

# Token||Traxx X OPENLAB.FM

## Token||Traxx & OpenLab Announce Collaboration to expand music's influence in Web3

- NFT music platform announce OpenLab as key partner as part of a cross platform content and marketing engagement
- OpenLab is a trailblazing music and arts platform with reach across the global culture community
- The six-figure deal will see Token||Traxx collaborate with OpenLab to develop NFT collections for a curated roster of music talent , radio show content and live event experiences
- OpenLab will drop their first NFTs to their loyal community through Token||Traxx

London, United Kingdom; 15 March 2022:

Music-based NFT marketplace [Token||Traxx](#) has made another significant pact in its quest to revolutionise the music industry.

[OpenLab](#), itself an innovative music and arts platform which is famed for discovering new artists, has agreed a six-figure deal and terms with Token||Traxx as part of a cross platform marketing and content development play.

*"As a platform focussed on curating the very best emerging artists, we are incredibly excited to be working with Token||Traxx to build out opportunities for our creative community in the creation and distribution of next generation collectibles. The Token||Traxx team have a wealth of real and virtual world music experience, and their aligned vision for building opportunity for artists through new formats and models make them the perfect partner for OpenLab as we develop towards Web3,"* said Quentin Chambers, Managing Director of OpenLab.

For their first NFT drop, OpenLab will offer a VIP Pass to their international community, which acts as a digital membership program, existing fully on the blockchain. Shortly after they plan to open a curated space on Token||Traxx to showcase their artists and their NFT collections.

Alongside its music output, OpenLab has recently partnered with emerging visual talent, releasing collections of limited-edition art prints. Through the partnership with Token||Traxx, OpenLab will extend these editions to include NFT collectibles, with collaborations between audio and visual artists.

*"It's a massive coup for us here at Token||Traxx," enthused Tim Gentry, Chief Operating Officer and co-founder of Token||Traxx. "OpenLab is a bonafide tastemaker supporting next year's breakthrough artists with their first airplay and features. OpenLab discovered Arlo Parks when she had just 130 followers on Spotify, and have championed the likes of Squid, GreenTea Peng and Overmono from their first releases, so the ability to bring talent to us as well as their superb access to high quality visual art and cutting edge music is what excites us."*

Tying together the partnership, Token||Traxx will develop their own unique content on OpenLab's radio shows as well as experiences at their events, exhibitions, concerts & festivals.

*"I've been listening to OpenLab since the late, great Robert Miles founded it," added Token||Traxx co-founder TommyD. "They are the epitome of perfect curation and my absolute go-to choice for music discovery and straight up entertainment, bringing a little bit of Ibiza diversity and inclusion into the grey. OpenLab hold a position in Ibiza which is at the very heart of a loyal influential community in a significant music scene.*

*"Couple this with their brilliant natural marriage of music and art, OpenLab sum up how to wrap value around all creativity, which compliments my concept of Token||Traxx perfectly. I'm absolutely honoured that Quentin and the team have partnered with us," summarised TommyD.*

**Ends**

**For further Press information:**

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#### **About Token||Traxx**

Token||Traxx has a mission is to be at the centre of a new independent music creator economy, providing a platform driven by NFTs, that redefines and enhances the value of music, which supports and financially benefits the whole community.

Token||Traxx celebrates and rewards the unique symbiosis of 'The 3C's - Music's Creators, Curators and Collectors' and their specialist contribution to the discovery and adoption of global music engagement.

Token||Traxx offers financial independence and creative freedom.

[Website](#) (join the guestlist) | [Twitter](#) (join the conversation) | [Telegram](#) (group chat) | [Discord](#) (collaboration)

#### **About OpenLab**

OpenLab is a trailblazing music and arts platform with reach across the global culture community.

With a fierce reputation as a tastemaker, OpenLab champions the world's most exciting producers, artists and DJ's, predicting the soundtrack for tomorrow. Featuring future pioneers, alternative labels and the best in emerging talent, OpenLab supports the most creative and independent minded artists, often playing their music before any other station.

OpenLab stands out from the rest in the way it curates, with a focus on the best of the new across electronic, alternative, and experimental music. It showcases an eclectic mix of hosts that include Sasha with his exclusive LUZoSCURA concept, Ben Howard's first radio residency, DJ Seinfeld's new age electronica show Young Ethics and the energy of Ibiza after-parties with Adam Beyer.

With a passion for supporting artistic creativity, OpenLab's unique collaborative online platform fuses music with art in innovative ways. Visitors to the website have access to a huge database of stunning contemporary artworks to pair with music and browse for inspiration.

You can check out OpenLab's forward thinking music and art at [www.openlab.fm](http://www.openlab.fm)