

HOFA

PRESS RELEASE
IMMEDIATE RELEASE

Future of Digital Art: 2025 Award Winners Announced at Phillips

A landmark awards ceremony at Phillips marked the launch of the inaugural Digital Art Awards and a public exhibition of all 32 finalists, to open from 16–22 May 2025.

Highlighting innovation at the intersection of art and technology, the exhibition features works by the four category winners - Maja Petrić, Zach Lieberman, Deekay and Operator - each awarded a \$10,000 USDC commission. A special Industry Award was honoured the Yawanawá Indigenous community for their AI-driven collaboration with Refik Anadol, Winds of Yawanawá, supporting cultural and environmental preservation.



Award Winners: Operator, Chief Nixiwaka of the Yawanawá tribe and Maya Petrić (Courtesy of HOFA)

LONDON, 16 May 2025 - The winners of the inaugural [Digital Art Awards](#), which took place at [Phillips](#) in London last night, have been announced, recognising four artists across categories and a special Industry Award. Presented by [HOFA Gallery](#) in partnership with [PhillipsX](#) and [Hivemind Capital Partners](#), the awards celebrate innovation and creativity in digital art, highlighting the evolving relationship between code, data, and human imagination. The four main winners, selected by an international jury panel, each received a \$10,000 USDC commission.

The ceremony also marked the opening of a public exhibition of all 32 finalists, on view at Phillips from Friday 16 May to 22 May. A press preview will be held this morning from 11am to 1pm.

From climate data transformed into luminous sculpture to immersive theatre, generative code, and animated storytelling, this year's awardees reflect the cutting edge of digital creativity. The awards, which were backed by Hivemind's newly launched Digital Culture Fund with a prize fund of \$40,000 USDC, recognised innovation across four categories - Innovation, Experiential, Still Image and Moving Image - alongside a Special Industry Award for a cross-cultural collaboration, reflecting the diversity and ambition of digital art today.

Innovation Award: *Maja Petrić*

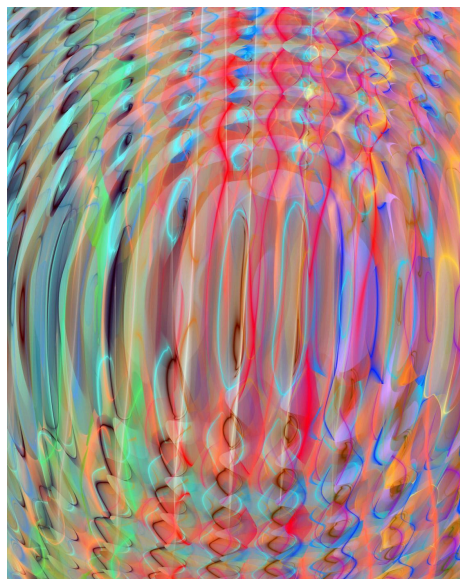
A former Lumen Prize winner whose work has been commissioned by National Geographic, Meta and Microsoft, Petrić is known for creating immersive installations that use light, AI, and real-time environmental data. She is the winner of the **2025 Digital Art Award for Innovation**, with her sculptural installation, ***Specimens of Time: Hoh Rain Forest*** (2025), celebrated for its powerful fusion of advanced technology and ecological awareness.



Maja Petrić, 'Specimens of Time, Hoh Rain Forest', 2025, Optical Filters, Reflective Material, Projectors, Computer, Metal Hardware, Real Time Data, 54 x 68.5 x 54 cm (Courtesy of the Artist & HOFA)

