

NEWS RELEASE

1 November 2023

ATP, ARTCHILD & HONOR TITUS UNVEIL WORLD FIRST CUSTOMISABLE TENNIS POSTER AT 2023 NITTO ATP FINALS

LONDON – ATP & digital art platform Artchild have partnered to launch POSTERS, limited edition tennis posters customisable by fans. The collaboration kicks off at the season-ending Nitto ATP Finals (12-19 November) with an Official Poster by acclaimed artist Honor Titus.

Honor Titus is a visual artist based in Los Angeles, California. A passionate tennis fan and player of the sport, Titus often makes tennis the subject of his internationally exhibited paintings, using the game as a lens for broader reflection on society. His innovative collaboration with ATP and Artchild builds upon a longstanding tradition of iconic sporting posters, collected by fans across generations.

Fans will be able to customise and purchase their own versions of the Nitto ATP Finals Official Poster, using the Artchild digital canvas and artist-curated colour palettes. Each will come to life as a physical print, shipped to fans' homes, paired with a digital collectible **powered by Polygon**. A selection of these fan-customised posters will go on to be showcased live at the Pala Alpitour arena, home of the Nitto ATP Finals.

The Official Poster and digital counterpart, in the original version designed by Honor Titus, will be available for purchase exclusively during the 2023 Nitto ATP Finals.



2023 Nitto ATP Finals Official Poster by Honor Titus

NEWS RELEASE

“Tennis inspires me deeply. It is so very rich with history and elegant nuance that it makes for an excellent subject for the artist. The lines between intensity, order and insanity are as thick as the service line.” – Honor Titus



Honor Titus photographed at the Beverly Hills Tennis Club © Mikayla Jean Miller

The world's top singles players competing at the 2023 Nitto ATP Finals will customise their own version of the Official Poster. These special one-of-a-kind versions will find their way to fans via an online auction during the tournament with all proceeds supporting an environmental sustainability initiative that promotes green spaces in the city of Turin.

ATP Director of Communications and Web3 Mark Epps said: “POSTERS is all about connecting fans with major moments in tennis. We were inspired by the idea of a creative experience that gives everyone a chance to be part of the story. And, to reimagine one of the most iconic collectibles in tennis culture: the tournament poster. We would like to thank Honor Titus and Artchild for bringing that vision to life.”

The 2023 Nitto ATP Finals Official Poster will be available for a limited time only, online and on site at the Nitto ATP Finals Fan Village during the tournament (12-19 November). Each poster, which includes a premium print and digital collectible, will be priced at \$50 plus postage. Collectors of LOVE, the ATP's digital art collection from the 2022 Nitto ATP Finals, will be eligible to claim one customisable poster per token.

To register for updates and to customise your Nitto ATP Finals Official Poster, visit www.artchild.com.

###

Media Contacts:

NEWS RELEASE

ATP: mark.epps@atptour.com
Artchild: christina@artchild.com
Honor Titus: juliet@reiberpr.com

About The ATP

As the global governing body of men's professional tennis, the ATP's mission is to serve tennis. We entertain a billion global fans, showcase the world's greatest players at the most prestigious tournaments, and inspire the next generation of fans and players. From the United Cup in Australia, to Europe, the Americas and Asia, the stars of the game battle for titles and Pepperstone ATP Rankings points at ATP Masters 1000, 500 and 250 events, and Grand Slams. All roads lead towards the Nitto ATP Finals, the prestigious season finale held in Turin, Italy. Featuring only the world's top 8 qualified singles players and doubles teams, the tournament also sees the official crowning of the year-end ATP World No. 1, presented by Pepperstone, the ultimate achievement in tennis. For more information, please visit www.ATPTour.com.

About Honor Titus

Honor Titus (b. 1989, Brooklyn, New York) is an American artist who lives and works in Los Angeles. Recent solo exhibitions include *Ornamental Distance*, Longlati Foundation, Shanghai, China (2023); *Advantage In*, Gagosian, Beverly Hills, CA, USA (2023); *Bourgeoisie in Bloom*, Timothy Taylor, London, UK (2022); *Spotlight: Honor Titus*, The FLAG Art Foundation, New York, NY, USA (2022); *For Heaven's Sake*, Timothy Taylor, New York, NY, USA (2021); and *Goodness Gracious*, Henry Taylor Studio, Los Angeles, CA, USA (2020). Titus's work features in the collections of the Dallas Museum of Art, Dallas, TX, USA; the Longlati Foundation, Shanghai, China; the Nasher Museum of Art at Duke University, Durham, NC, USA; and the Royal Collection Trust, UK among others. In June 2023, Titus was among ten internationally acclaimed artists commissioned by His Majesty King Charles III to contribute portraits honouring pioneering members of Britain's Windrush Generation. The unveiling of the artist's portrait followed closely on the heels of his first monograph featuring texts by writers Durga Chew-Bose and Klaus Ottmann as well as artist Henry Taylor.

About Artchild

Artchild is a curated digital art platform, offering unique artworks made for you and by you, in collaboration with the artist. Collectors are given the opportunity to co-create with artists to find their ideal version of the artist's original. Using our interactive digital art canvas collectors can choose the combination and arrangement of colour on the artwork of their choice. We offer both prints shipped to your home and artworks sold as digital works on the blockchain. Discover more on Artchild.com.

About Polygon Labs

Polygon Labs develops Ethereum scaling solutions for Polygon protocols. Polygon Labs engages with other ecosystem developers to help make available scalable, affordable, secure and sustainable blockchain infrastructure for Web3. Polygon Labs has initially developed a growing suite of protocols for developers to gain easy access to major scaling solutions, including Layer 2s (zero-knowledge rollups), sidechains, app-specific chains and data availability protocols. Scaling solutions that Polygon Labs initially developed have seen widespread adoption with tens of thousands of decentralized apps, unique addresses exceeding 350 million, 1.6 million smart contracts created and 3 billion total transactions processed since inception. The existing Polygon network is home for some of the biggest Web3 projects, such as Aave, Uniswap, and OpenSea, and well-known enterprises, including Robinhood, Stripe and Adobe. Polygon Labs is carbon neutral with the goal of leading Web3 in becoming carbon negative. If you're an Ethereum Developer, you're already a Polygon developer! Leverage Polygon's fast and secure txns for dApps you develop, get started [here](#).