NEAR METAVERSE MAGAZINE

METAVERSE EVENTS

Know daos from near: Cudo dao

NFTS AND THE REINVENTION OF BRANDS IN THE METAVERSE

COOLEST NEAR NFT MINTS

WHAT IS IN THIS NUMBER

WHO IS WHO IN THE NEAR METAVERSE MAGAZINE

BeetleJuice is Brazilian, a designer and an artist. She works with 3D art, visual comunication and editorial design. She also works in education, gaming, service design and other projects.

The Philosopher is a Brazilian web3 enthusiast. He is an academic teacher of logical philosophy. He ideates and executes many innovative projects in both the metaverse and physical world. He is passionate about transforming ideas into reality.

BEETLEJUICE

THE PHILOSOPHER

It all started as a teenager when I was invited to create posters for punk shows, opening a connection with the world of tattoo, illustration and visual art for over 15 years. My authorial art travels through Candomblé to Buddhism, mythologies, psychedelics, retro sci-fi, esoteric surrealism. Nerd and passionate about my work, always looking for new inspirations.

Beet is Cameroonian, passionate about creative expression, and an eternal padawan. Music, writing, reading, video games, poetry, wordplay, food, sports, and mobile photography are some of the things you'll catch him creatively engaged in on a daily. Mamba mentality, a state of no mind, and an unfettered mind are some of the ideals he believes in and strives for.

DUX is an ecosystem of opportunities and boarding on Web3, facilitator and accelerator of diverse meta-ventures, among the largest communities of players and games in blockchain in Latin America, focused on the development of disruptive technologies and infrastructure for the construction of the new generation from Internet.

C0D3

BEET

DUX

Heverton Harieno is Brazilian, bachelor's degree in Journalism from UNA University Center and a master's degree in Political Science from the University of Beira Interior (UBI), in Portugal. He has experience as a Videomaker, Process Analyst, Cultural Producer, Music Producer, Screenwriter and Director.

His biography already includes one medium-length film, 4 albums signed by him and audiovisual projects in over 5 countries conducted by his brand CUDO FILMES. He is a collaborator of the blog Depósito Apenas and a musician of the "See More Glass Project".

In short: Political Scientist, Journalist, Editor, Musician, Writer, all in constant evolution...

Jonadas Techio is a certified Blockchain Solutions Architect and Web3 Evangelist at Axur Cybersecurity (axur.com). He is also a senior researcher, with more than 11 years of academic experience working at the Federal University of Rio Grande do Sul, University of Chicago and University of Leipzig. He is the author of the ebook "Digital Risks in Blockchain and Web3", available for free download at https://bit.ly/3G33wTO. He is also the author of the TecnoFilo podcast.

You aren't really reading this are you? There's nothing you could learn about the author that is worth the remembrance, I can assure you. Woodward the writer isn't that interesting or even likeable a person, he never has been. With this in mind, he has painstakingly strived to remain outside of his own work… not sharing much of himself that isn't purposely vague or broad. The writer attests that he doesn't matter, his life and personal opinions irrelevant compared to the chain. "The chain is always right " is a motto he adheres to regularly, attesting to his belief that Web3 could serve as a possible Panacea to many of the system problems the world encounters. When he isn't working, he spends his time learning to fight, play music, fix cars and the sciences.

HEVERTON

JONADAS

WOODWARD

METAVERSE: WHAT IS

BY: WOODWARD FOREST-LICH

In this time of Bear markets, uncertainty and doubt, a voice of perspective from within it can be refreshing. With this in mind, Metaverse Magazine(change the name as you wish) presents you with a personal journal from a member of the Web 3 via the NEAR ecosystem: Woodward Forest-Lich. A writer, lifelong learner and crypto enthusiast for the better part of a decade, Woodward offers his perspective on crypto and the metaverse alike. From his experiences and adventures in learning the inner workings and minute details of his projects, to his blunders and lessons acquired during his independent endeavors in mastering W3, he takes you along a weekly (monthly or any amount of time you name) editorial of his first hand accounts.

It's a place where the limits of reality are your own imagination.
Wade "Parzival" Watts, "Ready Player One"

What is the Metaverse?

Imagine spending a day doing anything; freedom of seeing anyone, being anywhere… even places that don't exist in our plane. Maybe you're young enough to have that dream seem less silly than it did in mine. My closest nerd relations would grind hours of our childhood away on 16 and 32-bit graphical interfaces, dreaming day and night that Pokémon or Zelda could ever be real somehow. It's editing this work on my smartphone, realizing it properly capitalized and punctuated Pokémon that I comprehend how far the culture has come.

"Man, that would be fucking awesome!"
"God, I wish! Castlevania has to be better than school!"
"Never happening… ever. Though I wouldn't mind being spiderman…"

That last one was the most common response for those who tried to be more realistic. In a time when the most real video game we ever played was Doom or Killer Instinct, I can't blame every skeptic and non-believer for finding our banter silly. You likewise can't blame me or anyone like us for wishing though. Who wouldn't rather ditch their class or work; to vanish from their terrible weather and traffic-laden day to save the mushroom kingdom or Midgar from Bowser and Sephiroth? It's coming. In some ways, it's already here…

I first discovered the idea of this with the advent of Second Life, an online multimedia platform by Linden Lab. I was around my late teens when I heard of the concept, but I was intrigued by the premise. I believed at the time we lacked the proper computer and manpower during those days to implement such a project how it deserved. Is the opinion I had any different now? Well…

These days, using the Metaverse as a digital solution to modern problems has made it both more efficient and profitable than physical ones for various reasons. Bloomberg plotted it to reach a valuation of $800 million by 2024. One of the areas where the Metaverse is expected to have an especially significant impact is corporate events. Is that the Meta-utopia I dreamed it would be? No, not in any description… and that's putting it mildly. Is it an insignificant figure that we should easily ignore? Same response.

The Pros for a Person

To truly appreciate what the Metaverse can yield on both sides of an end user, we should evaluate how broad the term "event" can be. While it is true that a more "traditional" event by the standard of the human imagination is some kind of convention or concert, perhaps even a business conference or holiday of some kind can apply. But that is only judging events through the macrocosm of size constraints severely limits its potential for local and international connection.

Participants might use the augmented reality platform to congregate remotely with loved ones and colleagues, thereby promoting interconnectivity and global synergy through the new medium. These people might also feel inclined to partake

in other less expected forms of fare, such as virtual retail stores for Web3 shopping sprees and sales. Attending virtual events can likewise improve morale, exposure, and engagement for much the same reason.

The Pros for a Business

Decentraland, a platform that is rather new to the scene, allows businesses and individuals to trade in virtual real estate for cryptocurrency. This real estate can be exploited for a litany of applications, benefitting both the user and the service. This shows how Web3 and Metaverse-based software can be used as a form of "virtual real estate," encouraging others to participate and congregate.

In addition to allowing for greater attendance, Metaverse events can also be more profitable than traditional ones. Whereas physical events require significant investments of time and money in reserving the space, seating, food, and decor, the Metaverse involves none of this. In contrast, Web3-based solutions cut out almost every middleman while denying almost no one access should they wish for it! The guest or client list could be unlimited, while the wait time for sales or purchases is dramatically shorter.

The Pros for the Planet

To further reinforce the previous point, one of the greatest boons to Metaverse vs. IRL is there are no limits on attendance. Unlimited guest lists accompanied by Remote Attendee Interactive capability make Web3-based solutions the de facto and front runner for the future of business and commerce-based paradigms.
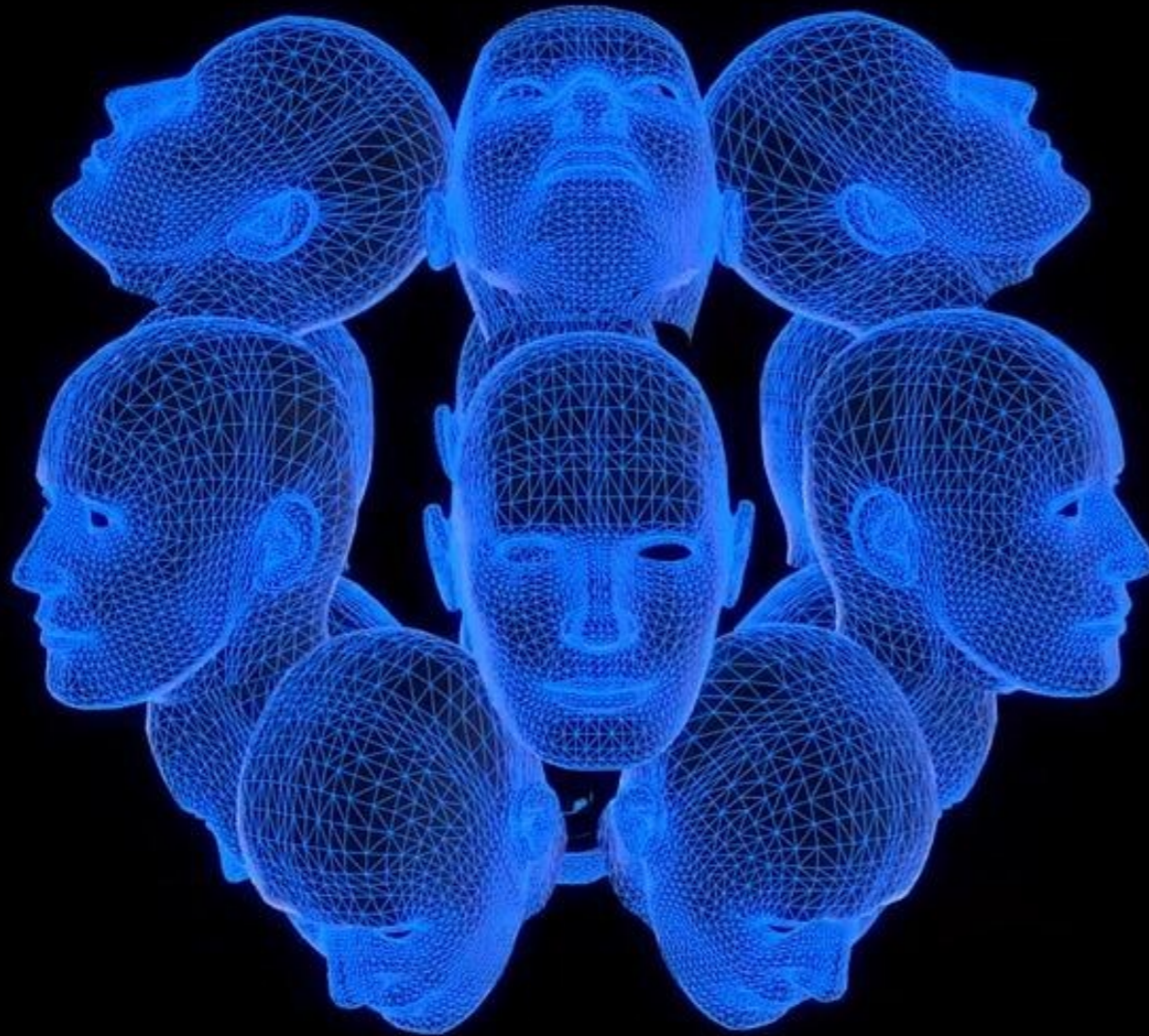
Consider these numbers from a December 2021 survey:

