

## Stars earn pocket money with bespoke messages

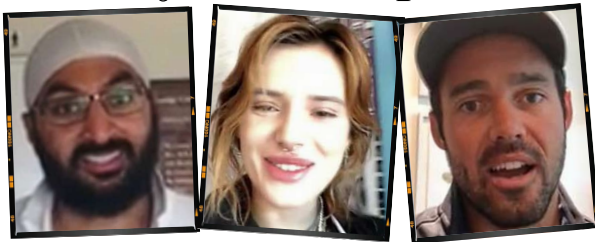
**Mark Blunden** Technology Reporter

FORMER England cricketer Monty Panesar and reality TV star Spencer Matthews are among the latest names to join a website selling personalised video messages.

Both Panesar, 36, and Matthews, 29, charge £23 for a shout-out booked through Cameo. Showbiz PR experts said it was an ideal way for them to make extra cash in their “downtime”.

The spin bowler says he specialises in messages for birthdays, anniversaries and newborns.

Former Made In Chelsea star Matthews promises to reply to requests within only 14 hours. Chloe Madeley,



**Talking heads:** Monty Panesar, Bella Thorne and Spencer Matthews are among 1,400 celebrities on Cameo

31, daughter of TV presenters Richard and Judy, charges only £10, whereas it costs £73 to hear from US actress Bella Thorne, 20. The rates are set by the celebrities and Cameo takes 25 per cent.

The person requesting a video must give pertinent details about the recipient,

including the correct pronunciation of their name.

The celebrity then records a short video which is emailed to the recipient. It can also be viewed on a website or app. Stars have discretion whether to accept requests.

US-based Cameo was set up last year.



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**Valuable:** a Marco Grassi for sale at House of Fine Art. Below, founder Elio D'Anna

## Gallery owners to sell entire art collection in cryptocurrency

**Sophia Sleight**

A MAYFAIR art gallery claims to be the first to put up its entire collection for purchase with cryptocurrency.

The owners of House of Fine Art (HOFA), which sells high-end fine art, say they are part of the move to “revolutionise” the way art is being bought and sold.

Elio D'Anna, founder of the Maddox Street gallery, said they were experiencing a demand from customers who wanted to buy more art with bitcoin.

He said: “We knew straight away that this was an opportunity too good to pass by. At the moment, digital currencies are becoming commonplace among a wide array of savvy consumers, providing a seamless, and cost-effective method to exchange value globally.”

Gallery prices start at about £4,000 but rise to about £250,000 for pieces by Italian sculptor Stefano Bombardieri. The collection includes works by French sculptor Richard Orlinski and American Hunt Slonem, whose neo-expressionist paintings hang at The Metropolitan Museum of Art and the Guggenheim.

It is the latest London gallery to follow the bitcoin trend.

Last month it was announced a £4.2million work of art by

Andy Warhol, 14 Small Electric Chairs, was to be publicly auctioned online for cryptocurrency.

The landmark auction by Dadiani Fine Art, also in Mayfair, will see 49 per cent of the piece auctioned off in cryptocurrency.

The art gallery became the first in the



*Digital currencies are becoming commonplace among a wide array of savvy consumers*

**Elio D'Anna**

UK to start accepting payments in cryptocurrency with an exhibition by British artist Paul Wager last year.

HOFA's eight-week cryptocurrency art exhibition is in partnership with Uphold, a cloud-based digital money platform.

Adrian Steckel, CEO and chairman of Uphold Inc, said it was an “important step forward for the cryptocurrency community”.

The exhibition will start in London at the beginning of October before moving to HOFA's new Hollywood gallery.

