

# World-Renowned Artist May Pang Presents John Lennon's Lost Weekend Experience, The "Walls and Bridges" NFT Collection, in Partnership with McCartney Multimedia and Oasis Digital Studios

*Exclusive collection of never-before-seen photographs of John cinematically enhanced and created with AR-technology to be sold as limited edition, Non-Fungible Tokens (NFTs)*

TORONTO and VANCOUVER, BC and ERIE, Pa. and LOS ANGELES and NEW YORK, May 10, 2021 /CNW/ - [Liquid Avatar Technologies Inc.](#) (CSE: LQID) (OTC: TRWRF) (FRA: 4T51), [ImagineAR Inc.](#) (CSE: IP) (OTCQB: IPNFF), [McCartney Multimedia Inc.](#) and [Oasis Digital Studios](#) proudly announce a truly historical collaboration, revealing new, never-before-seen photos of Rock Legend, John Lennon, that drops for viewing today, as part of an exclusive group of 15 limited edition photographic and animated NFTs with AR enhancements, that recount the original inspiration of John's **Walls and Bridges** album cover art. Music enthusiasts and John Lennon fans will be able to purchase these NFTs in two special offerings, as original format, variations, and cinematics, starting May 19<sup>th</sup>, gaining digital ownership of a representation of a very personal time in his life. Most of these photos have never been seen publicly before and have been preserved as part of music history.

*"I'm proud to share these portraits of John, which became the inspiration for the Walls and Bridges album artwork as NFTs, allowing music fans and collectors the opportunity to own a piece of music history," said May Pang, artist, and ex-partner of John Lennon. "I have kept them in my personal collection for almost 50 years and I am excited to present them in this new and innovative form. I know that John, a man of music and art who was always well ahead of his time, would have been excited to experience the emergence of NFTs."*

This commemorative moment is made possible through [Oasis Digital Studios](#). A preview of the collection has been made available, as of Sunday, May 9<sup>th</sup>, marking John's affinity for the number 9 at <https://oasisdigitalstudios.com/nft-marketplace/>

*"We are very excited to launch this historical collaboration showcasing, through NFTs and augmented reality, an amazing time in John and May's life and work together," stated David Lucatch, Managing Director of Oasis and CEO of Liquid Avatar. "It's been an honor to work with May to share this personal collection of hers during a very cherished time in her and John's life and open them to music fans around the world as cinematically and Augmented Reality enhanced NFTs. We're grateful and honored to be able to bring these iconic photos to millions of John's fans around the world."*

## Walls and Bridges Album Cover Artwork – The Unknown Story.

The album cover for **Walls and Bridges** featured some of John Lennon's childhood drawings, including one portraying a game of football, specifically the goal scored by George Robledo in the 1952 FA Cup Final. That drawing also featured Newcastle United's number 9, Jackie Milburn; as a child, John lived at 9 Newcastle Road and it, along with his birth date, October 9<sup>th</sup>, fueled a lifelong fascination with that number. The album also features a series of photos of Lennon's face with different expressions. The front cover contained two flaps which, when folded, created several interchangeable "Lennon faces," some of them silly. **This is where May came in.**

While discussing the creation of the album cover, John and May had an idea. They went up to the rooftop of the Record Plant Studios where he was recording at 321 W. 44<sup>th</sup> Street in NYC, and she started to take fun and candid photographs of John with her Nikon 35mm camera, capturing the playful essence that was the true John Lennon.

When the photos were developed, which you see now on the official landing page for the sale of these images as NFTs, they were well-received, but the 35mm format was not the right size for the album design requirements, and unlike digital images today, nothing could be done to change that back in 1974.

New photographs were taken by photographer Bob Gruen, based on the concept and designs that John and May created and the final art for the album was credited to Capitol's in-house designer Roy Kohara. May's photographs of John are a combination of works done both at the Record Plant Studios and John and May's home rooftop.

## Walls and Bridges – The Album

In September 1973, while separated from 2<sup>nd</sup> wife Yoko, John and May Pang left New York for Los Angeles to promote **Mind Games** and began an 18-month relationship, which John affectionately and publicly referred to this period of his life as his "Lost Weekend."

While there, John embarked on a recording project -- a collaboration with Phil Spector, to record and produce an album of the old rock 'n' roll songs that inspired John to become a musician. The album, **Rock 'n' Roll**, was ultimately completed in New York using the same musicians he used on **Walls and Bridges**.

**Walls and Bridges** was John's fifth studio album and captured his mindset and feelings in the midst of the "Lost Weekend." The album was released by Apple Records on September 26, 1974 in the United States and on October 4, 1974 in the United Kingdom. **Walls and Bridges** was an American #1 album in all three trade papers, **Billboard**, **Cashbox** and **Record World** and included two hit singles, "Whatever Gets You Thru the Night" which hit #1 and was John's first and only number-one hit as a solo artist in his lifetime and "#9 Dream" which fittingly peaked at #9 on the Billboard Hot 100, and #23 on the British singles chart.

