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**GEORG BAK**

Digital Art  
Advisor

**BITCOIN PRICE  
PREDICTIONS 2025:  
BUY OR SELL**

BY LAB51

**ART IN THE AGE OF  
AI & NFTS**

# EDITOR'S NOTE

Dear Reader,

Art is an evolving phenomenon; it is fluid and constant only in that it can never be pinned down. In the era of AI, art is fused with and benefits from technology, which creates entirely new art forms.

Meet Georg Bak, a digital art advisor, to explore the nature of art in the age of NFTs and AI: How is technology reshaping artistic expression, and what does this mean for the future of creativity?

Yours,

*Mark Forster*

Founder & CEO of Adello Group and LAB51Inc.

Chairman of the Metaverse Division at IAB Switzerland, Investor, Speaker and Advisor.





# Bitcoin Price Predictions 2025: **BUY OR SELL?**

LAB51: FOCUS OF THE MONTH

If you have been thinking about starting to invest in cryptocurrencies, you have surely wondered what is the best time to buy or sell them! For those who may be new to this world, given the constant fluctuations in the market, it can be difficult to know when to make a move.

But, knowing when to invest can have a significant impact on your returns, regardless of your level of experience. In this post, we'll examine different strategies for determining the best times to buy and

sell cryptocurrency, making informed judgments, and maximizing your profits.

Bitcoin price changes in 2025 have been everything but consistent. After reaching a new all-time high in January, the market fell in February, leaving investors uncertain about their next move. Should we buy now, wait for more drops, or cash in?

Let us look at a simple and practical analysis.

+10,146.54 (15.51%) ↑ past year

12 Mar, 09:13 UTC · [Disclaimer](#)



Bitcoin chart, 12th March, 2025

## Bitcoin's Market Overview

Bitcoin has been on a financial rollercoaster. It peaked at \$109,356 in January 2025 before experiencing a huge drop. February closed with a dramatic 17.5% decrease, pushing the price below \$80,000 - the largest monthly decline since the 2022 FTX crash.

## Key Market Figures (March 2025)

- **Market Cap:** \$1.723 trillion
- **All-Time High:** \$109,356 (January 2025)
- **Circulating Supply:** 19,832,539 BTC
- **Top Exchanges by Volume:** Binance, Coinbase, Bybit

# What's Next for Bitcoin?

## Short-Term Outlook (Next Few Weeks)

Bitcoin's price has bounced within a volatile range, showing signs of recovery but no clear direction. If you're trading short-term, these are the critical levels to watch:

- **Support:** \$83,600 (daily), \$80,000 (weekly)
- **Resistance:** \$94,500 (daily), \$104,500 (weekly)

## Medium-Term Outlook (Next Few Months)

The February dip shook investor confidence, and Bitcoin's ability to stay above the \$74,000-\$75,000 zone will determine the market trend. A solid hold above this level could indicate a comeback; else, the decline may persist.

## Long-Term Outlook (End of 2025 and Beyond)

Bitcoin has a history of recovering from corrections, but signals of weakness have emerged. If BTC sustains support between \$74,000 and \$75,000, it could spark another rise. However, if that threshold fails, a more severe correction may occur.



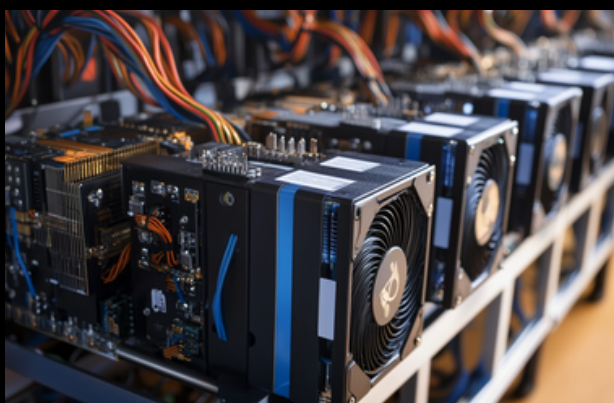
# What factors are impacting Bitcoin's price?

