



Beeple's Influence, Creativity and the Future of Digital Art.

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Cinema 4D Featured on the Cover of TIME Magazine!

New York, Friedrichsdorf, April, 29, 2021: On April 2, 1965 *TIME* put computers on its cover, predicting that the machines would irrevocably change the way Americans live and work. They weren't wrong. Fifty-six years later on April 27, 2021 computers have again made the [cover](#), this time featuring in-process digital artwork by Mike Winkelmann (aka [Beeple](#)) inside Cinema 4D for a story "on the future of business and the digitization of everything," *TIME*'s Creative Director D.W. Pine explained.

TIME chose Winkelmann, and his mid-process artwork made with Cinema 4D

and OctaneRender, because the popular South Carolina-based artist has always been a leader in the digital art world. But Winkelmann became a household name in March when he made headlines around the world after selling a collection of the artwork he's been making every day for thirteen year, *Everydays – The First 5000 Days*, for \$69 million dollars at Christie's auction house.

Now one of the top three valuable living artists – behind Jeff Koons and David Hockney – Winkelmann is credited with not only changing the perceived value of digital art; he's also brought NFT's (non-fungible tokens) and crypto art into the mainstream. "It's the start of a new chapter in art history where people take digital art very seriously, like they would any other art form that is collected and valued at very high levels," Winkelmann told Maxon recently.

That's good news for the future of digital art and artists who would like to try selling some of their personal artwork. And as the world increasingly becomes a mix of virtual and real, the possibilities for what artists can create (and sell) with their tools seem exciting and endless.

"Our entire mission at Maxon is to help artists tell their stories," says CEO David McGavran. "To see Mike succeed in such a way is a confirmation of what Maxon is doing. We celebrate his success and feel honored that Mike chose to include Cinema 4D in his *TIME* cover design. It's a testament to the hard work of our amazing team who have put their hearts into creating great tools for artists."

About the Nemetschek Group

The Nemetschek Group is a pioneer for digital transformation in the AEC/O industry. With its intelligent software solutions, it covers the entire lifecycle of building and infrastructure projects and guides its customers into the future of digitalization. As one of the leading corporate groups worldwide in this sector, the Nemetschek Group increases quality in the building process and improves the digital workflow of all those involved in the building process. Customers can design, build and manage buildings more efficiently, sustainably and resource-saving. The focus is on the use of open standards (OPEN BIM). The portfolio also includes digital solutions for visualization, 3D modeling, and animation. The innovative products of the 15 brands of the

Nemetschek Group in the four customer-oriented segments are used by approximately six million users worldwide. Founded by Prof. Georg Nemetschek in 1963, the Nemetschek Group today employs more than 3,000 experts.

Publicly listed since 1999 and quoted on the MDAX and TecDAX, the company achieved revenue amounting to EUR 596.9 million and an EBITDA of EUR 172.3 million in 2020.

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