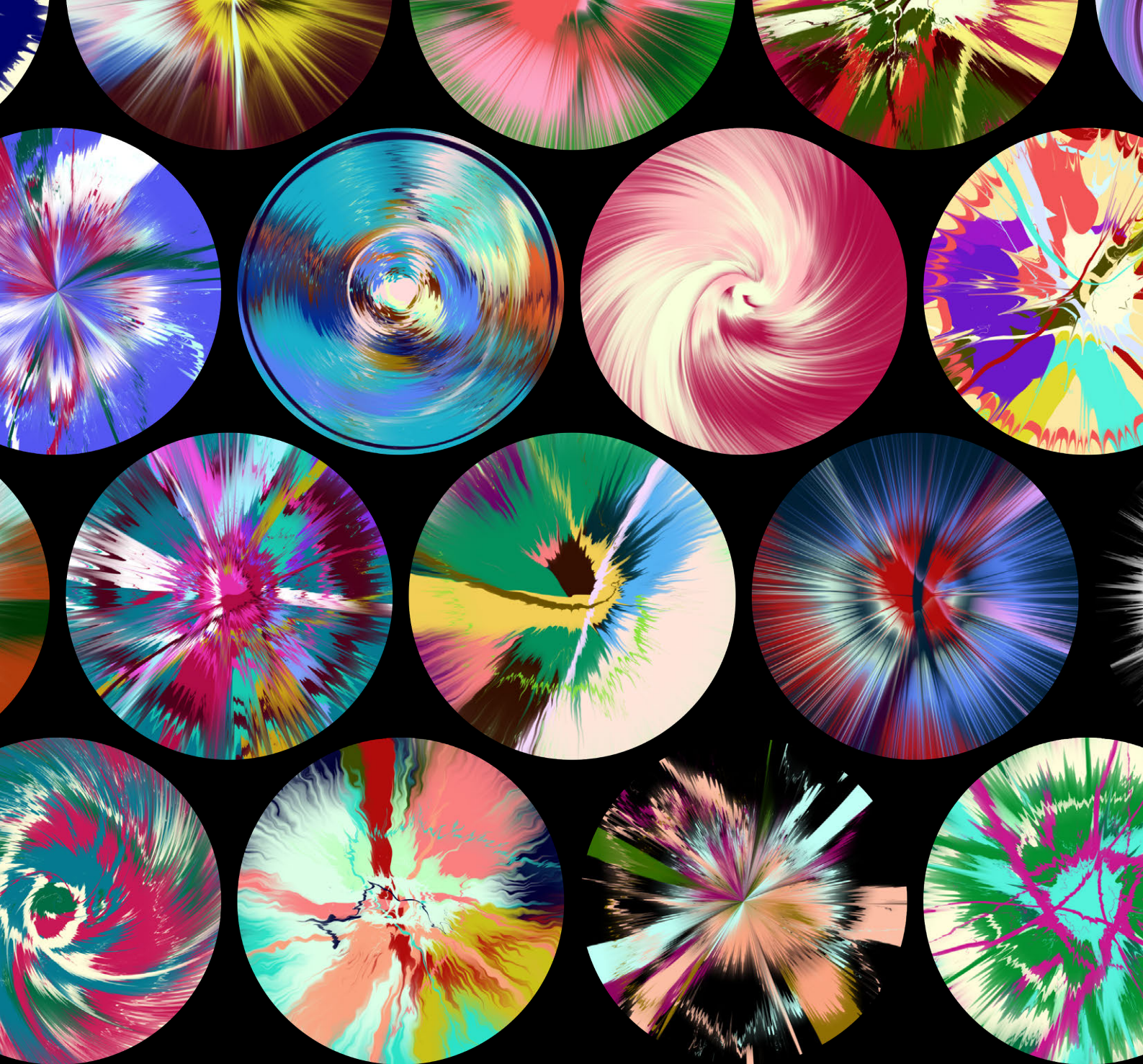




THE BEAUTIFUL PAINTINGS

Damien Hirst

PRESS RELEASE

30.03.2023





HENI and Damien Hirst release revolutionary new artwork *The Beautiful Paintings*

HENI releases *The Beautiful Paintings*, the revolutionary new artwork from Damien Hirst that blurs the boundaries between digital and physical art creation. *The Beautiful Paintings* are available for a limited time only, from 30 March to 10 April 2023 at 23:59 PST from heni.com/spins.

Marking the newest iteration of Hirst's iconic *Spin Paintings* series, known for their energetic splashes of colour, *The Beautiful Paintings* gives collectors the opportunity to choose their own combination of colours, styles, shapes, sizes, and mediums to generate unique artworks and titles.

Collectors have the option to generate the artwork either as a physical artwork, digital artwork (NFT), or both. The physical artworks are printed on canvas and are available in two shapes and four sizes. Each artwork in the series is unique and the physical artworks will be hand-signed with a paint pen on the front by Damien Hirst.

Although collectors can select several variables, using *The Beautiful Paintings* dashboard, the final output always has an element of randomness, just as in past *Spin Paintings*.

The dashboard features 25 different artwork styles to choose from. The wide variety of styles show the unexpected movements, paint splatters, and colour interactions of his traditional *Spin Paintings*, but also explore new directions that build on his previous body of work.

Collectors can also choose from countless combinations of colours to create their own palette. The expressive colour names themselves were generated using machine learning, including names like Himalayan Waters, Interdimensional Cloud, and Tangerine Pine.

The sizes of the circle canvas are: 23, 40, 70, and 100 cm in diameter. The square canvas is also available in the following sizes on each edge: 23, 40, 70 and 100 cm. The canvases cost \$1,500, \$3,000, \$4,500 and \$6,000 depending on the size, plus any applicable taxes. The NFT costs \$2,000 plus any applicable taxes.

The Beautiful Paintings NFTs are minted on the Ethereum blockchain and adhere to the ERC-721 standard.

A selection of *The Beautiful Paintings* artworks are on display at the HENI Gallery, 1st Floor, 6-10 Lexington St, Soho, London. The gallery is open 10am-6pm daily until 10 April 2023.