## Institutional Investment & ETFs

The introduction of bitcoin ETFs in early 2024 will make it easier for institutional investors to gain exposure to bitcoin. However, ETF inflows have slowed in recent weeks, showing more cautious investor sentiment.

Leading Bitcoin ETFs (March 2025):

- **BlackRock's IBIT:** \$49.82 billion
- **Fidelity's FBYC:** \$17.70 billion



## Bitcoin Mining Trends

Miners have a big impact on the price of bitcoin by influencing its supply. In mid-2024, many miners began holding onto their BTC, expecting higher prices. However, when Bitcoin started falling in February, miners resumed selling, adding pressure to the market.

## How is the Market Feeling About Bitcoin?

Social media sentiment and investor mood give valuable insights into market trends:

- **Telegram** (Investor Sentiment): 27% Positive, 66% Neutral, 7% Negative
- **LunarCrush Social Metrics:** 41% Positive, 49% Neutral, 10% Negative
- **Market Buzz:** Bitcoin still dominates crypto discussions, but investor confidence has weakened.

## Should You Buy or Sell Bitcoin in 2025?

- **For short-term traders:** Be cautious! The market is unpredictable, and BTC is swinging between highs and lows.
- **For medium-term investors:** Watch the \$74,000–\$75,000 range closely. If Bitcoin bounces from there, it might be a good entry point.
- **For long-term holders:** Bitcoin has a history of surviving downturns and coming back stronger. If you have confidence in the future, holding on during volatility may be helpful.



### Bottom Line

Bitcoin's journey to 2025 has been a combination of record highs and sharp declines, highlighting the unpredictable nature of the market. Long-term believers may still see potential for growth, but it is unwise to ignore the warning signs of market instability.

Bitcoin's bull run may not be as strong as it once was given recent price declines, changing institutional sentiment, and shifting public interest.

Following historical patterns is not enough to be successful in cryptocurrency investing;

one must also be able to identify when things are changing. Keeping up with changes in prices, macroeconomic conditions, and investor mood will be critical to surviving this unstable environment.

Ultimately, there is no one-size-fits-all approach. Your financial goals and risk tolerance determine the decision to buy, sell, or hold. The advice of a financial expert may help you make a better decision when there is so much confusion.



# ART IN THE AGE OF AI & NFTs

*NFT, AI, and digitalization are converging art in groundbreaking ways. Such a digital revolution in the artistic fields broadens new horizons, but at the same time raises questions about art value and ownership. In this interview, we explore how AI is redefining artistic creation, the role of NFTs, and what the future holds for the intersection of technology and art.*

INTERVIEW WITH GEORG BAK



## Could you please introduce yourself and tell about your professional background?

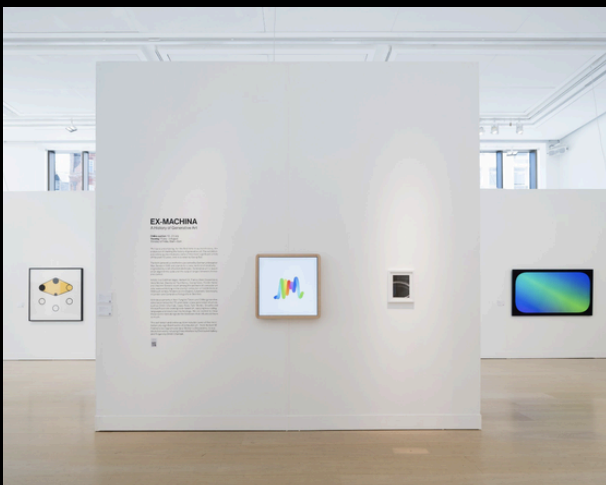
I come from a traditional art background and started my career at Hauser + Wirth in Zurich and London. Subsequently, I developed an interest in digital art. I became a pioneering curator of crypto art, discovering artists such as **Larva Labs**, **Robbie Barrat**, and **David Young** very early in their careers. Exhibitions such as „**Perfect & Priceless. Value Systems on the Blockchain**“ (2018), „**Automat und**



*Crypto Punks by Larva Labs*













*Digital Art Mile's Debut During Art Basel, Switzerland*



*Ex Machina. A History of Generative Art Exhibition*

**Mensch**“ (2019) at Kate Vass Galerie in Zurich and „**Ex Machina. A History of Generative Art**“ (2022) at Phillips London have kicked off many artists' careers, who count among the most successful digital artists nowadays.