74% of adults in the United States said they would join or were considering joining the Metaverse. 41% of people wanted to join to experience things that aren't possible in a physical reality. 40% are interested in communicating with others in the space. 38% think it would positively unite people.

With these figures in mind, where am I now?

I've walked into certain aspects of different verses(yeah, I didn't know it wasn't some unified one with different sectors!) and become a somewhat important factor within others. I've explored a library of digitized content in homage to Alexandria and narrated tales around a campfire, not unlike a Nickelodeon show I was a fan of. These things have been done for fun, and I have been rewarded for them as well on more than one occasion. Putting all this on paper, I now realize how much more a part of it I am than I initially believed…

See you in the Verse, Nemo…

Signed,
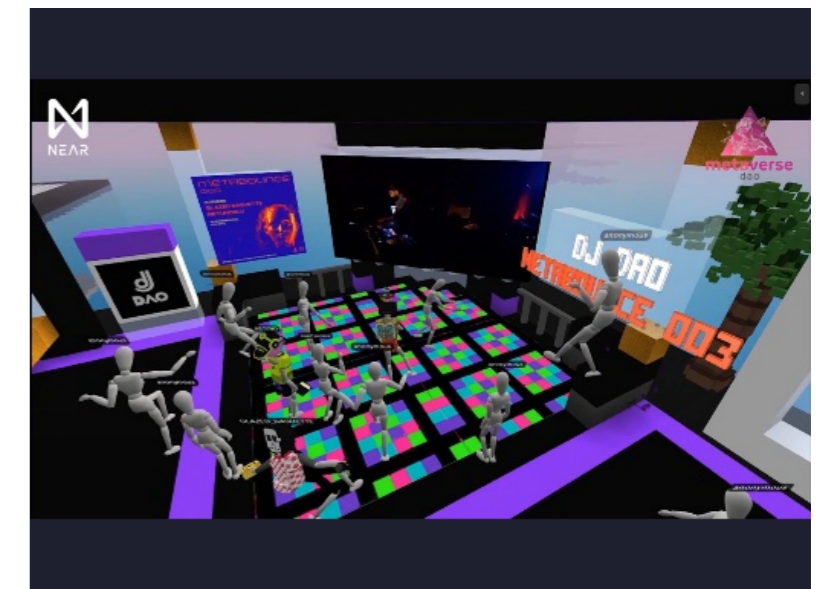
Woodward Forest-Lich

EVENTS OF METAVERSE

01 - Banali Festival + Gambiarra DAO expo - Sept. 24nd, 2022

Artist: Banali

Rec. and Video Production: C0D3

DAO: Gambiarra

Location: NFTSP VOXELS

02 - METABOUNCE 003 on DjDAO - Sept. 28nd, 2022

Artists: NetunoBlu, Glazed Baguette

Rec. and Video Production: C0D3
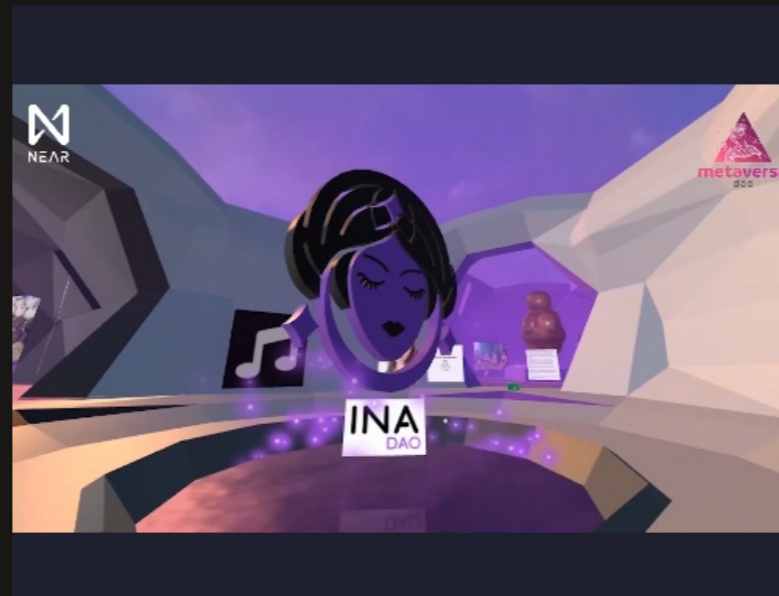
DAO: DJDAO

Location: DJ DAO VOXELS

YOU CAN CLICK ON THE

IMAGE, THE NAME OF THE

EVENT, LOCATION AND

MORE TO BE TELEPORTED

03 - NEAR Alexandria on The Philosophers DAO (Tour)

