

Telefónica creates a collection of NFTs from a series of drawings by Ferran Adrià reflecting his theory of culinary evolution

- The collection consists of 114 unique NFTs associated with drawings by Ferran Adrià, which can now be purchased for 0.1846 ETH each, equivalent to around 500 euros.
- Telefónica has immersed itself in Web 3.0 and the metaverse by developing a virtual space on the website elbullifoundation.com where it is possible to visit the collection of drawings and make purchases through it.
- Telefónica Tech, through its TrustOS product, makes possible the publication of this collection of NFTs in marketplaces and public networks that are accompanied by a certificate that makes it possible to attribute and prove the ownership of the content.
- All proceeds will go to elBullifoundation, a foundation that helps to promote the gastronomic legacy created at elBulli throughout its history.

Madrid, 31st March 2022.- Telefónica today launches a collection of 114 NFTs associated with a series of 114 unique drawings in digital format by Ferran Adrià that symbolise the history of culinary evolution. Each NFT is an exclusive digital copy of each drawing, which is accompanied by a digital certificate of authenticity registered in Blockchain that allows the ownership of the content to be attributed and proven. NFTs are non-fungible tokens, i.e. a cryptographic asset that is certified as unique and unrepeatable.

The collection was created by Ferran Adrià in 2013 and has been exhibited in prestigious galleries and international art fairs such as New York, Miami, Madrid and Buenos Aires, among other places. In them he develops the theory of culinary evolution, trying to capture the genealogy of the beginnings of gastronomy and to break with the usual story of the beginnings of humanity.

Telefónica issues the NFTs through TrustOS, a product developed and marketed by [Telefónica Tech](#) to make it easier for companies to interact with public and private Blockchain networks. TrustOS processes the digitised collection of images of the drawings, uploads them to IPFS, the decentralised storage system of reference on web3, and certifies their authenticity before creating the NFT with a reference to both the image and the certificate. The evidence contained in the certificate serves to prove

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ownership of the images in case of unauthorised publication of the images, as the buyer will have ownership of the NFT, but not the intellectual property and exploitation of the drawing.

The cost per NFT is 0.1846 Ether, which is equivalent to approximately 500 euros. The collection of NFTs is traded through the [elBullifoundation](#) website or directly on [OpenSea](#), the most widely used marketplace for the exchange of NFTs. All proceeds will go to elBullifoundation, a foundation that helps to promote the gastronomic legacy created at elBulli throughout its history.

To improve the experience of users interested in acquiring the NFTs of the drawings made by Ferran Adrià, Telefónica has developed a 3D space where it is possible to visit the collection, recreating the physical environment where the drawings will be exhibited in elBulli1846, the new museum space created at the elBulli location. It is a virtual space enabled by TrustOS where the drawings are exhibited, constituting an immersion in the metaverse, which is connected to OpenSea to complete the purchase process. All this with a multi-device interface and accessible from any web browser, without the need for glasses or other immersive devices.

Ferran Adrià, says: "This project reaffirms the mutual commitment we established in 2010 with Telefónica as elBullifoundation's technology partner. The evolution of humanity is linked to the evolution of cuisine and technology and in this collection of NFTs we bring together all these elements to promote innovation as an element that transforms society".

Yaiza Rubio, Chief Metaverse Officer at Telefónica, comments: "We are delighted to join Ferran Adrià in the first collection of NFTs from his personal drawing collection. Telefónica is committed to continue exploring use cases in the new technologies associated with NFTs, blockchain, Web3 and metaverse that represent an enormous business opportunity for different industries and sectors".

Each NFT of this collection also grants exclusive access to elBulli1846, elBullifoundation's headquarters in Cala Montjoi, in Roses, before its official opening once the museumisation works are completed in mid-2023. In addition, each NFT grants a preferential right of acquisition in the next collection that goes on sale in the elBullifoundation profile on the marketplace.

Telefónica is committed to the technologies of the future

At the last edition of the Mobile World Congress (MWC) [Telefónica Tech announced an agreement with Polygon](#), reinforcing the strategic positioning of its TrustOS product as an accelerator that allows combining public and private Blockchain networks in the most appropriate way. In addition, they announced that the solutions developed on TrustOS would have a new module available on the platform so that companies could easily

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issue and publish NFTs. In this sense, the project with Ferran Adrià's work is the first in which Telefónica issues NFTs in a public network.

At MWC Telefónica also unveiled an [agreement with Meta](#) to expand and jointly explore metaverse technologies and announced the joint creation of a 'Metaverse Innovation Hub' in Madrid for network testing, infrastructure and technology innovation for startups and developers. It also launched [Open2metaverse](#), a global search for startups with metaverse use cases. With all these actions, the company reinforces its commitment to new technologies and highlights the possibilities they can offer companies and users in this digital environment of the future.

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