Last year, I launched „**The Digital Art Mile**“ in Basel together with my business partner. This is the first digital art fair at the time of Art Basel.

1		Courtyard.io	< 0.01 ETH	322 ETH	6		Honey Comb	0.13 ETH	12 ETH
2		Gemesis	0.04 ETH	27 ETH	7		bullas	25.49 BERA	1,902 BERA
3		SeaPunks	< 0.01 ETH	22 ETH	8		Memeland Capt...	0.88 ETH	76 ETH
4		Lil Pudgys	1.04 ETH	167 ETH	9		Memeland Potat...	0.32 ETH	25 ETH
5		MetaWinners	0.13 ETH	16 ETH	10		Azuki Elementals	0.26 ETH	30 ETH

*Trending NFTs 2025, OpenSea*

## As a curator, could you please explain why art buyers are drawn to digital art and NFTs, even though these works are intangible? What aspects contribute to their value?

Digital art is the medium of our time, and it does not necessarily have to be intangible. Some artworks are plotter drawings, photographs, or prints. Quite often, the value lies in the ownership of the NFT, but you can display and enjoy the artwork

however you want. You can print the artwork, for example, at a size you wish or just keep it in your wallet if you don't want to display it. Art is not always being bought to hang it up on your walls, but sometimes serves as pure investment.

## There is an opinion that the public interest in NFT is declining. If so, how does it influence the NFT art environment?

The digital art market has shrunk to a healthy size, and buyers are mostly passionate digital art collectors rather than speculators who are only in for the money. There are better conversations about art happening and institutions are showing more interest towards digital art which is a

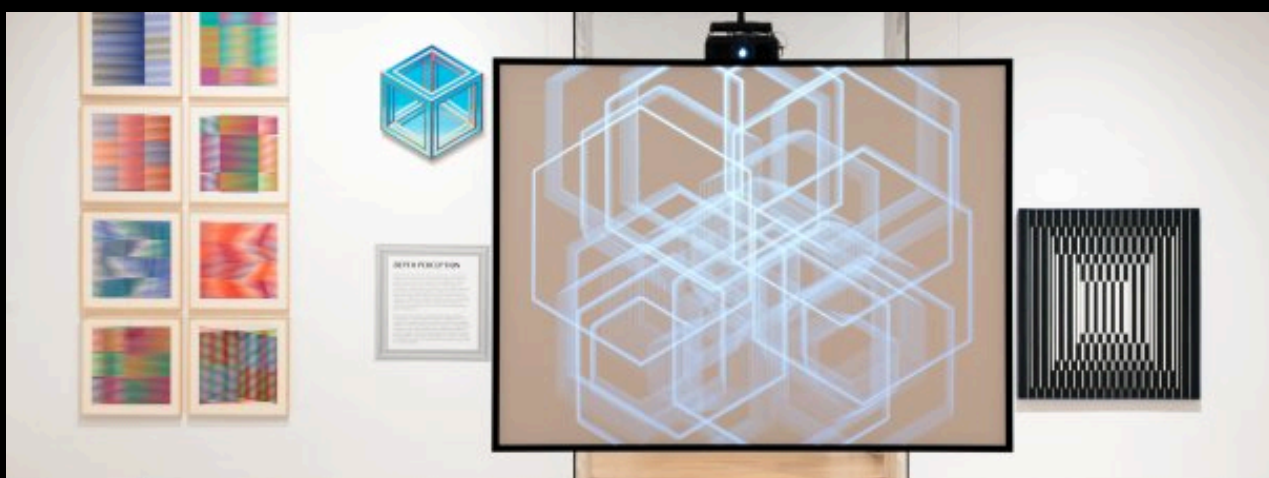
positive sign. Although we have lost some important marketplaces and online magazines, there is still a community around which keeps the conversation about NFTs going and the market is building up slowly again.

## What do the NFT exhibitions look like in museums today? What are some prominent exhibitions happening right now around the world?