Rec. and Video Production: C0D3

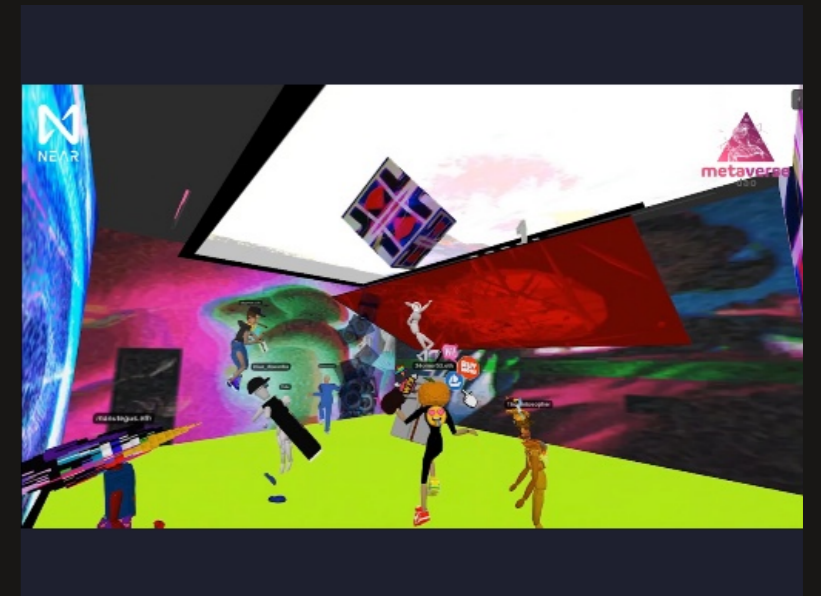DAO: The Philosophers DAO

Location: NEAR Alexandria Library

04 - Supports your Super Powers on INA DAO - Sept. 27nd, 2022

Artist: Cosmic Soul, L, Ladra

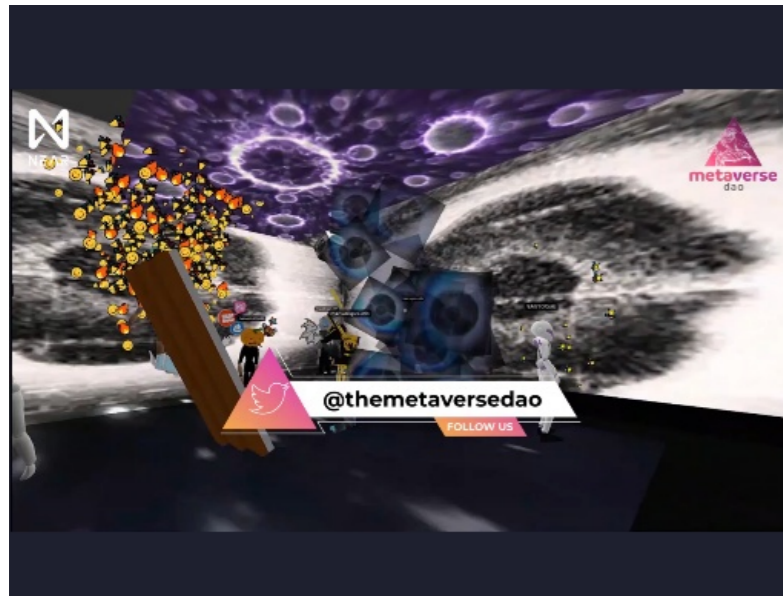Rec. and Video Production: C0D3

DAO: INA DAO

Location: Near Hub

05 - Festa Festa Party Party Glitch on Metaverse DAO - Sept. 29nd, 2022

Artist: @blua_discordia

Rec. and Video Production: C0D3

DAO: Metaverse DAO
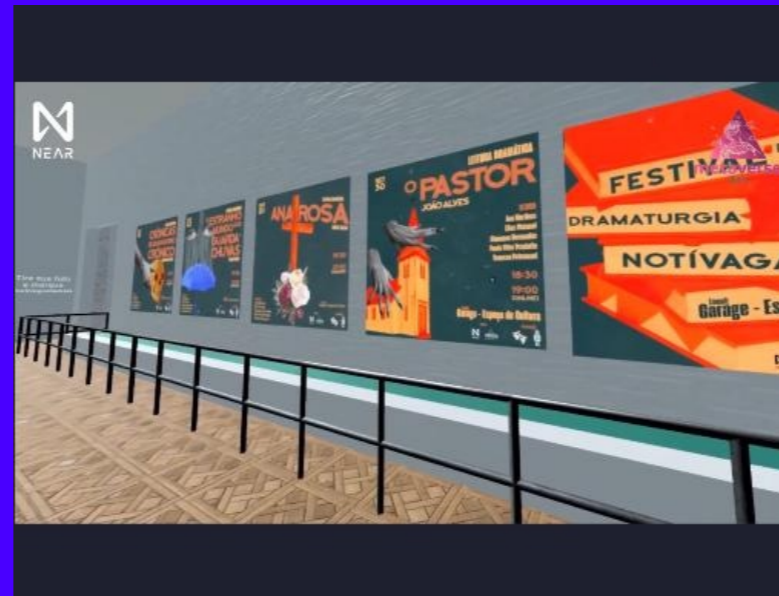
Location: Metaverse DAO Voxels

06 - Festa Festa Party Party Noise on Metaverse DAO - Sept. 30nd, 2022

Rec. and Video Production: C0D3

DAO: Metaverse DAO

Location: Metaverse DAO Voxels

07 - Festival de Dramaturgia Notívaga on NADA DAO - Sept. 30nd - 2022

Artist: Sheyla Coelho, Marcos Mendes Maciel

Rec. and Video Production: C0D3

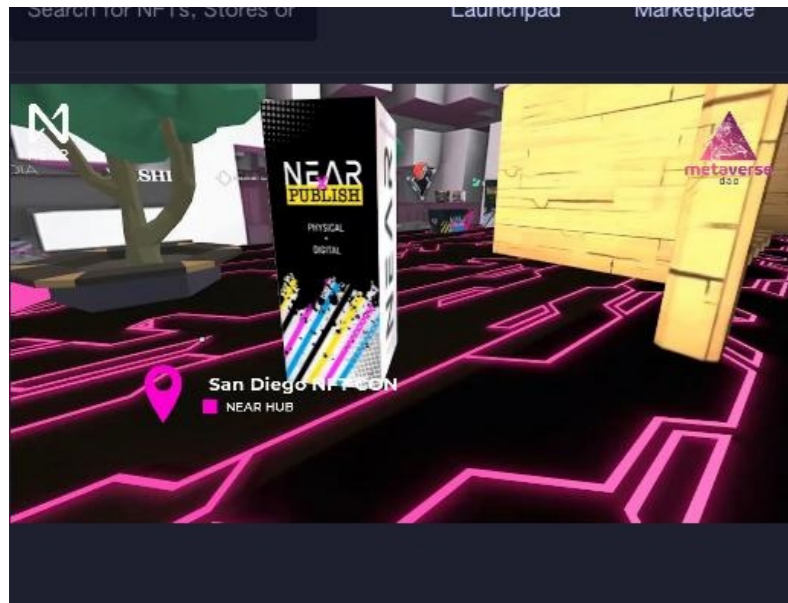DAO: NADA DAO

Location: Mozilla Hubs

08 - MutiDAO Amphitheater (Tour)

Musician: Chris Undermind

Rec. and Video Production: C0D3

DAO: Muti DAO

Location: MutiDAO Amphitheater

09 - San Diego NFT CON 22 (Tour)
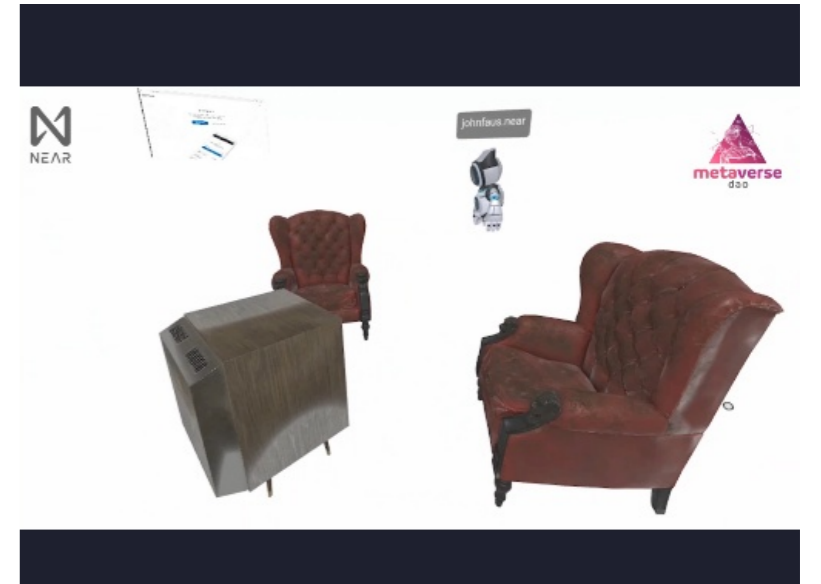
Rec. and Video Production: C0D3

Location: NEAR Hub

10 - NEAR Hub Landing (Tour)
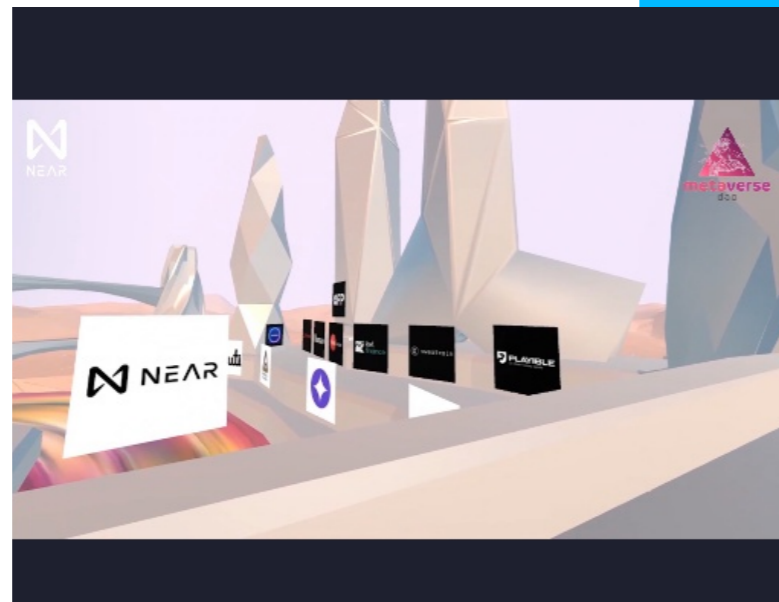
Rec. and Video Production: C0D3

Location: NEAR Hub

11 - NEAR Hub - The Construct (Tour)

Rec. and Video Production: C0D3

Location: NEAR Hub

12 - NEARCON - 2022 - Scavenger Hunt (Tour)

Rec. and Video Production: C0D3
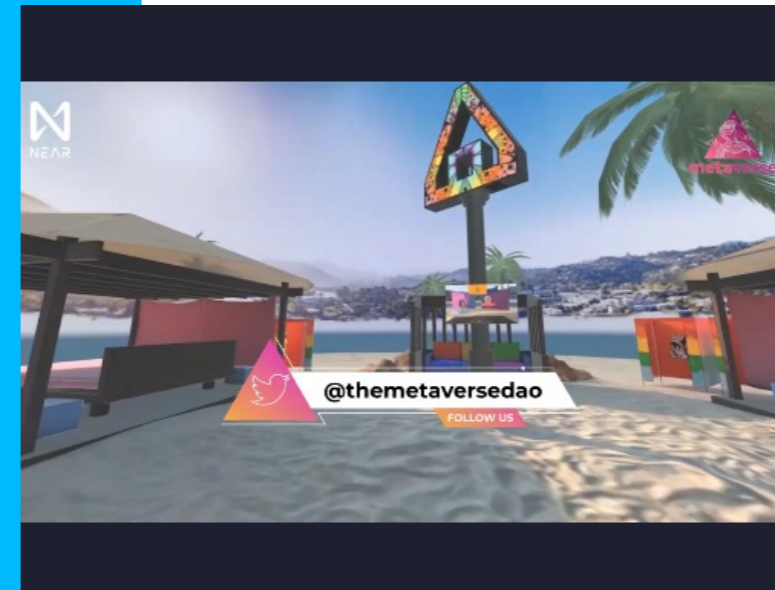
Location: NEAR Hub

13 - Marma J Beach on Near Hub (Tour)