MEDIA ENQUIRIES:

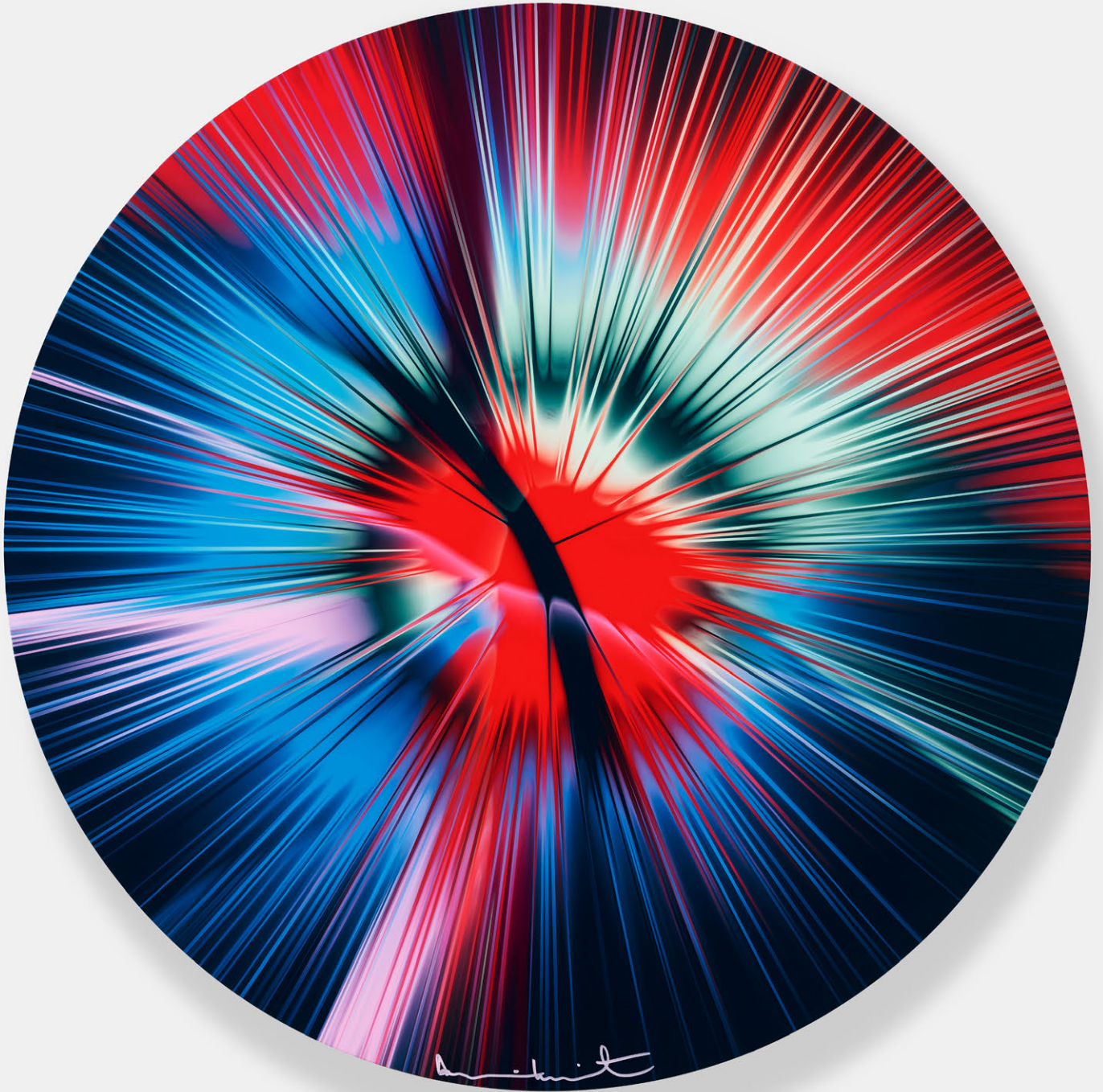
Erica Bolton, Bolton & Quinn
Mobile: +44 (0)7711 698186
Email: erica@boltonquinn.com

PRESS IMAGES:

