



CLOWNCARD: Meet the only card that's as unique
(and single) as you

CLOWNCARD.

LITTLE



BIGGIE

CUTIE



What Is?

CLOWNCARD is an art-and-technology project designed for social expression. We are redefining personal networking by merging whimsical physical keychains with advanced digital integration. We start with a playful narrative: the "Clown License" a physical representation of one's current social standing (e.g., Single or Taken), paired with a frictionless digital gateway to their unique identity.



The Physical Products

- The Licensed Clown Keychain:
 - Material: Premium 3mm double-sided clear acrylic, ensuring depth, rigidity, and vivid print quality for our detailed clown art.
 - Dimension: A perfectly portable 6cm x 4cm (approx. 2.3" x 1.5").
 - Weight: Featherlight, approximately 25 grams, including the durable metal claw clasp.
 - Designs: Launching with several stylized clown avatars, each serving as a "License" to a specific social state (starting with the "Single License"). Taken License pairs will follow.
- The Digital License Card:
 - Material: Thickened, double-layered, matte-finish Manila cardstock, offering a premium, smooth-touch alternative to standard plastic cards. It feels artisanal.
 - Technology: Discreetly embedded with an NTAG213 NFC chip for instant, contactless data transmission.



The Digital Experience: Personalized 3D Profile

Upon purchasing a CLOWNCARD set, the user receives a physical card linked to a unique web ID. This gateway leads to:

- **A Unique User Profile:** A custom-hosted web landing page showcasing the user's name, interests, bio, and direct links to their social media handles.
- **Interactive 3D Preview:** Each webpage features a real-time, rotatable 3D model of their specific purchased keychain and card, creating a truly personalized digital twin experience.



for more information, visit:

<https://clowncard.nfnaa.dev/>