Rec. and Video Production: C0D3

DAO: Marma J DAO

Location: Marma J Beach - NEAR Hub
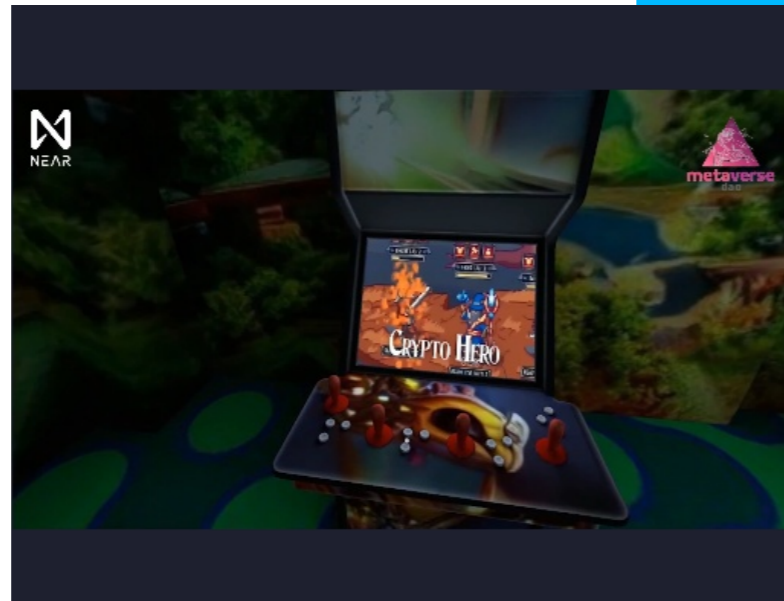
14 - Human Guild Arcade on NEAR Hub (Tour)

Rec. and Video Production: C0D3
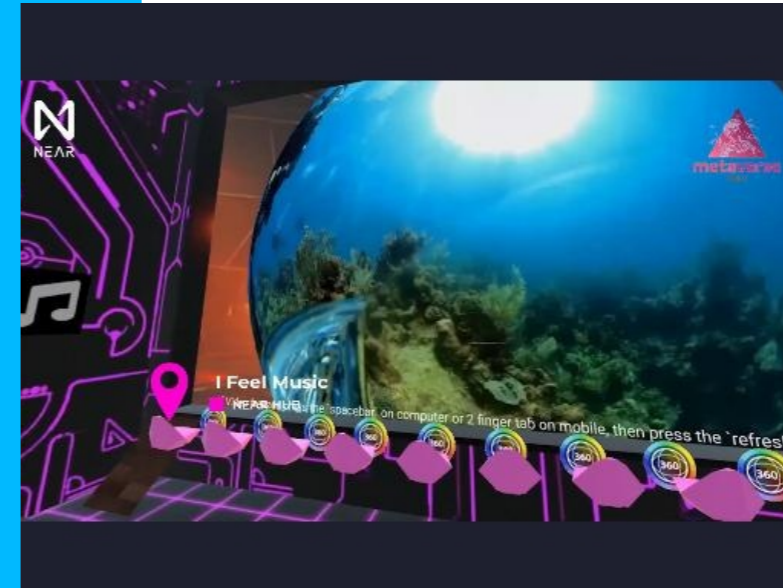
Location: NEAR Hub

15 - I Feel Music on NEAR Hub (Tour)

Rec. and Video Production: C0D3

Location: NEAR Hub

COOLEST NEAR NFT MINTS

"**O Mensageiro Detentor dos 4 Búzios**", faz parte da coleção "Escudos de Proteção". Sua composição consiste em formas geométricas e colagem. Criei este estilo de cabeça em honra ao Orixá Exú, aquele que detém o jogo dos quatro búzios.
Artista: **Marcos Palhano**
marcospalhano.near

A obra "**O guardião**" é a sétima colagem da série "Alvorada Negra", que reuni sete obras de colagem digital, e propõe uma reflexão sobre o racismo e a negritude em nossa sociedade, analisando simbolicamente a diáspora africana, ora tecendo críticas às interferências etnocêntricas, ora exaltando a resiliência das populações afrodescendentes.

A presente obra foi produzida a partir da manipulação da icônica fotografia de Huey Percy Newton, líder dos Panteras Negras. Os demais elementos que compõem buscam exaltar a luta do movimento, no combate a estrutura social opressiva nos Estados Unidos.

Artista: **Johnny Faustino**

johnfaus.near

Obra: **Varias Cores a beleza da diversidade humana**.
A humanidade é rica em sua diversidade, repleta de culturas,
costumes, cores e beleza. Temos que reconhecer a beleza única
de cada povo, de cada pessoa em sua comunidade e
individualidade, ser uma humanidade unida, respeitando uns
aos outros como povo da terra, sem guerras e conflitos, e sim
abraçar o tesouro que cada um carrega, suas histórias e
misturas étnicas, então abraçando esse tema e essa
mensagem que todos devemos seguir, trago essa obra,
Seguindo meu estilo e linguagem artística, uma colagem com
um pouco de cada características humanas, cada cor, cada
pele, cada povo, uma mistura de cores em harmonia numa
obra de amor e paz para todos seres humanos S2
Artista: **Iago Dorte**
iagods.near

Ceres é a deusa romana das plantas que brotam e do amor maternal, é a Deméter grega. Venerada como a deusa da agricultura, ensinou os ciclos da lua e do sol, das estações, do gestar, brotar e colher. Tem em si o arquétipo da mãe, aquela que cuida e ensina, quando sua filha Pérsefone foi capturada por Hades, seu coração minguou, ninguém ouviu seu apelo para recuperá-la e a terra começou a deixar de ser fértil. Voltou a ser Primavera quando a filha voltou pro seu colo. Nessa representação quis exaltar esse coração maternal, junto com a lua e o girassol, q representa o sol, e as estrelas, pois os antigos se guiavam pelos céus para colher e plantar.

Artista: **Fran Resende**

franresendeb.near

Conceito: **Tudo o que se oferece retornará.**
Técnica: Foto-colagem
Artista: **May HD**
andreamay.near

"Silver lining" é uma expressão em inglês que significa a esperança de que algo bom se sobressaia a algo ruim, ou, simplesmente, o lado bom de algo. Essa trabalho é sobre esperança, sobre como podemos superar um momento ruim, cinza, de lágrimas e de perdas. A resiliência das cores é sobre como seguimos em frente apesar dos momentos difíceis, dos tempos sombrios como os que a pandemia nos trouxe. E, apesar de todas as perdas, talvez tenhamos aprendido a importância da vida, das pequenas coisas, da necessidade de nos ajudarmos, da necessidade do outro. Estamos aprendendo a ver novamente as cores da vida, a sua fragilidade e a importância dos afetos, daquilo que é singelo.

Autora: **Rosi Morokawa** - rosasdulces.near
Título: **"Silver lining" ou sobre a resiliência das cores**
Ano: 2022
Técnica: gravura em metal, água-tinta, impressão sobre papel hahnemühle, colagem.
Dimensões do original físico: 20x30 cm área impressa em papel 26,5x38,5 cm.

O mundo muda e o Brasil idem. A estrada do tempo engatou no expresso 2222 e o amor foi finalmente resgatado. Agora ele se prolifera em velocidade exponencial e com a ajuda de cérebros eletrônicos direcionados para cima. A bandeira sofreu uma re significação e deixou seu passado verde e amarelo, mas segue homenageando personagens iluminados da sua vasta história. Uma história de paixão, amor e ódio. O castellano foi incorporado à cultura popular e agora ele é o segundo idioma oficial. A segunda abolição finalmente aconteceu e depois disso as pessoas passaram a perceber que durante todo esse tempo, elas sempre estiveram no mesmo barco. Um barco que rapidamente se transformou em uma grande nave rosada e vibrante, onde o respeito ao próximo e a liberdade criativa floresceram naturalmente. E segue evoluindo em ritmo constante. Um povo lindo e diverso, conectado com seu continente, com o espaço e com todos os metaversos, sem preconceitos, unidos pelo sentimento mais velho de todos: o amor. Gracias a la vida!

Artista: **Igor Moura**

igormoura.near
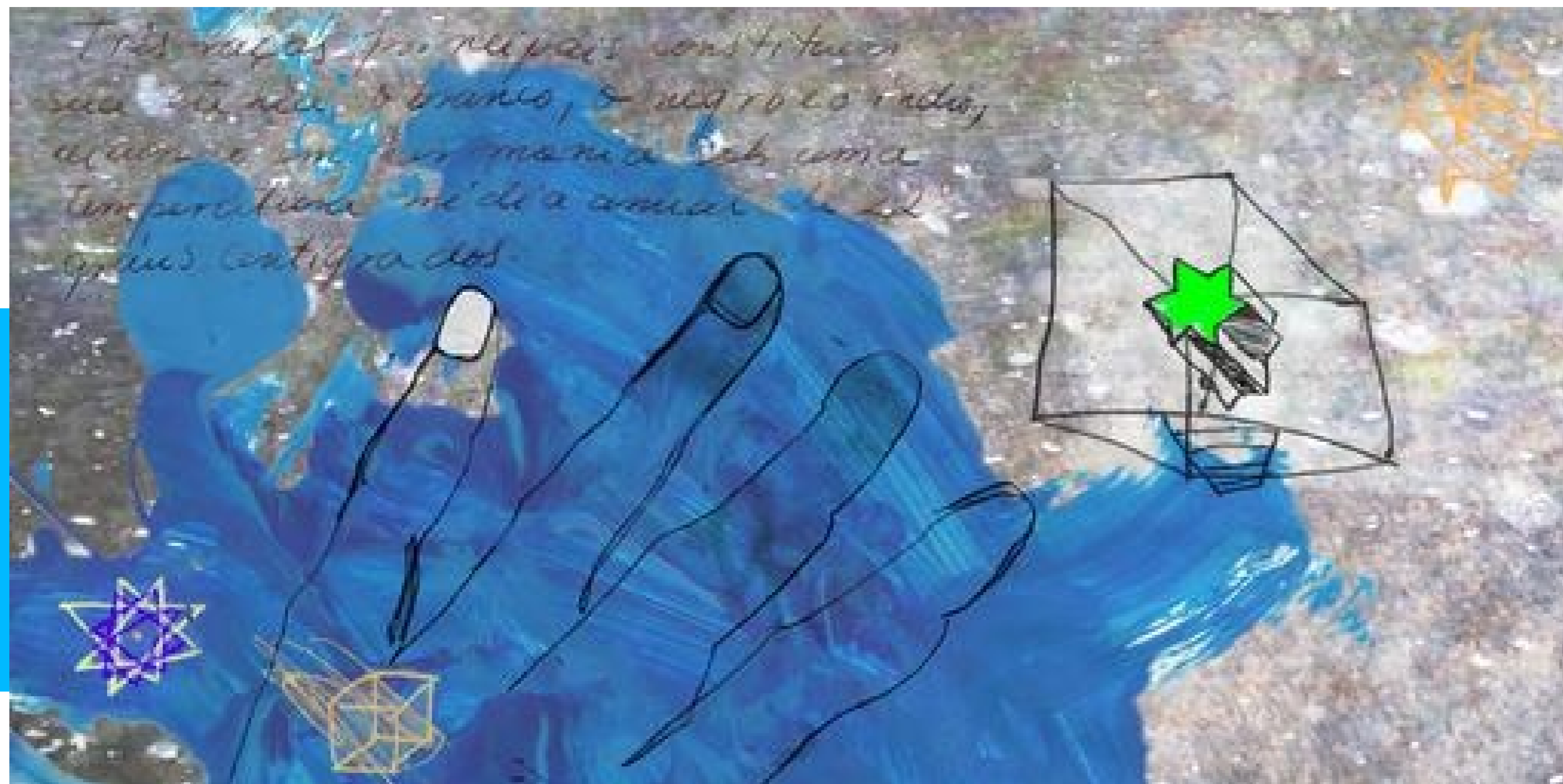
"às vezes
a interação no interior do cristal
faz com que um fóton do pulso de luz
se divida em dois novos fótons"
Trecho inicial do poema homônimo para qual a arte foi criada,
presente no livro "**Pra estancar essa sangria**".
Poema completo em https://faziapoesia.com.br/estrela-cúbica-33dd10861650
Artista: **Baga Defente**
bagadefente.near