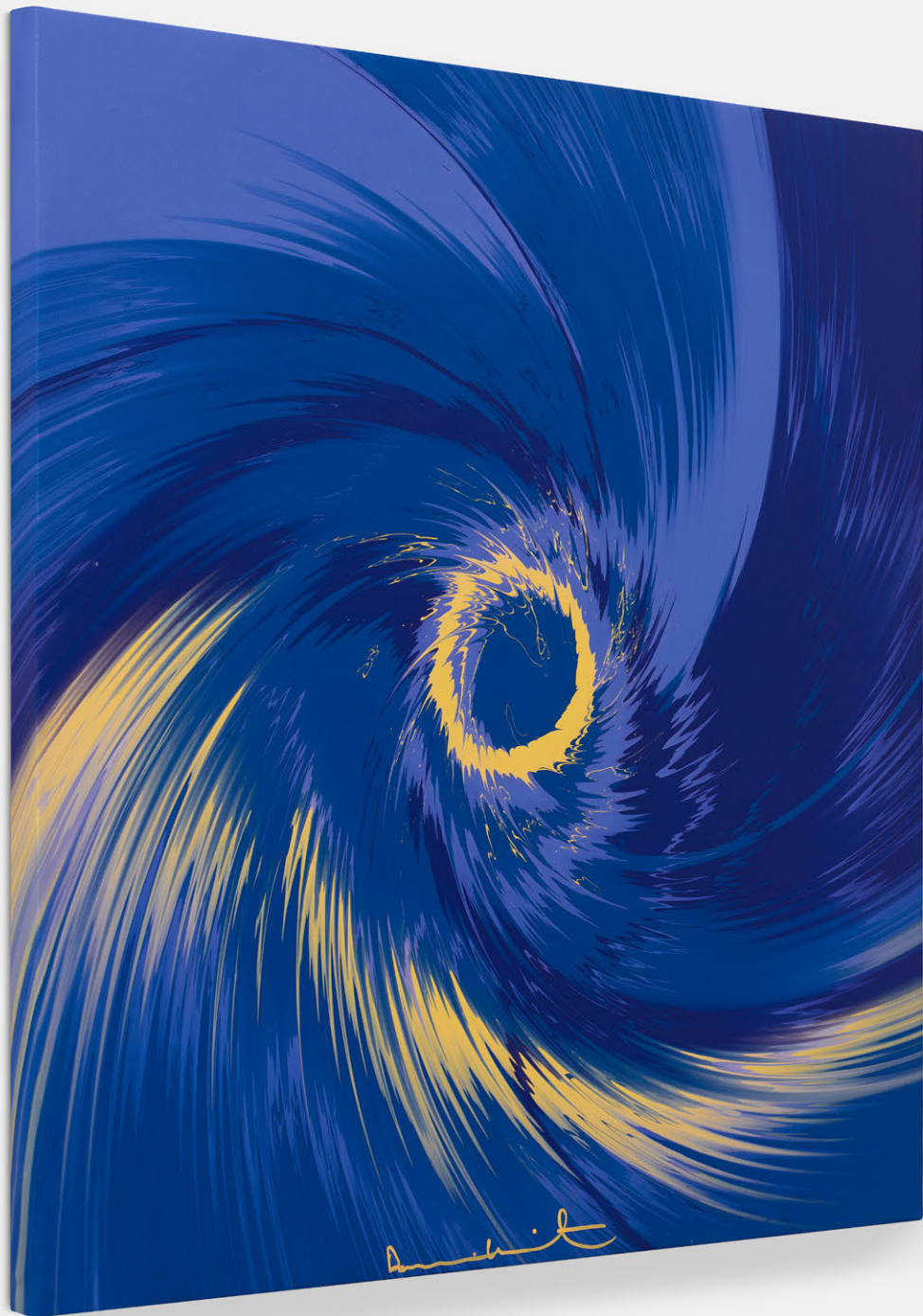
High Resolution Download:
<https://we.tl/t-z1jvJWb47>

HENI:

heni.com/spins



Example Style: *Tourbillons*



Example Style: Cyclones



About Damien Hirst

Damien Hirst was born in Bristol, England, and lives and works in London, Devon, and Gloucestershire, England.

Collections include the Museo d'Arte Contemporanea Donnaregina, Naples, Italy; Museum Brandhorst, Munich; Museum für Moderne Kunst, Frankfurt am Main, Germany; Stedelijk Museum, Amsterdam; Centro de Arte Dos de Mayo, Madrid; Tate, London; Israel Museum, Jerusalem; Astrup Fearnley Museet, Oslo; Gallery of Modern Art, Glasgow, Scotland; National Centre for Contemporary Arts, Moscow; Museum of Modern Art, New York; Hirshhorn Museum and Sculpture Garden, Washington, DC; Art Institute of Chicago; The Broad, Los Angeles; Museo Jumex, Mexico City; and 21st Century Museum of Contemporary Art, Kanazawa, Japan.

Exhibitions include Cornucopia, Oceanographic Museum of Monaco (2010); Tate Modern, London (2012); Relics, Qatar Museums Authority, Al Riwaq (2013); Signification (Hope, Immortality and Death in Paris, Now and Then), Deyrolle, Paris (2014); Astrup Fearnley Museet, Oslo (2015); The Last Supper, National Gallery of Art, Washington DC (2016); Treasures from the Wreck of the Unbelievable, Palazzo Grassi and Punta della Dogana, Venice (2017); Damien Hirst at Houghton Hall: Colour Space Paintings and Outdoor Sculptures, Houghton Hall, Norfolk, England (2019); Mental Escapology, St. Moritz, Switzerland (2021); Cherry Blossoms, Fondation Cartier, Paris (2021); and Archaeology Now, Galleria Borghese, Rome (2021).

Hirst received the Turner Prize in 1995.

Spin Painting History

Tracing its roots back to 1992, Spin Paintings was Hirst's reaction to Abstract Expressionism and his desire to devise a machine to make art, based on his idea that one could mechanically create 'a clinical system' to produce 'art without angst'. Rather than creating a composition directly through his brush, Hirst began pouring pigments onto his canvases as they spun, allowing the machine to facilitate chance movements and colour interactions.

Over the past 30 years, Hirst has continued to return to the spin format, sometimes even inviting other people such as David Bowie to his studio to create a Spin Painting together. He has used various shapes, sizes and techniques to build on this body of work, with the *The Beautiful Paintings* being the latest iteration. Generative and machine learning algorithms replace Hirst's mechanical tools but preserve the series' long-standing aesthetic of chance and randomness.





"I have always believed that everything done well is art and there are no boundaries. For me, The Beautiful Paintings and the Spin Paintings are about that. No boundaries. Art that makes you go "Wow!" And you can get lost in it." — Damien Hirst

"No matter how you feel, if you look at a Spin Painting, you can forget some of the shit going on in your life and that's good, even it's only for a few seconds." — Damien Hirst

"I really wanted to do something that's purely generative, and I just thought about the Spin Paintings. Without using paint, canvas or pencils and paper, I was excited to see if we could make something that generated good looking Spin Paintings that weren't in the real world. The results have blown my mind!" — Damien Hirst



About HENI

HENI is an international art services and technology business working with leading artists and estates across art production, publishing, print-making, digital, film and research and analysis.

HENI believes in the importance of art, engaging with all aspects of its creation and distribution to make art accessible to everyone. HENI exists to serve artists, collectors, institutions and the public, relying on a connection with and commitment to cutting-edge technology across all its platforms to do so.

Through its services, HENI helps artists create, present and deliver art in all its diverse forms as well as assist collectors, institutions and the public in their exploration of art through news, film, NFTs, print-making, data and market analysis, and publishing. HENI also aims to build a community of people interested in understanding and sharing ideas about art, as well as investing in it.