Still Image Award: *Zach Lieberman*

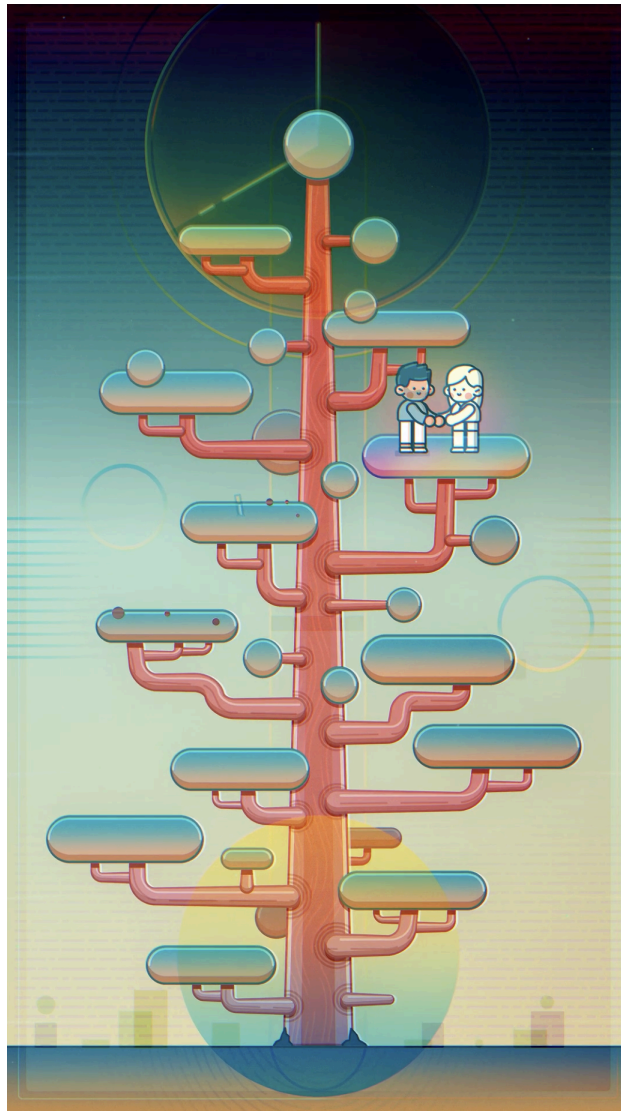
An influential pioneer of creative coding, co-creator of the open-source toolkit openFrameworks and co-founder of the School for Poetic Computation in New York, Zach Lieberman has exhibited internationally, including at MoMA. He is the winner of the **2025 Digital Art Award for Still Image**, with his ***Ripple Study*** series recognised for using code to recreate natural phenomena, turning nature's subtle beauty into poetic digital art.



Zachary Lieberman, 'Ripple Study #6', 2024, Java Script _ Gsl, 10098 x 12617 pixels (Courtesy of the Artist & HOFA)

Moving Image Award: *DeeKay*

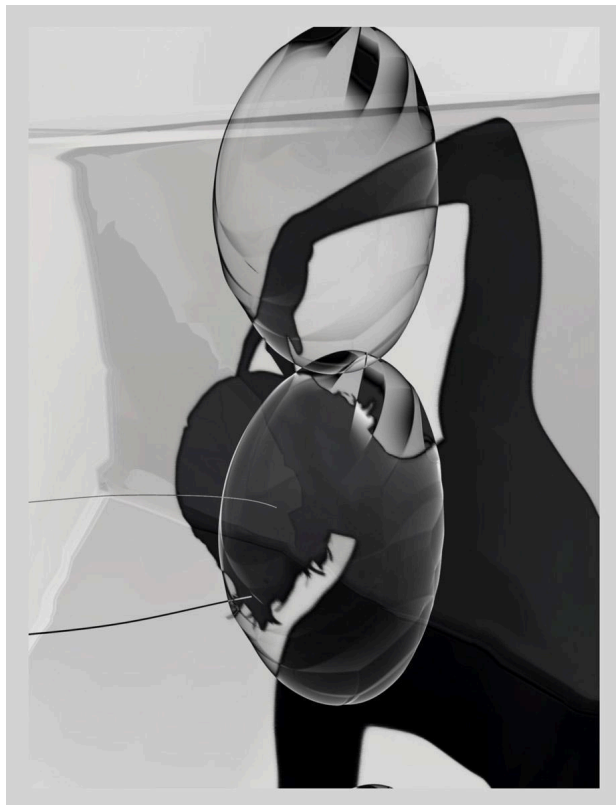
A cult figure in the NFT and digital animation space, DeeKay is best known for his hand-drawn animated loops that blend humour, emotion and everyday storytelling. His breakout piece, *Life and Death*, sold for over \$1 million on SuperRare in 2022. DeeKay is the winner of the **2025 Digital Art Award for Moving Image**, with his work ***Hands of Time***, which uses minimal visuals and fluid motion to explore the fleeting nature of life, chosen for its emotional impact.



DeeKay, 'Hands of Time', 2024, 30 Second Animation, 2160 x 3840 pixels (portrait) (Courtesy of the Artist & HOFA)

Experiential Award: *Operator*

A multidisciplinary collective known for their nuanced integration of performance, surveillance, and spatial interaction, *Operator* creates immersive installations that interrogate systems of control and identity. Their work has been presented at venues including Ars Electronica, HEK Basel and Art Basel Miami. *Human Unreadable*, their groundbreaking choreography project, premiered on Art Blocks in 2023. They are the winners of the **2025 Digital Art Award for Experiential**, with their latest iteration of ***Human Unreadable*** selected for its innovative blend of choreography, code and immersive technology.