Saraswati é a Deusa Hindu da sabedoria, das artes e da música. É a protetora dos artesãos, pintores, músicos, atores, escritores e artistas em geral. Ela também protege aqueles que buscam conhecimento, os estudantes, os professores. Saraswati aparece pela primeira vez no Rigveda e, em textos religiosos posteriores, ela é identificada como a inventora do sânscrito e, apropriadamente, dá a Ganesha os presentes de caneta e tintas.

Ela também é uma patrona das artes e ciências, e a esposa de Brahma , mesmo que os Vaisnavas de Bengala a considerassem a primeira esposa de Vishnu.. Saraswati também é adorada como a deusa do aprendizado no jainismo e por algumas seitas budistas .

Na arte hindu, Saraswati é geralmente descrito como uma jovem graciosa de pele branca. Ela geralmente usa um sari branco (que simboliza pureza) que tem uma borda azul. Não se preocupando com bens mundanos, ela raramente usa jóias. Ela pode se sentar em uma flor de lótus, alternativamente, ela pode ser mostrada dirigindo seu veículo (vahana), seja um cisne ou um ganso.

Freqüentemente representada na figura escultura nos templos, a deusa pode ser acompanhada pelo marido ou pelo pavão, seu assistente tradicional.

Artista: **Isa Danoninho**

Enter to the forest, if you want a reset.
crans.near

#Noise on @cryptovoxels
! Come to the party celebrate #noise
#nftart! Produced by @lulucool
and @_tauina
VideoNoise
@blua_discordia
meta-architect
@thealchemistgus
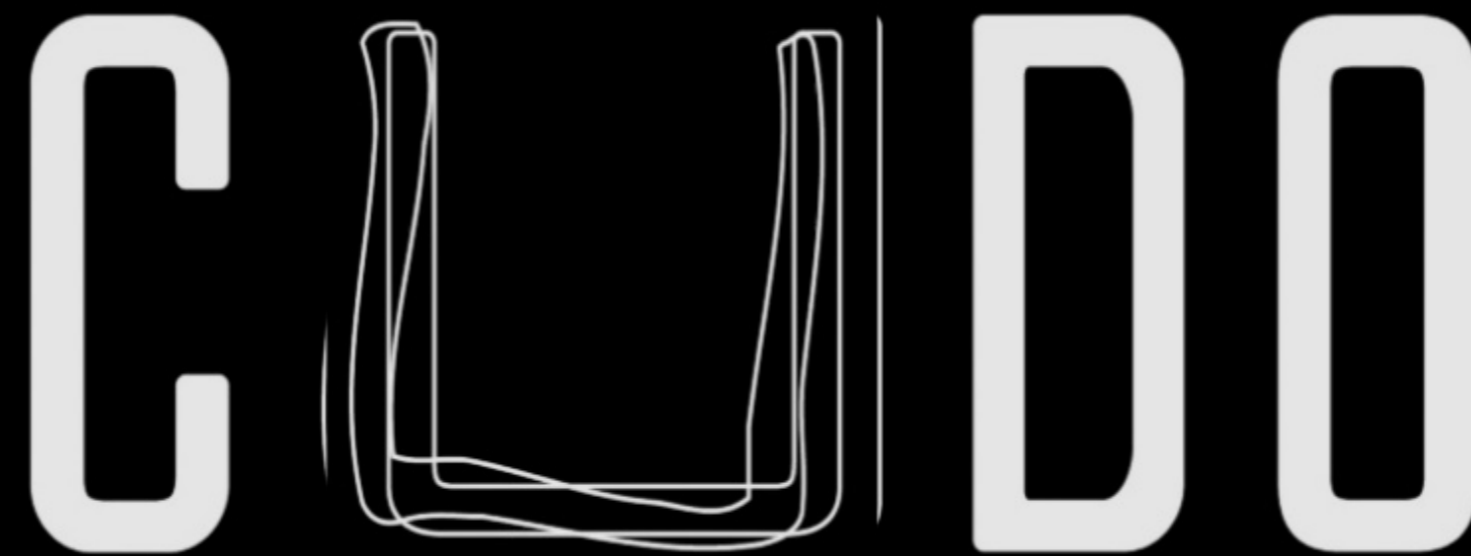Sponsored by
@themetaversedao
.
16:20h BR
30 sept 2022

Arte desenvolvida para a Banali Solidária 1ª edição.

Todas as vendas dessa obraque ocorrerem até o dia 30 de Setembro serão revertidas para a Vakinha Solidária da Banali Solidária 2ª edição.

Após isso o valor das vendas irá para o caixa do coletivo.

KNOW DAOS FROM NEAR: CUDO DAO

CUDO DAO

The CUDO DAO is an audiovisual platform for immigrants. Founded by four Brazilian artists (3 living in Lisbon and 1 in Belo Horizonte, BR), the DAO is one of the oldest creative DAOs in the NEAR ecosystem. With a very positive approach to audiovisual — "Do it! In any way possible. Just do it!"–, Heverton, Thiago, Lucas, and Talita, are trying to transform immigrant life stories into powerful images and offering international artists the possibility to create and earn money with their art.

Born out of the pre-existing audiovisual production company CUDO FILMES, CUDO DAO settled in Lisbon from an invitation made by DAO partner INCUBADORA. From the first project made there, the group of friends decided and organized to try to approve exclusive projects in August 2021.

Even with different backgrounds and paths, the love for film, art, photography, and stories ended up uniting the 4 advisors, and the immigrant theme sealed this relationship. Besides being a musician, journalist, and Master in Political Science, Heverton has

been a videomaker for almost ten years. Thiago studied Geography, but his passion for photography took him outside the academic field. Lucas has always been dedicated to the visual arts, especially illustration, which led him to pursue a career as a graphic designer. Finally, Talita has always been involved in administrative work, which proved to be of great value when it came to taking on the production of projects.

Although they have known each other since their hometown, their ties were strengthened in Lisbon. Mainly because their careers and skill sets were set aside and, like many other immigrants, they had to deal with underemployment to make ends meet. These hardships and struggles eventually brought them closer together. Perhaps this is why CUDO DAO seeks to give a face to the immigrants in front of the camera and the possibility of artistic expression for those behind it.

CUDO seeks to build the means and bridges that allow the opportunities offered by NEAR to reach as many people as possible. Always aiming to make the DAO a solid platform capable of reaching as many immigrant workers as possible and enabling them to build their projects, their art, and of course, their livelihoods.

Their projects began last year and are presented today as a consistent collection of videos, photos, and illustrations produced in collaboration with other artists inhabiting the NEAR ecosystem and using the NEAR protocol. All audiovisual pieces are coined in NFTs and made available in your Mintbase store.

Some of these projects were produced for much of this first year of activity. Something tells me that shows tourist views from a new perspective was able to register 4 different

countries, from the texts of 9 different authors. História de Bagagem, a documentary project that offers immigrants in Lisbon a place to be heard and to record their stories, produced, over the course of 1 year, 25 powerful videos. Vertebra, a project made for illustrators, produced more than 200 NFTs and welcomed 30 different artists. Finally, postal, which targets photographers, over the course of 12 months, created a map of immigration with perspectives from other parts of the world (Brazil, Serbia, Spain, Israel, Portugal, and Ireland), thanks to the lenses of the photographers invited to this project.

These projects have been transformed into more elaborate programs and other audiovisual products that will soon begin to be published.

