)
- NFT Tallinn (Estonia)
- and a list of other exhibitions, including in May 2024 'Space', where his work was launched into orbit by the company Turbo!

His latest accolades include achieving a personal all-time high sales on marketplaces like SuperRare and Makersplace, speaking with Time Magazine as part of their emerging artist series, speaking at several different NFT conferences as well as merging his career as a professional musician with Web3, selling out tracks, playing global festivals and signing with Gala music.