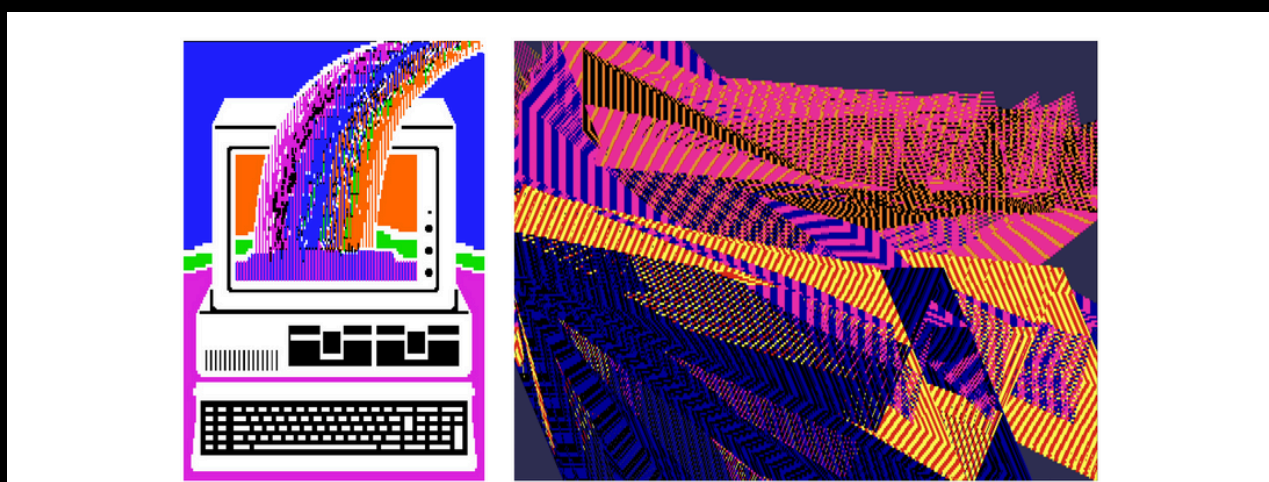
We must be aware that the NFT is in most cases just a proof of ownership and not the actual artwork. Therefore, we should speak about digital art rather than NFTs.

We have seen several digital art exhibitions, including NFTs such as „**Electric Op**“ at the Buffalo AKG Art Museum last year, for example.

Currently, several great digital art exhibitions are being shown worldwide such as „**Radical Software**“ at Kunsthalle Wien, „**Electric Dreams: Art and Technology Before the Internet**“ at TATE Modern and „**Digital Witness**“ at the Los Angeles County Museum. The Jeu de Paume in Paris will open an AI show in April, „**Le Monde Salon L'IA**“.



*Electric Op exhibition*



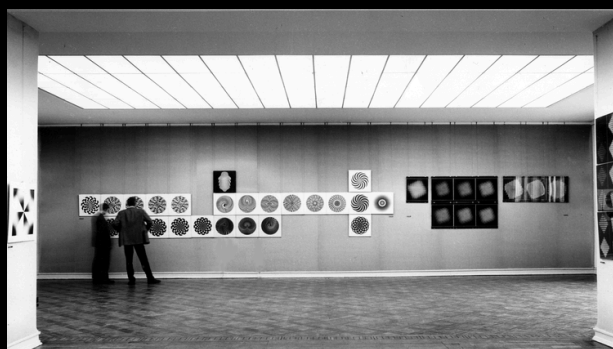
*Radical Software exhibits*

## One of the directions you are working on is generative photography. Would you like to explain what it is and how it is different from other generative art?

The term „**generative photography**“ was coined by Gottfried Jäger in 1968 during an art exhibition of the same title at Kunsthaus Bielefeld, where he showed his pinhole structures alongside artworks by Hein Gravenhorst, Kilian Breier and Pierre Cordier.

Generative photography is about using a set of mathematical rules (program) to create images that look like patterns by using photo-mechanical or photo-chemical methods. In the early days, the artworks were all created analogue, although most of the artists invented their own little machines.

The evolution of generative photography led to what we would call nowadays AI or „**Promptography**“ (a term coined by Boris Eldagsen).