Meanwhile, other projects continue to successfully sustain our activities, such as Spoken Portrait, CUBASHOTS, and MUTISESSION.
Recorded in Brazil, Retrato Falado is an interview program where the interviewee is at the same time photographed and thus has his profile built in a mixture of photography, video, and speech. CUBASHOTS, produced in partnership with friends from INCUBADORA, is a documentary program focused on interviewing emerging artists and recording their work in an artistic video. MUTISESSION, a collaboration between CUDO and MUTI DAO, is a musical session program with emerging artists and bands invited to a recording full of sound and images.

CUDO DAO projects are done according to their budget constraints. Funds are always staggered to ensure their sustainability and success. With this in mind, they resort to creativity to find interesting ways to film each video. In short, at CUDO DAO, a motto defines the working style and vibe within the community: "Do it! In any way possible. Just do it!"

A BRIEF HISTORY OF THE METAVERSE

EDUX WRITING GUILD
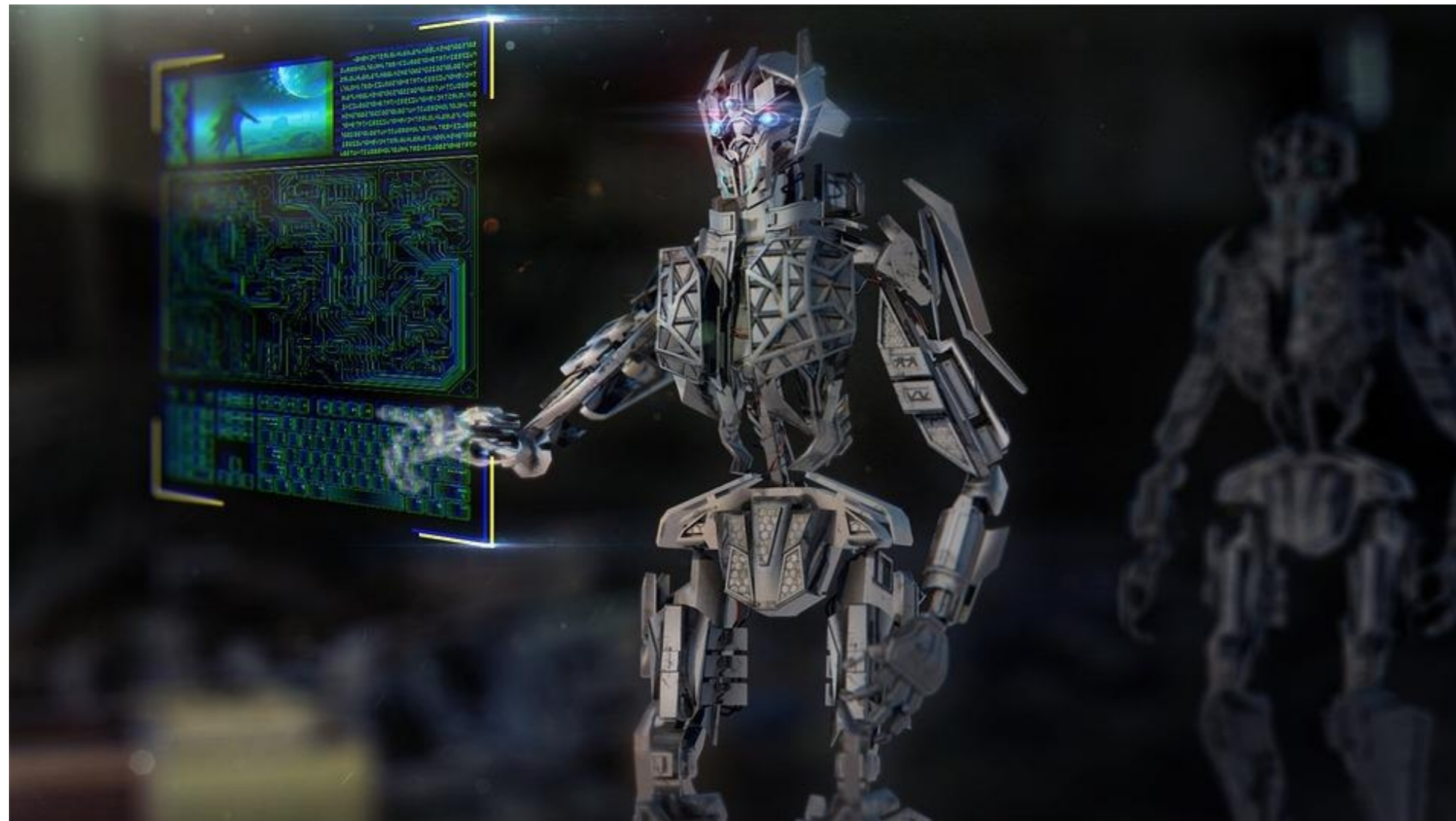
Only recently has the word Metaverse become popular, but - to the cluelessness of many - the term was coined thirty years ago by Neal Stephenson in his science fiction novel Snow Crash.

However, while the year 1992 is crucial for tracing the genealogy of this buzzword, there are fragments of what we might call "proto-metaverses" (or archaic metaverses) since the 1970s (or even the 1930s!), long before the birth of Hiro, the hacker, and pizza delivery man - with digital dreams of being an imperial samurai - who stars in the Stephenson's plot.

Searching the past and looking for the origins of this trending concept is crucial to the contemporary world and is the primary motivation of this article.

Historically, it is impossible to separate the creation of the metaverse concept from the context of electronic games, science fiction narratives, immersive technological devices, and, finally, from the very conception of the internet. Therefore, to be able to tell this story - even with the inevitable brevity already mentioned in the title - we must first analyze the timelines of these four complementary vectors.

The internet was created in the USA for military purposes in 1969, under the name ARPAnet, at the height of the Cold War. Affiliated with this paranoid context of impending war, it was

explicitly used to transmit classified military data and link research departments across the country.

Years later, in the 1970s and 1980s, the technological basis of ARPAnet was appropriated for communications in the academic world, and posteriorly, in 1989, under the command of the British physicist and computer scientist Tim Berners-Lee, it became World Wide Web (www protocol), that now we know so well.

The internet has allowed people from all over the world to interact in a completely new way, unstoppably revolutionizing the means of communication and our way of interacting, creating, buying, and living. And that is just the beginning.

The first known virtual worlds, for example, were created at the dawn of the internet, in the 1970s, through the MUD1 (Multi-User Dungeon) or MAD1 (Multi-Access Dungeon) electronic online games. Despite its text-only interface, this distant ancestor of multiplayer RPGs already contemplated the premise of players playing characters in a fictional dramaturgical setting through the internet.

Going forward in time, entering the 2000s, we can cite examples of proto-metaverses (with entire economies organized around them) that survive to this day, such as Tibia (1977), Diablo (2000), Habbo Hotel (2000), Second Life (2003) and World of Warcraft (2004). Each one with its own characteristics and peculiarities, but above all, representing in their own way the idea of virtual worlds.
During the first decades of the 2000s, the development of more advanced games with open-world characteristics, in the sandbox genre, online or not (and evermore complex

MMORPGs), became an increasingly common market paradigm.

Simultaneously, variations on the theme of virtual worlds have become frequent in numerous forms of cultural expression. In the audiovisual field, the Metaverse took shape - represented with utopian or dystopian colors - in films such as The Matrix, Tron, Ready Player One, and the Black Mirror episode, San Junipero. In literature, books such as Neuromancer, Daemon, Player Number 1, and a dozen others are added to the short story Pygmalion's Spectacles, from 1930, written by Stanley G. Weinbaum, which describes a pair of glasses capable of creating olfactory, tactile sensations, and visuals in a virtual world.

Technological initiatives such as the GLOWFLOW, METAPLAY, and PSYCHIC SPACE experiments by scientist Myron Kruegere, as well as the VR Head Set called Sword of Damocles (1968) and the even older Stereoscope (1939) were attempts to provide and improve immersive experiences, such as those provided today by the Oculus and Hololens. If you've never seen the old photos of these devices, it's worth it - even if it's just for fun - to take a look.

In the middle of the second decade of the 21st century, an indisputable plot point in this evolutionary timeline should be highlighted: web3 and the emergence of the first games linked to blockchain-based technologies and the concept of digital property materialized by NFTs. The financial mechanics of the tokens meant that new possibilities - previously technologically unfeasible - were included in the development tools of game publishers around the world (like crowdfunding, governance, or social coordination). And made possible the emergence of

games like The Sandbox or Decentraland, among many other metaverses and NFT games (with entire formal and recognized open economy planned systems around them).

Faced with a broad nomenclature and a definition that is still unclear today, it cannot be technically stated that a metaverse must necessarily be linked to infrastructure derived by blockchain architecture. Horizon Worlds, developed by Meta, and the corporative, Mesh, by Microsoft, are good examples of this elasticity in the term's meaning by these "web2" initiatives.

However, conjecturing a future scenario and treating the Metaverse as a global relationship interface with interchangeable digital items, continuous value exchanges, and immersive connectivity, the blockchain network support seems to be indispensable for the very implementation of a way more complete user experience, fruitful, fast, efficient and secure.

