



DarumaKAI-NFT

FCLL – Focus, Connection, and a Little Luck!

An introduction and explanation of the DarumaKAI-NFT art and community project.

Overview

DarumaKAI-NFT is a 6,000-piece collection of generated PFP-style art created by artist and designer Craig Gordon. The generative art was assembled from more than 600 hand-drawn elements and follows the theme of Japanese Daruma Doll traditions - albeit with a modernized twist.

Introduction

While many NFT projects are considered "swag for swag's sake," DarumaKAI-NFT [DKAI] represents and publicly stands for specific working goals. The art, the merch, and the community format will all encourage this idea as exposure and buy-in grow, all leveraged around these traditional/modern dolls.

Project Overview

The mission is to create a cultural icon that encourages people to take steps and take risks toward doing what they want to do. There are many reasons that people *never try* to follow their dreams or that they *fail* quickly.

On the other hand, I feel there are three main reasons that people do and succeed; indeed, this is the tagline for the project: FCLL – Focus, Connection, and a Little Luck.

FOCUS

The art stands as a visual focus for people who have a goal. The traditional Daruma Doll would be purchased at the beginning of a project or the start of the year. It would be given a clear goal and then displayed in a place of prominence as a reminder to keep working toward that goal. The DKAI artwork acts similarly as the background on phones and computers, placed on digital frames, printed for hanging, etc. It gets put in places where people need to be reminded to try.

CONNECTION

The artwork also represents a person's goals in public spaces. Either as a PFP or displayed on wearable merch, the dolls say to the public, "I am working toward something – ask me about it!" It has an aspect of attention seeking for one's goals, and just as importantly, it creates a measure of accountability: "I have made this public statement, and I need to follow through with it."

The DKAI online community will connect people with similar goals for intentional encouragement, accountability, and sharing of industry/life lessons learned through the sharing of failures and successes.

That being said, it will also potentially be a promotional showcase for people who want to tell the story of what they are creating.

A LITTLE LUCK!

Are DarumaKAI–NFTs luck? Yes, absolutely - 215% luckier than rabbit's feet!

Ha, ha - okay, seriously? That depends on how you look at luck. If you see it as a mystical force that exists in the universe to be harnessed by those through faith, meditation, artifacts, etc. then Daruma Dolls have a long history of being lucky.

If you believe that people make their own luck, then DarumaKAI-NFTS are undeniably lucky. People who constantly and consistently focus on their goals tend to see opportunities when they present themselves – things that are often missed by others. To the outsider, something appears to have happened without cause; in reality, that opportunity was created and seized through steps made and risks taken. As a point for focus and connection, DKAI dolls will be a tool for helping motivated people create luck.

Technology

- DarumaKAI-NFT tokens are currently in the minting phase,
- they are represented by 300dpi, .png art files for the potential of high-quality printing,
- tokens are minted onto the Ethereum (ETH) blockchain,
- art will ultimately be housed on decentralized storage (ie. IPFS),
- and the generative model was designed to create a system of rarity in the collection.

Token Use

The main focus of the project is on the art as a personal representative asset. It can/should be used as PFP, digital backgrounds, and printed art.

A community connection website is currently under construction, and the intention is to provide gated access only to token holders

Timeline/Roadmap

- February 2022 - The artwork process starts.
- 19.Dec.2022 - Launch of the DarumaKAI-NFT.com website.
- 23.Jan.2023 - Project announcement and introduction on social media. Began the process of promoting the projects name, artwork, and ideals on social media - continuing.
- 04.Feb.2023 - Minting 'soft launch'
- 03.Aug.2023 - Opening of DarumaKAI-NFT Merch Store.
- Currently working on a community website to launch in the area of December 2023 - January 2024.
- Upon project sellout, work will begin to establish partnerships with groups to provide utility for meeting goals and promotion - education, opportunities, and resources.

Team

DarumaKAI-NFT is the love work of Craig Gordon. He is a designer, artist, high school art teacher, and father of two. He is the one team member that has created the art, implemented the technology, and promoted the project to this point.

Partnerships

Once the project gains widespread exposure and buy in, DKAI would like to establish partnerships related to utility and helping people meet goals - useful education, opportunities, and resources.

Conclusion

DarumaKAI-NFT is a 6,000 piece, good-faith art project by Craig Gordon.

The focus is based around the project tagline, FCLL - Focus, Connection, and a Little Luck, promoting personal focus, public/community connection, and inspiring people to see and take opportunities to progress toward their goals.

DKAI as a community will further connect like-minded people to share their stories for encouragement, partnership, accountability and promotion.

The DKAI Merch Store will increase exposure in and outside of the NFT world by building a brand that is based in the blockchain environment but also relatable for the wider public by standing for ideals of working toward goals and reaching for dreams.

Craig Gordon

Artist and Founder