To keep up to date with HENI, follow on [Instagram](#), [Twitter](#) & [Discord](#).

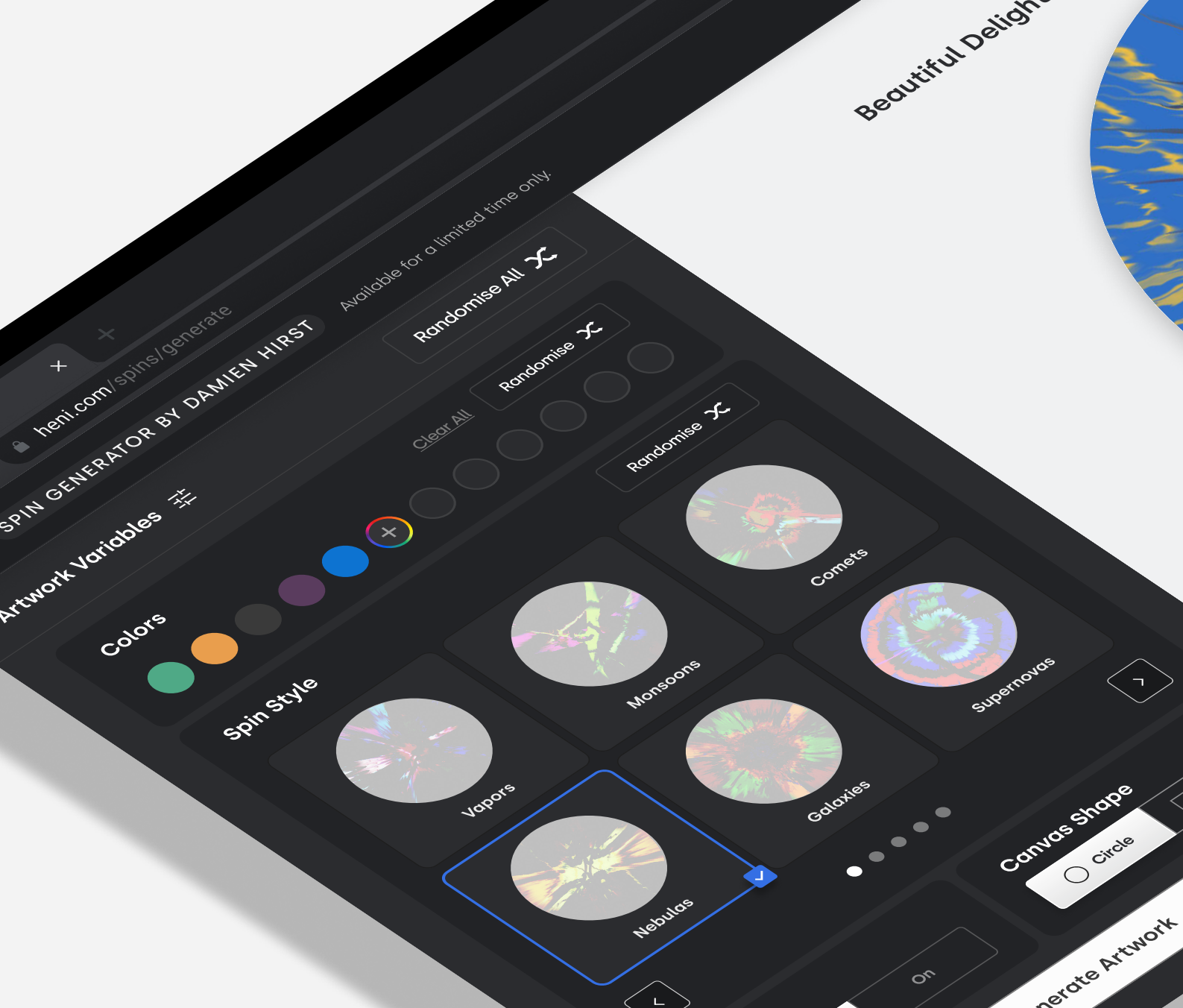
www.heni.com



Example Style: *Whirlwinds*



Example Style: *Bursting Rivers*



CONFIGURE YOUR OWN

Using *The Beautiful Paintings* dashboard, Hirst gives collectors the opportunity to choose their own combination of colours, styles, shapes, sizes, and mediums to generate artworks and titles. Although collectors can select these variables, the final output always has an element of randomness, just as in past *Spin Paintings*. Each artwork in this series will be unique.