Exercising a more philosophical bias, perhaps we could describe a metaverse as a reflection or an extension of our real life in a virtual dimension or as an expansive universe of infinite possibilities that ultimately exceeds even the very concept of technology as we know it. And that could revolutionize our way of living in every aspect. In a more tangible, less delusional digression, it would be reasonable to present it as a set of technologies that provide an immersive experience in a digital world. Connecting people from all over
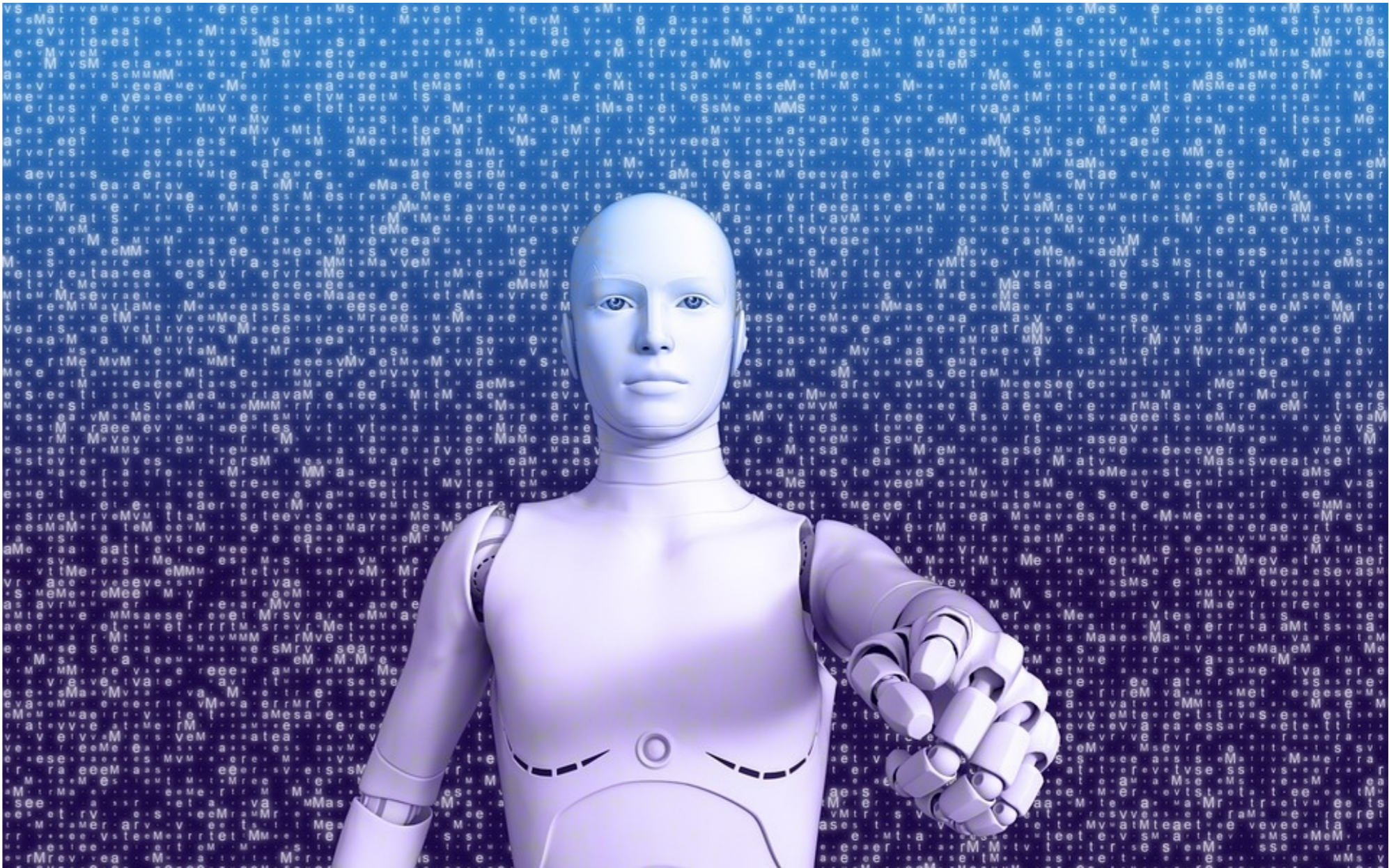
the world in the same locus and enabling the free exchange of values and unique items between the parties.

Finally, we could say that dictionaries are not yet prepared for a single entry that, in fact, synthesizes the disruptive potential of the Metaverse, and a definition is yet to come; scenes for the next chapters and theme for one of our next articles.

Whether governmental, such as the initiatives of Catalonia, the United Arab Emirates, and China, each considering the replacement of the traditional economy by the Web3, or private, from major global brands, the Metaverse will combine all these new technologies and cover the largest number of users. But it still remains an absolute unknown reality (or virtuality) even to the most acute observers.

And this enigma, like a thin, continuous snow crash, will still hang over our heads for a long time to come.

METAVERSE DAO WEARABLES CONTEST

To create a prize for best wearable book for NEAR Alexandria Library on Metaverse. Our intention is to make an acquisition prize where people submit their books to NEAR Alexandria, which mints them, and Metaverse DAO (or selected known judges) choose one of them as the best wearable book, whose creator will earn 200 usd on near blockchain, after minting a NEAR NFT on Mintbase or Paras, creating a forum account, and making a payout proposal. If other people decide to create a forum account and submit NEAR NFTs linked and linking to the wearable books, Metaverse DAO will also choose the best NEAR NFT and give the creator a prize of 100 usd on NEAR Blockchain.
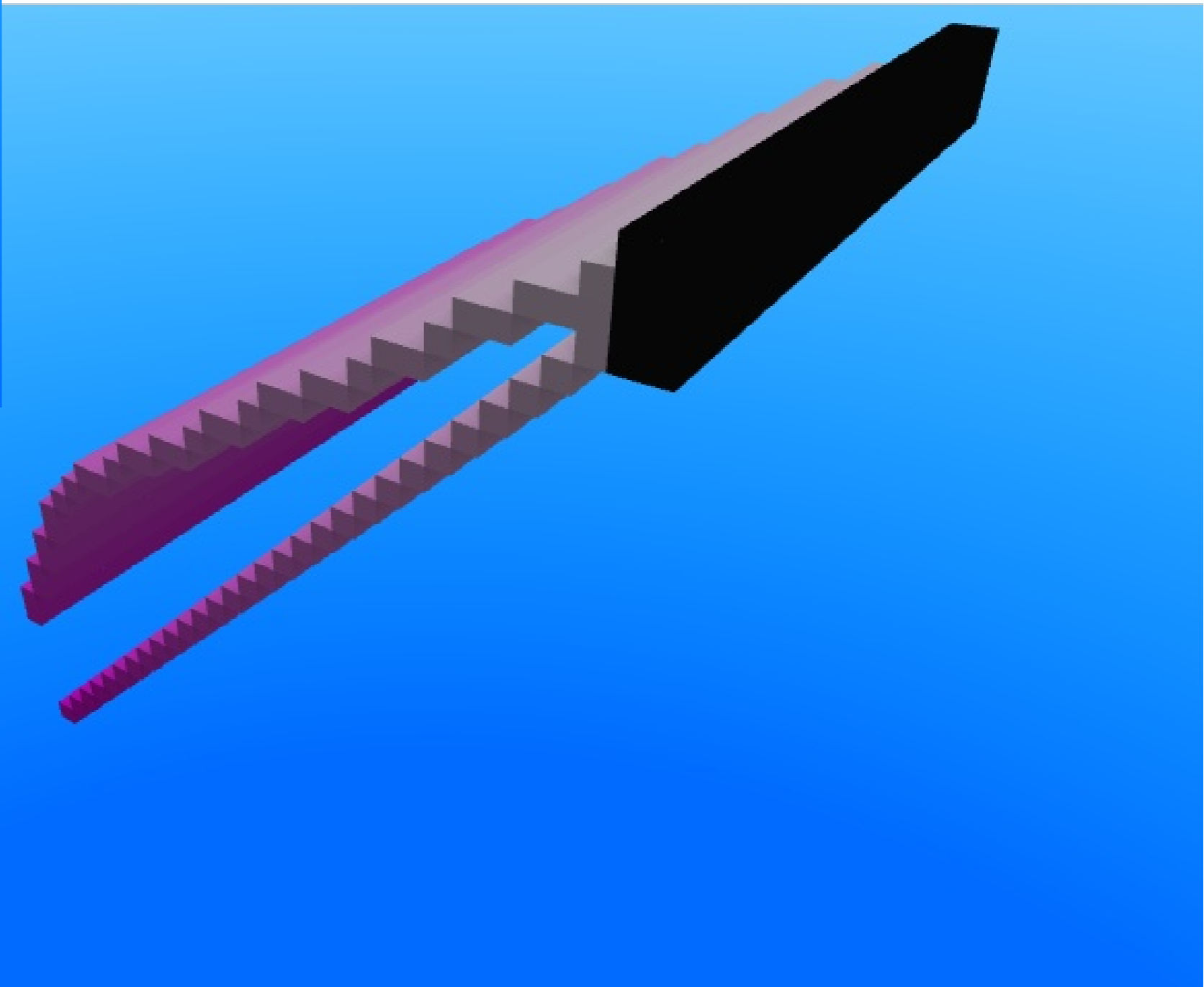