The **Walls and Bridges** album was certified gold in the US and silver in the UK. As a surprise from John, May was awarded an RIAA, Recording Industry Association of America Gold Record for her contributions to the album.

## About May Pang

May Pang was born in 1950, the daughter of Chinese immigrants, she grew up in New York's Spanish Harlem. May is best known for her 18-month relationship with John Lennon, often referred to as "The Lost Weekend" and her subsequent marriage to music producer, Tony Visconti. May is also a successful photographer, author and jewelry designer with her work represented around the world. Her intimate and truthful portraits of John Lennon during their time together are of significant importance, with rare images of John and his first son, Julian. In addition to working for Apple Records and Lennon, May also worked in music publishing / A & R for Island Records and United Artists. In 2010 May launched her own line of Feng Shui jewelry and subsequently the Linda Mai collection, an exquisite range inspired by her mother's extraordinary dress sense and jewelry designs, crafted entirely from vintage Swarovski crystals that her mother used back in the day.

## About Oasis Digital Studios Limited – <https://oasisdigitalstudios.com/>

Oasis Digital Studios Limited ("Oasis") brings together leading individuals and organizations in blockchain technology, computer graphics, augmented reality, entertainment, art, sports, gaming, music, media, comic book, memorabilia, and pop culture arenas to support the fast-paced and growing NFT marketplace. The Oasis business model is to create storytelling, experiential and collectible partnerships with artists, sports personalities, talent, brands, and commercial enterprises to create digital offerings and digital / physical product programs via NFTs.

Oasis uses multimedia, cinematics, animations, and other techniques to create unique products together with the latest Augmented Reality and virtual technologies to tell the Artist and Talent stories providing immersive experiences for NFT collectors. The Oasis AR Enhanced NFT experience, powered by ImagineAR, will be available exclusively through the Liquid Avatar Mobile App, which features the ability for users to create digital icons that allow them to manage, control and create

value from their biometrically verified digital identity, and is available on Google Play and in the Apple App Store.

**About McCartney Multimedia, Inc.** - <https://mccartney-multimedia.com/mccartney-multimedia-inc>

McCartney Multimedia, Inc. is a full-service Creative Digital Agency. As early pioneers in web design since 1995, McCartney now offers branding, web development, identity development, hosting, social media strategy and management, creative marketing campaigns, digital PR, database design, e-commerce, video production and mobile app creation and NFTs.

McCartney's other endeavors include [McCartney Studios](#), that brings together Dr. Angie McCartney, Ruth McCartney and Martin Nethercutt who have backgrounds in the music and entertainment industries, the division reps, directors, DPs Eps and creatives and has over a dozen show in development on their slate. Today, McCartney Studios focuses on storytelling, branding and visual media while the McCartney Group GmbH, based in Vienna, Austria specializes in European Sports and Artists management.

For more information, please visit: <https://mccartney-multimedia.com/>

**About ImagineAR – [www.imaginear.com](http://www.imaginear.com)**

ImagineAR Inc. (CSE: IP) (OTC: IPNFF) is an augmented reality (AR) platform, [ImagineAR.com](http://ImagineAR.com), that enables businesses of any size to create and implement their own AR campaigns with no programming or technology experience. Every organization, from professional sports franchises to small retailers, can develop interactive AR campaigns that blend the real and digital worlds. Customers simply point their mobile device at logos, signs, buildings, (products, landmarks and more to instantly engage videos, information, advertisements, coupons, 3D holograms and any interactive content all hosted in the cloud and managed using a menu-driven portal. Integrated real-time analytics means that all customer interaction is tracked and measured in real-time. The AR Enterprise platform supports both IOS and Android mobile devices and upcoming wearable technologies. The AR Platform is available as an SDK Plug-in for existing mobile apps.

All trademarks of the property of respective owners.

ON BEHALF OF THE BOARD

Alen Paul Silverstien President & CEO (818) 850-2490

<https://twitter.com/IPtechAR>

<https://www.facebook.com/ImaginationParkTechnologies>

<https://www.instagram.com/iptechar>

<https://www.linkedin.com/company/imagination-park-technologies-inc>

**About Liquid Avatar Technologies Inc.** - [www.liquidavatartechnologies.com](http://www.liquidavatartechnologies.com)

Liquid Avatar Technologies Inc., through its wholly owned subsidiary KABN Systems North America Inc., focuses on the verification, management and monetization of Self Sovereign Identity, empowering users to control and benefit from the use of their online identity.