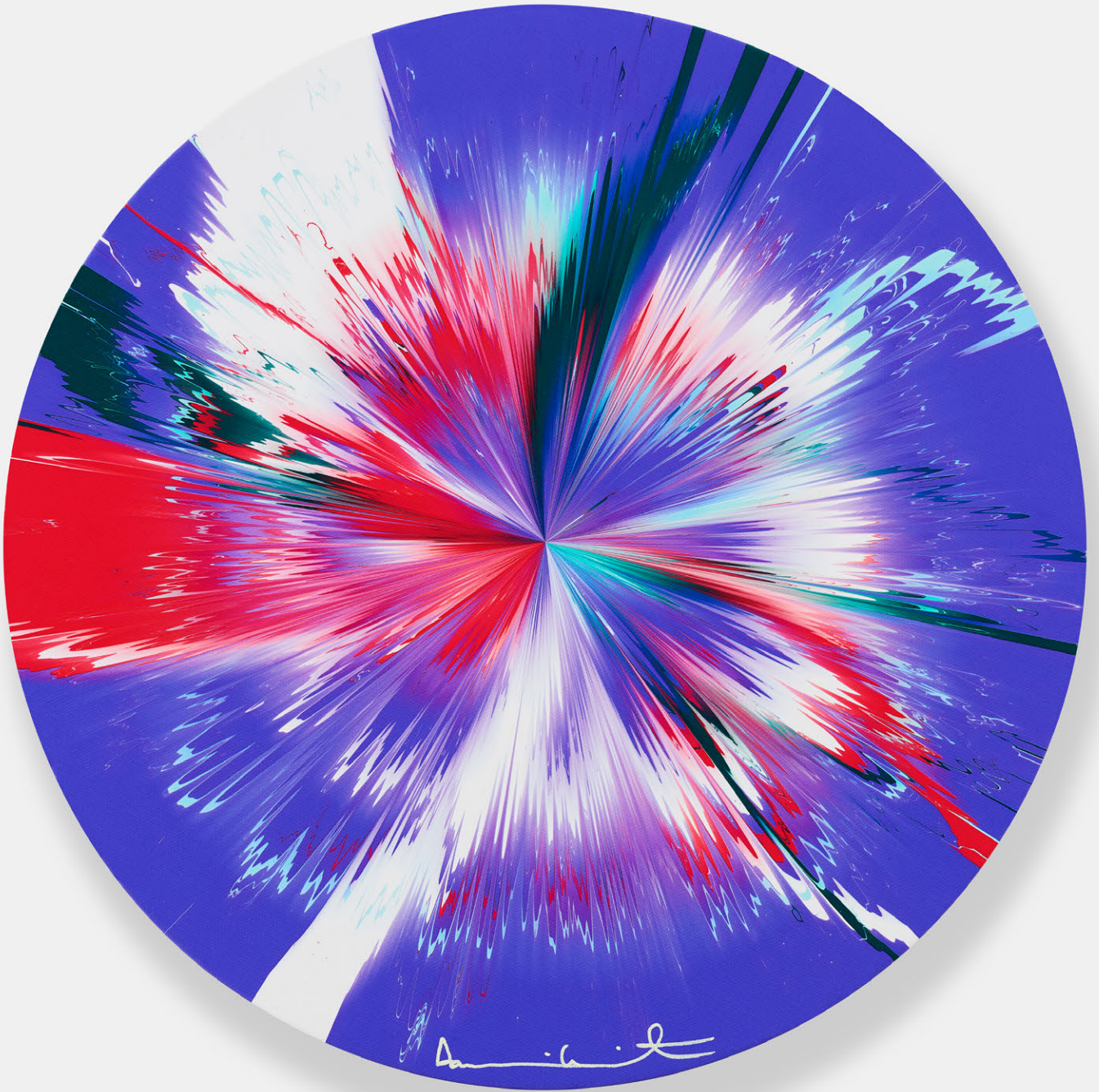
Collectors can choose from countless combinations of colours to create their own palette. The expressive colour names themselves were generated using machine learning, including names like Himalayan Waters, Interdimensional Cloud and Tangerine Pine.

The Beautiful Paintings dashboard features 25 different artwork styles to choose from. The wide variety of styles shows the unexpected movements, paint splatters, and colour interactions of his traditional *Spin Paintings*, but also explores new directions that build on his previous body of work.

The optional 'Blur' functionality can be applied in combination with any style to emphasise the motion of different paint splashes radiating out from the centre of the canvas as it spins. Collectors can also select the canvas shape of their generated artwork. Works can be produced in a square or circular format, two of the most common shapes already used by Hirst in his *Spin Paintings* series, each of which are available in four different sizes.

Finally, machine learning is used to create playfully long and descriptive titles, which follow the existing naming convention for *Spin Paintings*. The titles start with the word 'Beautiful', end in 'Painting' and reference the chosen style. Collectors can choose to regenerate a new title for the same artwork.

www.heni.com/spins/generate

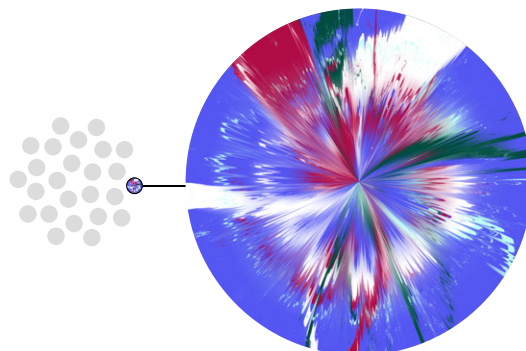


Example Style: *Heavens*

GENERATIVE ALGORITHM & MACHINE LEARNING

The Generative Algorithm

Damien Hirst has been working closely with the HENI data science team for over a year to create a generative algorithm that digitally constructs artworks in 25 unique styles, developing and pushing the boundaries of what normal *Spin Paintings* look like. The algorithm is written in p5.js, a JavaScript library, and is stored on-chain. A variety of techniques including WebGL shaders, Perlin noise and trigonometric functions are used to create paint layers that mirror the defined yet unpredictable motion of paint as it moves across a canvas.

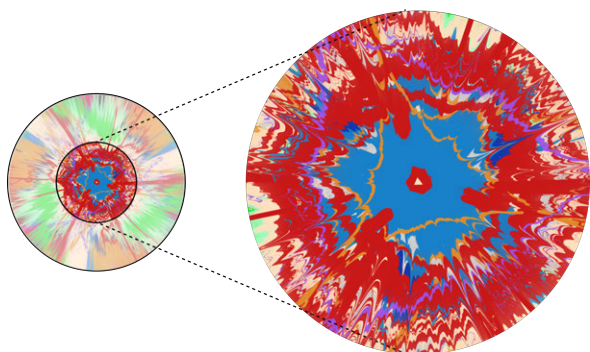
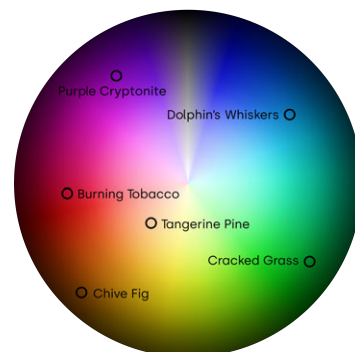


Titles

To create the artwork titles, a modern transformer neural network model was trained on data that was curated from a dependency parser that interprets objects and forms description pairs derived from a large textual data input set. The model allows for a never-ending variety of new and unseen titles that follow the format of his existing *Spin Paintings*.

