

3D NFT One-Off World Premiere in Basel - Rinspeed sQuba dives into the Metaverse

Basel (Switzerland), June 14 to 19, 2022

At photo basel, a parallel event to the world-famous and renowned Art Basel art fair, the innovative Swiss mobility think tank Rinspeed for the first time in its unique 45-year history is unveiling a breathtaking 3D NFT (“Non-Fungible Token”) one-off, which is based on one of the most iconic and futuristic automobiles of all time - the Rinspeed sQuba concept car, the only car in the world that actually dives.

Frank M. Rinderknecht, founder and CEO of the unique company: “Future technologies have always shaped our DNA. They have been an integral part of our creative work from the very beginning. The Metaverse and NFTs now unlock completely new and very exciting worlds for us. And we want to root ourselves in these visionary worlds.”

In the 1977 film "The Spy Who Loved Me," Roger Moore, aka secret agent James Bond 007, went on a wild underwater ride to escape from his adversaries. At least in Hollywood fiction. In reality, the scenes were in the film shot with seven different vehicle elements. Then, in 2008, the Rinspeed sQuba celebrated its spectacular world premiere at the Geneva International Motor Show. It combined all previously merely fictitious capabilities in just one vehicle. In the "sQuba," a real dream car was born. And to top it all off, as a visionary pioneer of automated driving, it could actually drive without a human at the wheel - years ahead of the automotive industry.

As a prelude, Rinderknecht is presenting a unique animated 3D installation at photo basel. It combines the analog and the digital world in an innovative way. The "sQuba" seems to literally dive towards the viewer and thus offers an immersive experience of the third dimension. Using an integrated QR code, viewers can get the spectacular vehicle directly onto their smart device via AR (augmented reality) without downloading an app.

Incidentally, Rinspeed dives into a completely new Metaverse dimension with his project. Why not also move underwater in one of the parallel universes? With a "sQuba" 3D NFT, the Swiss pioneer will create a bridge between the analog, the digital and the underwater world for the first time. The 3D NFT will offer a variety of additional exciting features. James Bond's ingenious inventor Q would likely never have imagined it even in his wildest dreams back then.

The innovative Rinspeed sQuba 3D NFT on-off will be available - together with a buying option for the 26 unique vehicles of the «The Rinspeed Collection» - on a well-known auction platform in the summer.

About Rinspeed

Rinspeed has been a Swiss think tank and mobility laboratory for the automotive industry for over forty-five years. These innovations, visions, and creations - always paired with emotions - result in a long list of products that drivers around the world use and enjoy every day.

About Emerge

Emerge is a visualization company specializing in the generation and content production for non-fungible tokens (NFT). With extensive expertise not only in the generation and visualization of three-dimensional data, but also in Web3 and Virtual Reality (VR), Emerge was the perfect partner for this project.

About Mixed Reality I/O

Mixed Reality I/O is a pioneer and specialist in augmented reality and offers qualified consulting for custom entry into the Metaverse. The team of experts does not only support you in an advisory capacity, but also in the implementation of apps and newly created platforms in the mixed-reality environment.

About photo basel

photo basel is the first and only photographic art fair in Switzerland. It will return to the Volkshaus Basel for her seventh edition in 2022. The fair will take place from June 14 to 19 concurrent with the renowned art fair Art Basel. Since its inauguration in 2015, photo basel has cemented its profile as the most important photo art fair in the German-speaking world.