The Liquid Avatar App, available in the Apple App Store and Google Play is a verified Self Sovereign Identity platform that empowers users to create high quality digital icons representing their online personas. These icons allow users to manage and control their digital identity and Verifiable Access and Identity Credentials, and to use Liquid Avatars to share public and permission based private data when they want and with whom they want. [www.liquidavatar.com](http://www.liquidavatar.com)

KABN North America has a suite of revenue generating programs that support the Liquid Avatar program, including KABN KASH a cash back and reward program that has over 400 leading online merchants and coming soon, an integrated offering engine. In Canada, KABN also has the KABN Visa Card, a "challenger banking" platform that allows users to manage and control a range of financial services for traditional and digital currencies. The Company is currently exploring expansion of the KABN Visa program to other geographic regions, including the USA.

Oasis Digital Studios is a creative and development agency that supports a wide range of artists, talent, and enterprises with Non-Fungible Token (NFT) solutions.

Liquid Avatar Technologies Inc. is publicly listed on the Canadian Securities Exchange (CSE) under the symbol "LQID" (CSE:LQID).

The Company also trades in the US under the symbol "TRWRF" and in Frankfurt under the symbol "4T51"

If you have not already joined our mailing list and would like to receive updates on Liquid Avatar Technologies Inc., please [click here](#) to join!

For more information, please visit [www.liquidavatartechnologies.com](http://www.liquidavatartechnologies.com)

*The CSE has not reviewed and does not accept responsibility for the adequacy or accuracy of this release.*

*All websites referred to are expressly not incorporated by reference into this press release.*

## **Forward-Looking Information and Statements**

This press release contains certain "forward-looking information" within the meaning of applicable Canadian securities legislation and may also contain statements that may constitute "forward-looking statements" within the meaning of the safe harbor provisions of the United States Private Securities Litigation Reform Act of 1995. Such forward-looking information and forward-looking statements are not representative of historical facts or information or current condition, but instead represent only the Company's beliefs regarding future events, plans or objectives, many of which, by their nature, are inherently uncertain and outside of the Company's control. Generally, such forward-looking information or forward-looking statements can be identified by the use of forward-looking terminology such as "plans", "expects" or "does not expect", "is expected", "budget", "scheduled", "estimates", "forecasts", "intends", "anticipates" or "does not anticipate", or "believes", or variations of such words and phrases or may contain statements that certain actions, events or results "may", "could", "would", "might" or "will be taken", "will continue", "will occur" or "will be achieved". The forward-looking information and forward-looking statements contained herein may include, but is not limited to, information concerning the timing for the launch of Liquid Avatar apps, the plans for future features of the Liquid Avatar apps, expected geographic expansion, the ability of the Company to generate revenues, roll out new programs and to successfully achieve business objectives, and expectations for other economic, business, and/or competitive factors.

By identifying such information and statements in this manner, the Company is alerting the reader that such information and statements are subject to known and unknown risks, uncertainties and other factors that may cause the actual results, level of activity, performance, or achievements of the Company to be materially different from those expressed or implied by such information and statements. In addition, in connection with the forward-looking information and forward-looking statements contained in this press release, the Company has made certain assumptions. Among the key factors that could cause actual results to differ materially from those projected in the forward-looking information and statements are the following: failure to obtain necessary approvals in a timely manner or at all; lack of sufficient capital to expand the Company's geographic footprint or to add new features to the Company's offerings; changes in general economic, business, and political conditions, including changes in the financial markets; changes in applicable laws; compliance with extensive government regulation. Should one or more of these risks, uncertainties or other factors materialize, or should assumptions underlying the forward-looking information or statements prove incorrect, actual results may vary materially from those described herein as intended, planned, anticipated, believed, estimated, or expected.

Although the Company believes that the assumptions and factors used in preparing, and the expectations contained in, the forward-looking information and statements are reasonable, undue reliance should not be placed on such information and statements, and no assurance or guarantee can be given that such forward-looking information and statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such information and statements. The forward-looking information and forward-looking statements contained in this press release are made as of the date of this press release, and the Company does not undertake to update any forward-looking information and/or forward-looking statements that are contained or referenced

herein, except in accordance with applicable securities laws. All subsequent written and oral forward- looking information and statements attributable to the Company or persons acting on its behalf is expressly qualified in its entirety by this notice.

View original content to download multimedia:

<http://www.prnewswire.com/news-releases/world-renowned-artist-may-pang-presents-john-lennons-lost-weekend-experience-the-walls-and-bridges-nft-collection-ir>

SOURCE ImagineAR Inc.

View original content to download multimedia: <http://www.newswire.ca/en/releases/archive/May2021/10/c7177.html>

%SEDAR: 00032647E

**For further information:** David Lucatch, Chief Executive Officer, 647-725-7742 Ext. 701, [ir@kabnsystemsna.com](mailto:ir@kabnsystemsna.com); US and Canadian Media Contact: Nicole Rodrigues, NRPR Group, [nicole@nrprgroup.com](mailto:nicole@nrprgroup.com)

CO: ImagineAR Inc.

CNW 08:00e 10-MAY-21