Colour Names

The expressive colour names that collectors can choose from in *The Beautiful Paintings* generator were created using machine learning models. A GPT model was fine-tuned using over 30,000 names in two colour spaces (CIELAB and RGB).



Upscaling Algorithm

Before being printed as physical artworks, the generated artworks are upscaled to a resolution of 16K using a machine learning algorithm. A generative adversarial network was fine-tuned on a historical catalogue of more than 2,000 of Damien Hirst's *Spin Paintings* to upscale the artwork to a resolution of 16K, allowing the artwork to maintain intricate details and structure at a larger size.



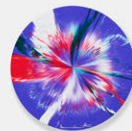
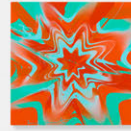
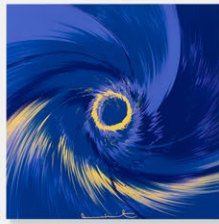
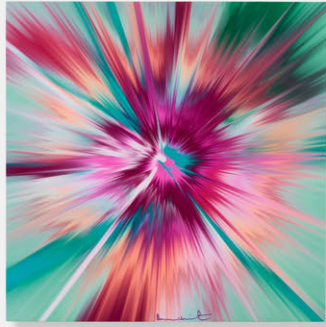
FORMAT & MEDIUM

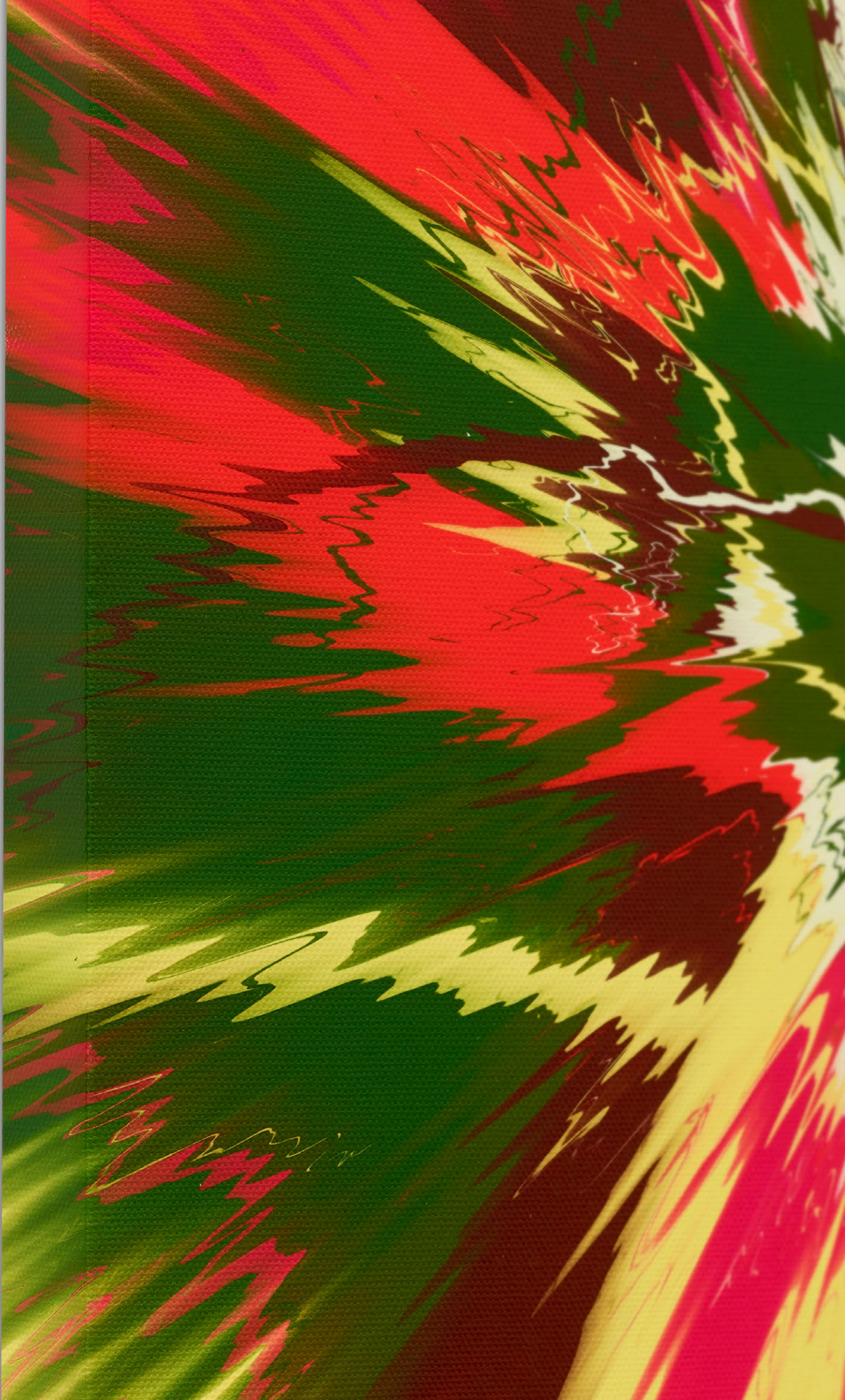
In a radical move to expand the limits of digital and physical art creation, *The Beautiful Paintings* collectors have the option to purchase an artwork either as a physical artwork, a digital artwork (NFT), or both.