Operator; 'Human Unreadable #208 Act 1', 2025 (Courtesy of Operator, Ania Catherine and HOFA)

Industry Award: *Yawanawá*

Honouring their groundbreaking collaboration with media artist Refik Anadol, a special **Industry Award 2025** was awarded to the Yawanawá Indigenous people of the Brazilian Amazon. Accepted by Chief Nixiwaka on behalf of the community, the award celebrates their role in ***Winds of Yawanawá*** - a pioneering digital artwork that combines real-time environmental data, AI, and ancestral art to create a dynamic, cross-cultural storytelling experience supporting the community's cultural and environmental preservation.



Yawanawa & Refik Anadol, 'Winds of Yawanawa (NFT Data Sculpture)', 2023, NFT Data Painting (dictated by real-time weather data) Format_ 4k Resolution Video File_ 8 minute loop, (Courtesy of the Artist & HOFA)

[Explore all 32 finalists of the Digital Art Awards.](#)

Elio D’Anna, Co-Founder of HOFA and the Digital Art Awards said: “The Digital Art Awards have showcased an extraordinary breadth of talent, vision and experimentation. From hundreds of international submissions, we are excited to celebrate not only the five outstanding winners, but all the 32 finalists whose work now sets a new benchmark for digital creativity.”

He adds: “It’s been a privilege to partner with PhillipsX, Hivemind and all our collaborators, their support has been instrumental in realising the vision and ambition of the Digital Art Awards, and setting a bold new standard, expanding horizons and reimagining what’s possible for the future of digital art.”

A public exhibition of all Digital Art Awards winners and finalists is on view at Phillips London, 16–22 May 2025.

ENDS

FULL MEDIA PACK

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Digital Art Awards Exhibition:

Dates: 16 – 22 May 2025 (Opens to public 14.00 on 16 May 2025)

Times: Free and open to the public daily, Monday - Saturday: 10:00-18:00 and Sunday: 12:00-18:00

Press Preview & Conference: 11:00-13.00, 16 May 2025. RSVP:

emmalouise@thehouseoffineart.com

Venue: Phillips, 30 Berkeley Square, London W1J 6EX, UK

More Information: DigitalArtAwards.io / Phillips.com

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Notes to Editors:

ABOUT HOFA GALLERY

Founded in 2012, HOFA Gallery (House of Fine Art) represents contemporary painters, sculptors, photographers and multidisciplinary new media artists from all over the world including China, Korea, United States, Italy, France, Argentina and Australia amongst many others. Since its inception, HOFA has provided government institutions, museums, art galleries and private collectors access to some of the most sought-after works of art.

Since 2018 the gallery expanded its reach beyond the contemporary art program, curating a series of highly acclaimed new media public art installations and immersive exhibitions; growing the artist portfolio in the generative Ai space, exploring the relationship between human and machine collaboration and its interaction with nature.

ABOUT PHILLIPSX

PhillipsX is a dynamic selling exhibition platform operated by the global Private Sales team at Phillips, the destination for international collectors to buy and sell the world's most important Modern and Contemporary art, design, and luxury items. Through PhillipsX, Phillips' influence extends beyond the realm of auction and into the broader global cultural landscape by offering a boundary-less discovery, selling, and buying experience based on the traditional retail gallery model.

PhillipsX highlights notable artists and creators of the 20th and 21st centuries, creating new and important dialogues around established and emerging artists, movements, genres, and mediums. Through PhillipsX, the team continues to modernize collecting experiences with imagination, expertise, and relevancy.

ABOUT PHILLIPS

Phillips: where the world's curious and bold connect with the art, design, and luxury that inspires them. As a leading global platform for buying and selling 20th and 21st century works, Phillips offers dedicated expertise in the areas of Modern and Contemporary Art, Design, Photographs, Editions, Watches, and Jewels. Auctions and exhibitions are primarily held in New York, London, Geneva, and Hong Kong, with representative offices based throughout Europe, the United States, and Asia. Phillips offers a regular selection of live and online auctions, along with items available for immediate purchase. Phillips also offers a range of services and advice on all aspects of collecting, including private sales and assistance with appraisals, valuations, and financial planning.

Visit phillips.com for further information.

ABOUT OTHER PARTNERS

The Digital Art Awards are proudly backed by Hivemind Capital Partners' Digital Culture Fund. Hivemind is committed to championing established digital artists while nurturing emerging talent and building a sustainable economic foundation for the flourishing digital art ecosystem. Other partners include [ApeChain](#), a global platform for the next generation of creators and culture shakers, and global crypto bank [Amina](#).