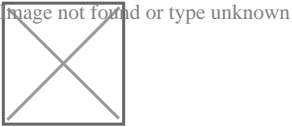


An exclusive Whitney Houston NFT collection will be sold via Non-fungible token (NFT) platform OneOf.



The exclusive collection includes an early unreleased full-length song demo recording that Houston made at age 17.

Described as a OneOf One Iconic item, the recording will be auctioned in December, with auction details revealed on December 1 at [OneOf.world](#), a two-day immersive art, music and NFT experience during Miami Art Week.

OneOf [raised \\$63 million](#) in a seed round in May from prominent tech and music industry veterans.

[The platform](#) was co-founded by tech entrepreneur [Lin Dai](#), digital media executive [Joshua James](#), and music industry veteran [Adam Fell](#), in partnership with Quincy Jones and Quincy Jones Productions.

According to OneOf, the winner of [the auction](#) will have personal access to this recording in their 'OneOf Vault' along with a digital video created by breakout 17-year-old artist Diana Sinclair.

Proceeds from the sales of the collection will go to the non-profit Whitney E. Houston Foundation.

The Whitney Houston OneOf collection also includes thousands of fixed-price NFTs, including archival photos from Houston's early life and career

The new NFT collection arrives on the heels of OneOf's three-year partnership with the GRAMMY Awards.

The OneOf platform launched in August with the iHeartRadio Music Festival, and its debut artist collection featured a 26,000 token release from Doja Cat.

An auction for the "one-of-a-kind" item in her collection sold for \$188,000, making it the single largest auction transaction on Tezos, the blockchain protocol on which OneOf is built.

"I'm excited to see Whitney's legacy and her wonderful music expand into bold new technology of this era."

Pat Houston, Estate of Whitney E. Houston

“I’m excited to see Whitney’s legacy and her wonderful music expand into bold new technology of this era,” said Pat Houston (Executor, Estate of Whitney E. Houston).

“It was a joy partnering with 17-year-old Diana Sinclair and watching the artistry of Whitney’s music influence a new generation.”

“Before shooting, I spent a lot of time consuming not only the music that Whitney sang, but also the visuals that surrounded her.”

Diana Sinclair

Artist Diana Sinclair, said: “Before shooting, I spent a lot of time consuming not only the music that Whitney sang, but also the visuals that surrounded her.

“Whether that be from photoshoots or her music videos, I saw a common theme in a lot of her work, the empowerment of Black women. One of my favorite examples of that was in the music video for her song, *I’m Every Woman*.

“Whitney’s talent and presence stands out a lot to me as a young Black woman in the arts. It’s empowering to me to see such positive (often playful) depictions of Black women in media, and matriarchal love and perseverance, like in the *Greatest Love of All* music video and song.

“In the artworks I created, I wanted to highlight those sides of Whitney in the upper tiers, and then create animation work that simply let Whitney shine while touching on the colorful playful energy she had throughout her career.”

“Whitney is an icon for the ages.”

Joshua James, OneOf

Joshua James, OneOf co-founder, said: “Whitney is an icon for the ages.

“We couldn’t be more excited to be releasing this historical song from the very beginning of her journey as an artist.” Music Business Worldwide

Source: [Quincy Jones-backed platform OneOf to auction unreleased Whitney Houston recording as an NFT](https://news-wire.com/quincy-jones-backed-platform-oneof-to-auction-unreleased-whitney-houston-recording-as-an-nft/)