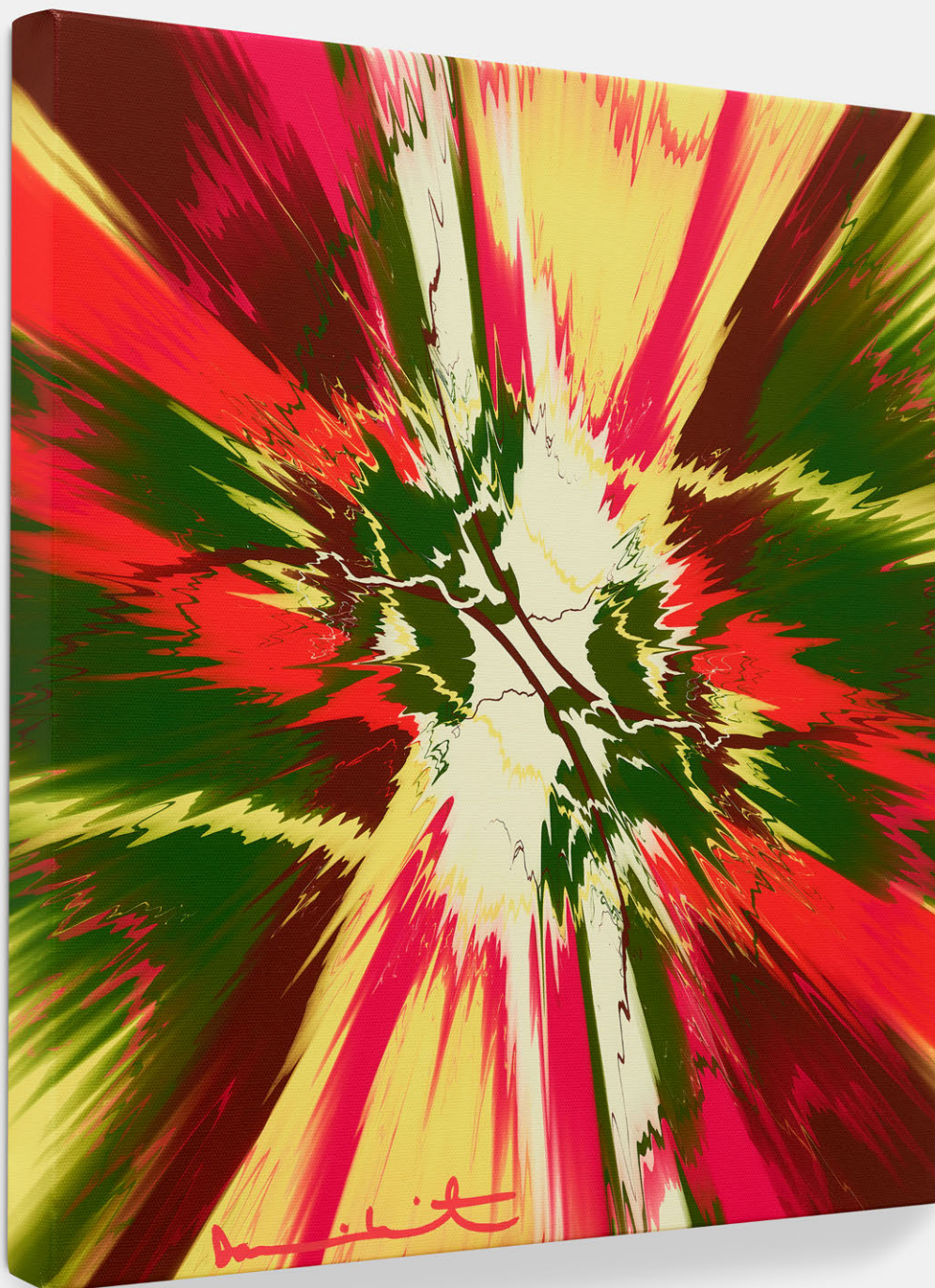
The physical artworks are Giclée prints on poly-cotton artist canvas mounted on birch plywood stretchers. Each artwork is hand-signed with a paint pen by Damien Hirst on the front. The physical artworks are available in two shapes and four sizes. The sizes of the circle canvas are: 23, 40, 70, and 100 cm in diameter. The square canvas is also available in the following sizes on each edge: 23, 40, 70 and 100 cm.

Collectors can choose to purchase *The Beautiful Paintings* as a digital artwork (NFT) available in either circle or square format. *The Beautiful Paintings* NFTs are minted on the Ethereum blockchain and adhere to the ERC-721 standard.

The canvases cost \$1,500, \$3,000, \$4,500 and \$6,000 depending on the size, plus any applicable taxes. The NFT costs \$2,000 plus any applicable taxes.



