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# GEO MERCHANT

Geo Merchant has spent her career specializing in the intersection between Art and Technology, having held positions at HENI, Artsy, LiveArt, Particle. With a degree in Classics from Oxford University and an MA in Art History (Italian Renaissance) from The Courtauld Institute of Art, Geo approaches this nascent art genre with a perspective rooted in a traditional art background.

She has helped emerging digital artists exhibit their work in galleries worldwide, she has curated sell-out NFT collections, and brought global blue-chip artists, such as Yue Minjun and Huang Yuxing, into the web3 scene. Drawing from her past conversations both digitally and globally, in Hong Kong, New York, and London, Geo provides valuable perspectives on the ever-changing landscape of digital art and NFTs.