

**Coca-Cola teams up with  
Crypto.com and digital artist GMUNK  
to release NFTs celebrating  
FIFA World Cup Qatar 2022™**





10,000 unique NFTs to be created based on 'heatmaps' from tournament matches

# **Football fans around the world can now own a unique 'Piece of Magic' NFT inspired by FIFA World Cup Qatar 2022™ through Coca-Cola's Fanzone digital platform**

## **10,000 unique NFTs to be created based on 'heatmaps' from tournament matches**

Riyadh, Saudi Arabia, December 5, 2022: The passion, power, and incredible talent of the best teams competing in the FIFA World Cup Qatar 2022™ will be captured forever by Coca-Cola and Crypto.com in a series of NFT artworks inspired by the unique 'heatmaps' created by each team's on-field attacks, tackles, and winning goals.

Developed and hosted on the Crypto.com NFT platform, digital artist GMUNK (a leading NFT artist who has been working in the digital space for over 20 years including being the creative genius behind the sci-fi look of Hollywood films Tron: Legacy and Oblivion) has teamed up with Coca-Cola to create a collection of 10,000 unique NFTs generated by tracking the in-game movements of players in matches.

Combining digital art and football, this initiative is part of Coca-Cola and Crypto.com's commitment to continue to deliver magical moments for fans during the World Cup.

The NFTs will be available to football fans globally after they sign-up for a Crypto.com NFT platform account. All eligible fans have to do is register on [Coca-Cola's Fanzone page](#) and click on the [NFT banner](#) for a chance to own a Coca-Cola 'Piece of Magic' NFT inspired by FIFA World Cup Qatar 2022™ – the newest form of memorabilia that will live forever on the blockchain.

Artist Gmunk added: "At its core, Coca-Cola 'Piece of Magic' uses football data as our paintbrush, defining densities, behaviors and applications of color to shape and create an immersive piece of art that embraces the spirit of football and depicts a visual story unique to each match."

Nazli Berberoglu, FIFA World Cup General Manager at The Coca-Cola Company: "The FIFA World Cup™ in Qatar is about bringing magical moments to life on and off the pitch for millions of fans from the region and beyond. This incredible collaboration with GMUNK will see 10,000 stunning and unique 'Pieces of Magic' in the form of NFTs available for fans to own forever.

"A superb talent who has consistently pushed the boundaries of art's newest and most exciting field, GMUNK's 'heatmap' inspired NFTs will capture the passion and determination shown by players during the World Cup – as they battle it out on the pitch, their athleticism and performance will inspire incredible works of digital art."

"This year's FIFA World Cup will be the first to leverage Web3 technology" said Steven Kalifowitz, Chief Marketing Officer at Crypto.com. "It's a privilege to partner with Coca-Cola and GMUNK to memorialize these historical matches that will forever be captured on the blockchain. Together we are creating a completely new form of memorabilia."

Coca-Cola Fan Zone is Coca-Cola's digital hub for the FIFA World Cup Qatar 2022™. It gives fans the opportunity to share emotions, excitement, games, and memories in support of this year's FIFA World Cup™. The main features of the Coca-Cola Fan Zone include the Leaderboard, Promises, and Believers Predictions, creating a global competition that will put the fan's knowledge to the test and allow them to interact with each other.

#believingismagic



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