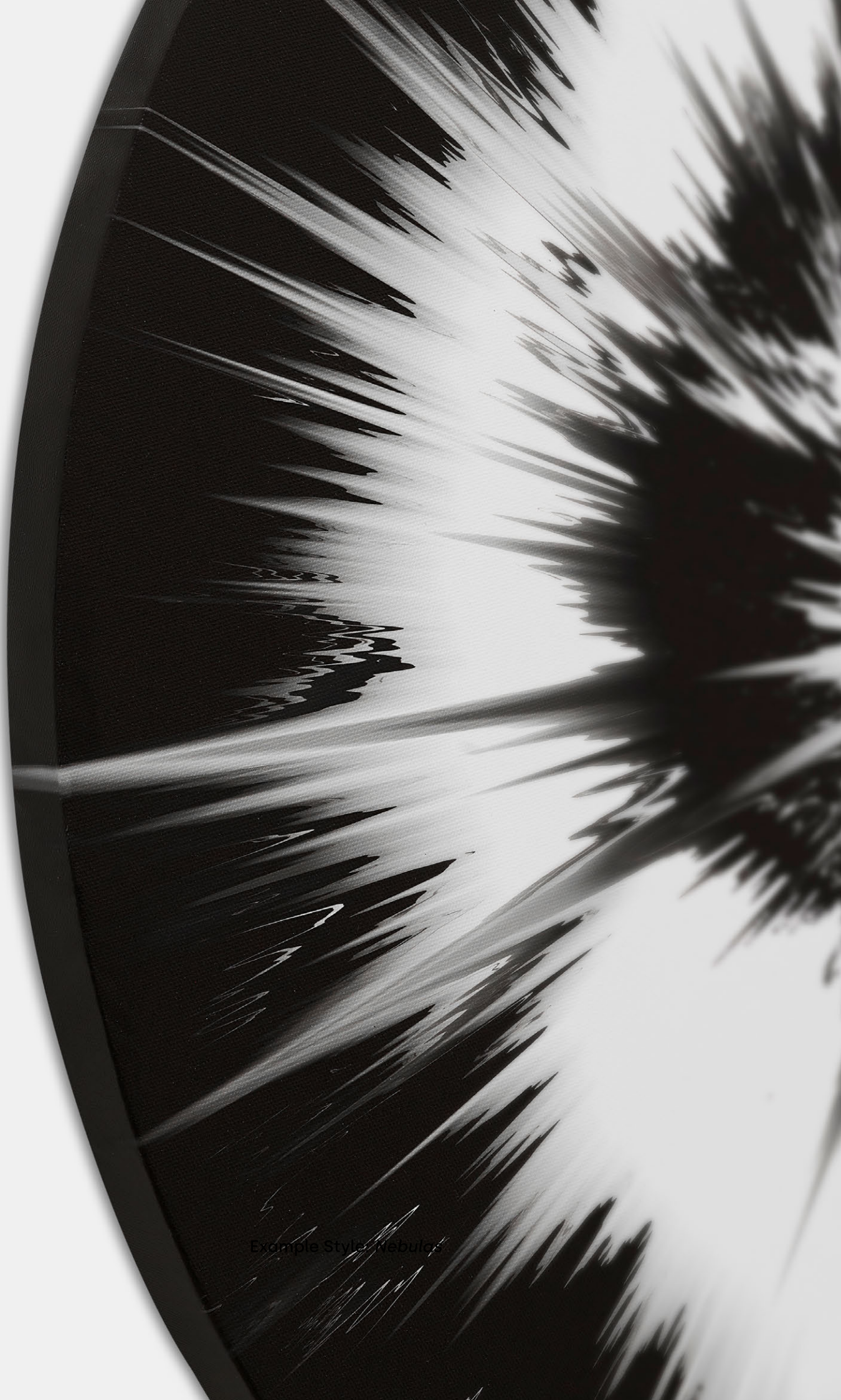




Example Style: *Nebulas*



Example Style: *Vapors*



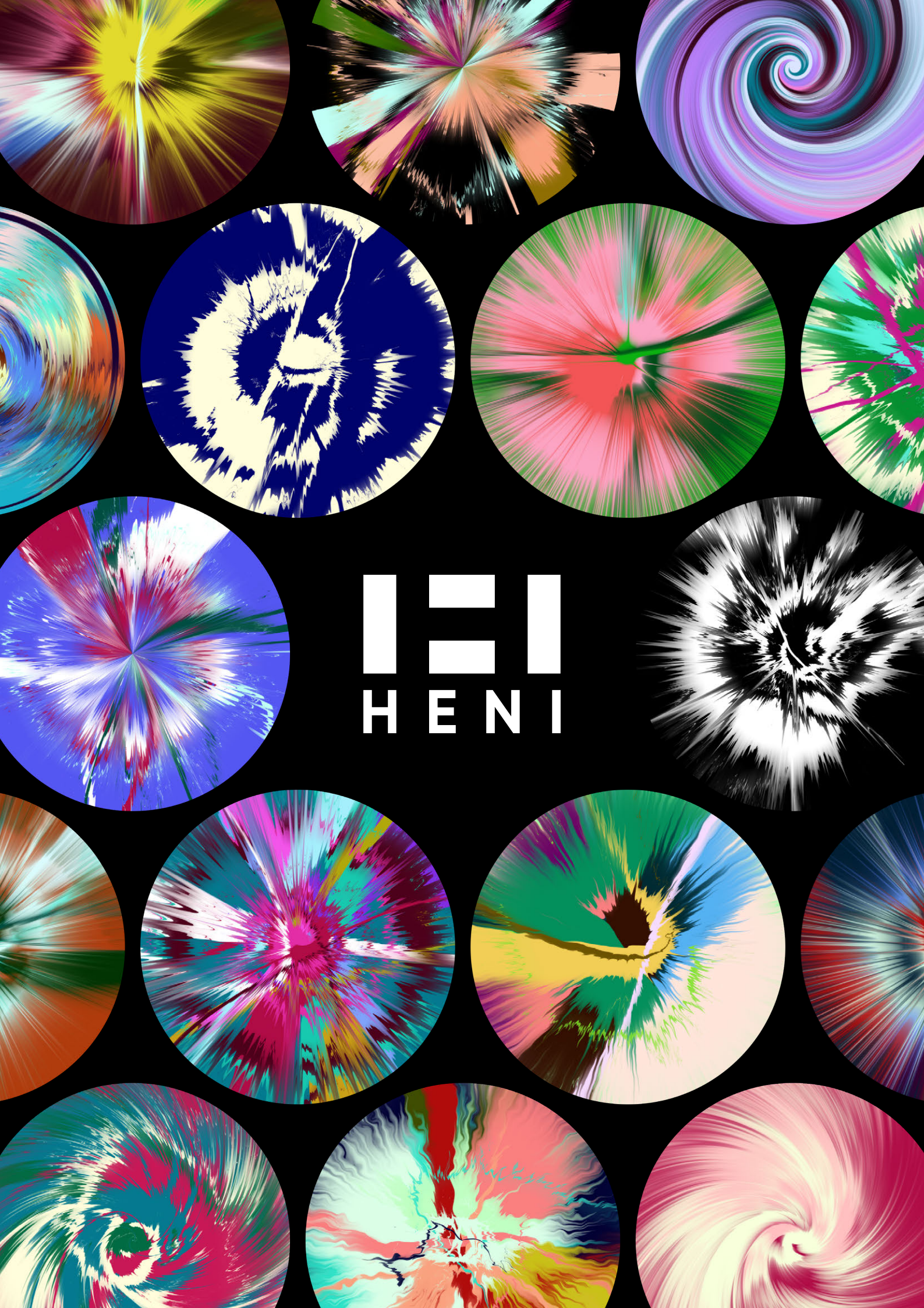
Example Style: Nebulas



Example Style: *Star Clusters*



Example Style: Comets



HENI