*Exhibition Generative Fotografie, Kunsthaus Bielefeld*

## In your view, how does generative AI art challenge traditional notions of creativity?



Artists are using new AI tools and learning how to master them. The process is the same as before. It starts with imagination and is followed by a dialectic process, which can take several steps, where artists mix different AI tools, for example.

Museums are certainly interested in the topic of AI art. Many digital art exhibitions have been shown in museums worldwide, and they are also collecting digital art.

			
<p>LOT 1 HAROLD COHEN (1928-2016) Untitled (I23-3758)</p>	<p>LOT 2 ROBBIE BARRAT (B. 1999) AND RONAN BARROT (B. 1973) Infinite Skull #21</p>	<p>LOT 3 HOLLY HERNDON (B. 1980) AND MAT DRYHURST (B. 1984) Embedding Study 1 &amp; 2 (from the xhairymutantx series)</p>	<p>LOT 6 REFIK ANADOL (B. 1985) Machine Hallucinations - ISS Dreams - A</p>
<p>Estimate USD 10,000 - 15,000 Starting bid USD 9,000</p>	<p>Estimate USD 10,000 - 15,000 Starting bid USD 10,000</p>	<p>Estimate USD 70,000 - 90,000 Current bid - 2 bids USD 70,000</p>	<p>Estimate USD 150,000 - 200,000 Current bid - 1 bid USD 150,000</p>
<p>Closing: 1 day</p>	<p>Closing: 1 day</p>	<p>Closing: 1 day</p>	<p>Closing: 1 day</p>

*CHRISTIE's lots of AI auction*

## What impact do you see AI-driven art having on the broader art market and collector interest?

AI is an interesting new genre and art movement. **CHRISTIE's** has launched the first auction focusing only on AI. It is a great momentum in the history of art and a great opportunity for art collectors to build an important art collection. I think we all know that AI is probably the most important art movement of our time, and I am already

observing how tech nerds are creating timelines on the evolution of AI and publishing them on X. Especially 2015 was an instrumental year for AI, when **AlignDraw** (first text-to-image), **Deep Dream**, **Neural Style Transfer** and **GANs** were first used to create works of art.

## Looking ahead to 2025, what major trends will shape the NFT and generative AI art landscape, in your opinion?

I see AI as a big trend, especially from 2015 to 2018.

It is also worth watching the careers of some outstanding artists such as Sam Spratt, Kim Asendorf and Operator.



*Wormfood by Sam Spratt*

# GEORG BAK

## DIGITAL ART ADVISOR

Georg Bak is an art advisor and curator specializing in digital art, NFTs, vintage computer (1960s), and generative photography. After graduating as a lawyer, he started his professional career in the art market in senior positions at Hauser & Wirth in Zurich and London and subsequently became an art advisor for LGT Bank in Switzerland before he co-founded his gallery SCHEUBLEIN + BAK in Zurich.

In the past years, he has been working as an independent art advisor for blockchain startups and NFT platforms. At the same time he was curating seminal NFT art exhibitions such as "Perfect & Priceless. Value Systems on the Blockchain" (2018) and "Automat und Mensch" (2019) at Kate Vass Gallery in Zurich, where he introduced artists such as Larva Labs, Robbie Barrat, Sarah Friend, Manolo Gamboa Naon, Helena Sarin, Rhea Myers, Herbert W. Franke, Gottfried Jäger and many more to the art market. He also curated the "Sealed Cryptopunks" sale at Sotheby's and "Ex Machina. A History of Generative Art" at PHILLIPS in London.

As an expert in digital art, he has been serving on the board of several museums, art fairs, and institutions such as the HeK (House of Electronic Arts) Basel, MoCDA (Museum of Contemporary Digital Art), CADAF (Contemporary Art & Digital Art Fair), AIS (Art Identification Standard), Rare Art Festival 2 New York and the Vancouver Biennale's Art Project 2020. He was also on the curatorial board of Art + Fintech 2.0 in 2021 and co-founded the annual conference NFT ART DAY ZRH. In 2024 he co-founded the Digital Art Mile in Basel.



*Georg Bak (on the right) with his colleague*



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