The Book Of Glitched Apepe
Own Both Editions to Unlock The Glitch...Pixel Apepe Manifesto
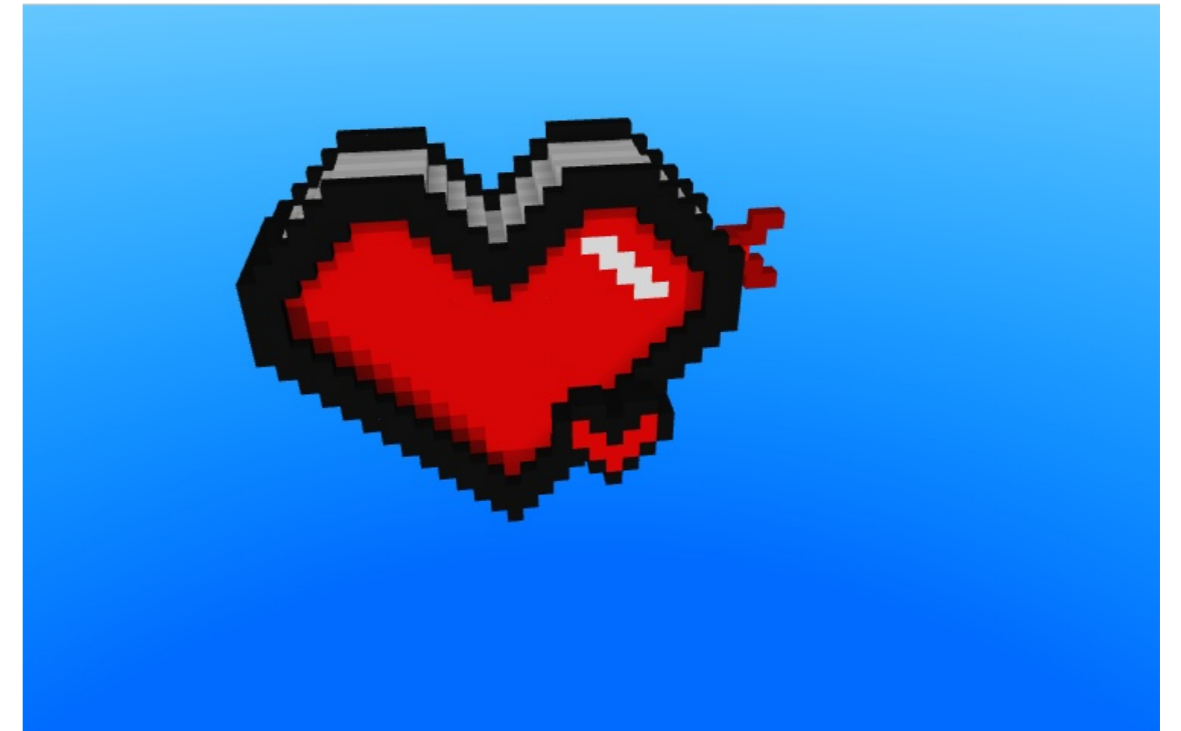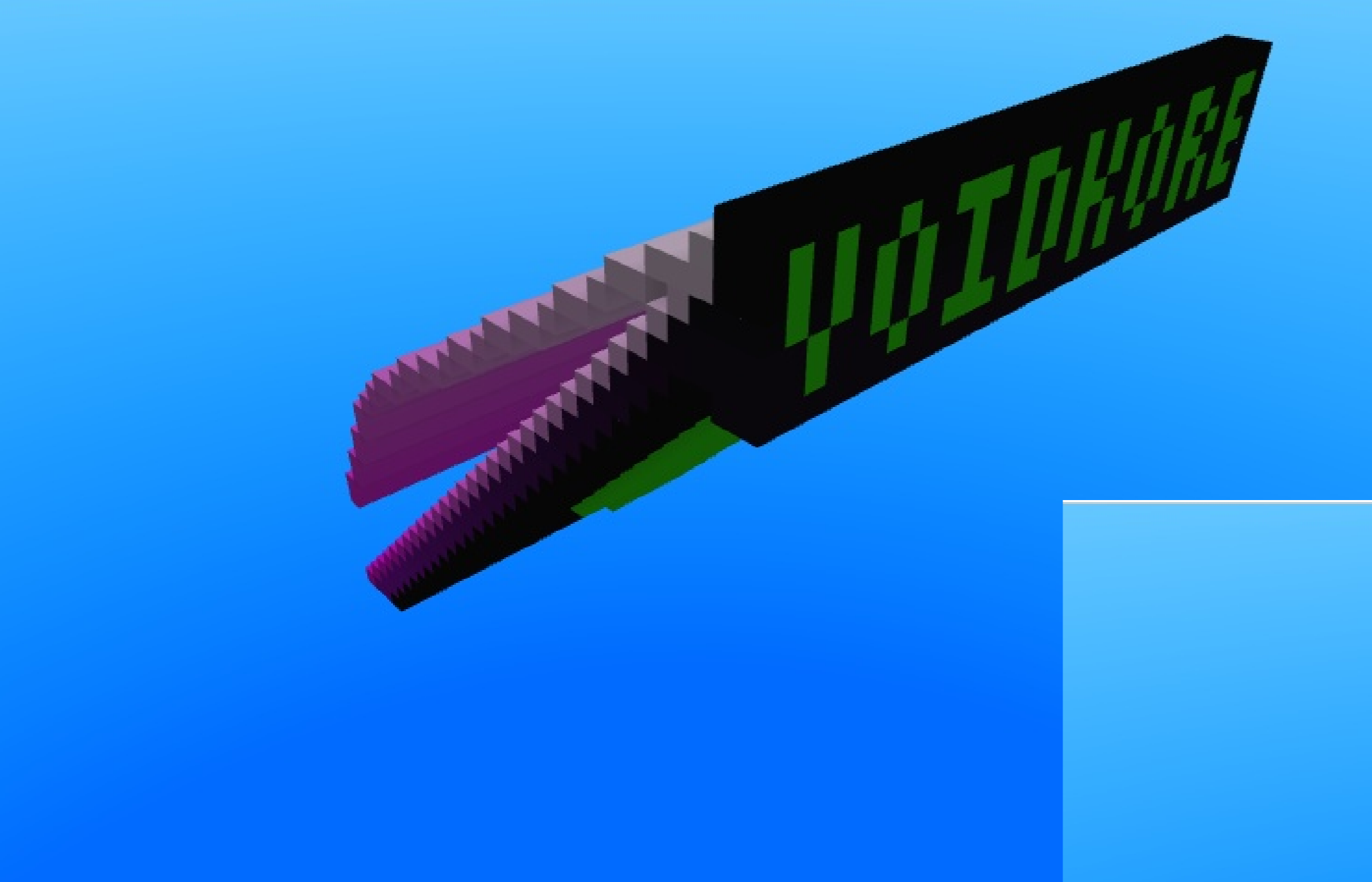

Book of Love
This book tells a long-running love story. The passionate but prejudiced love affair between two young couples. Special Edition!
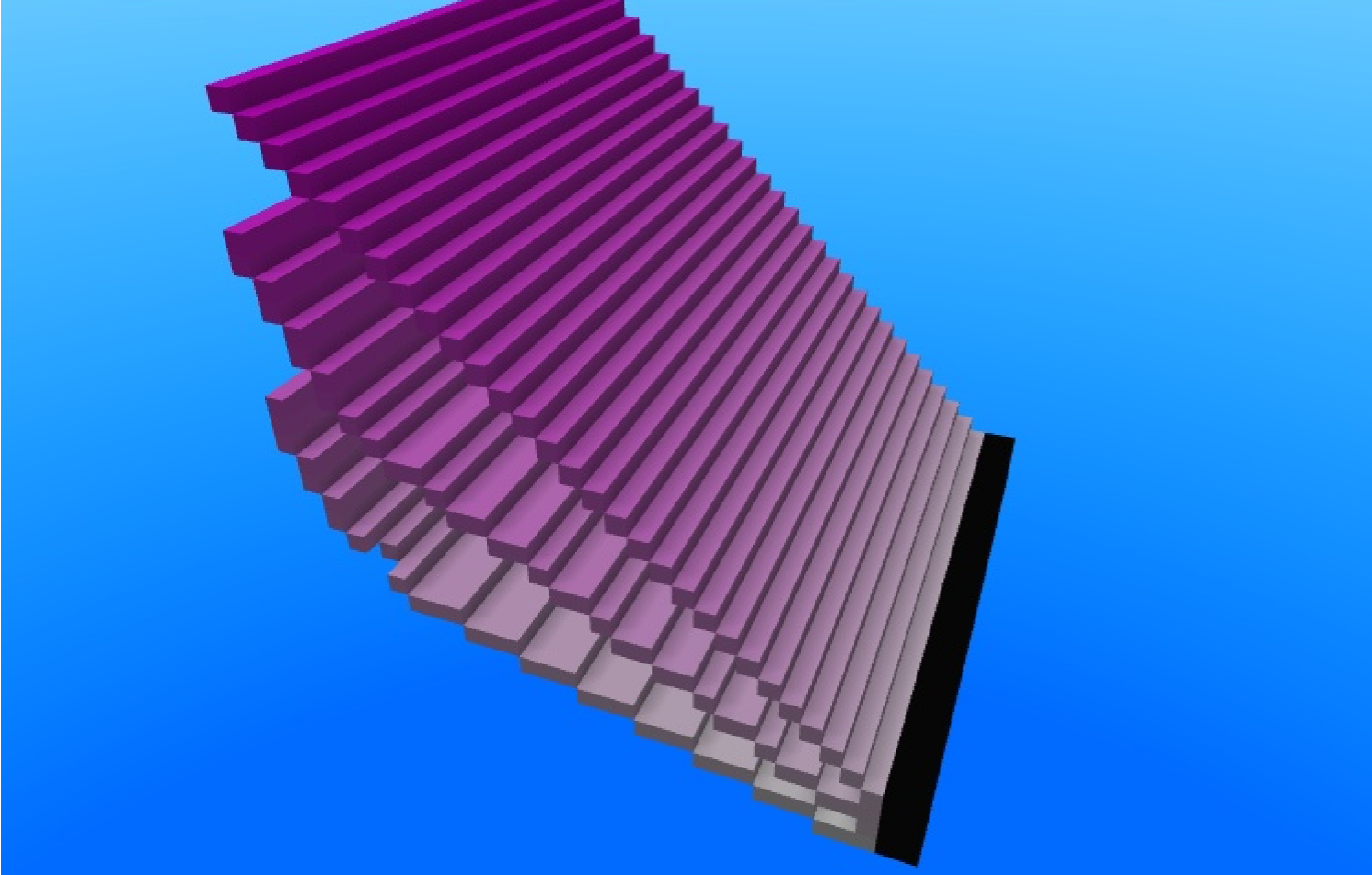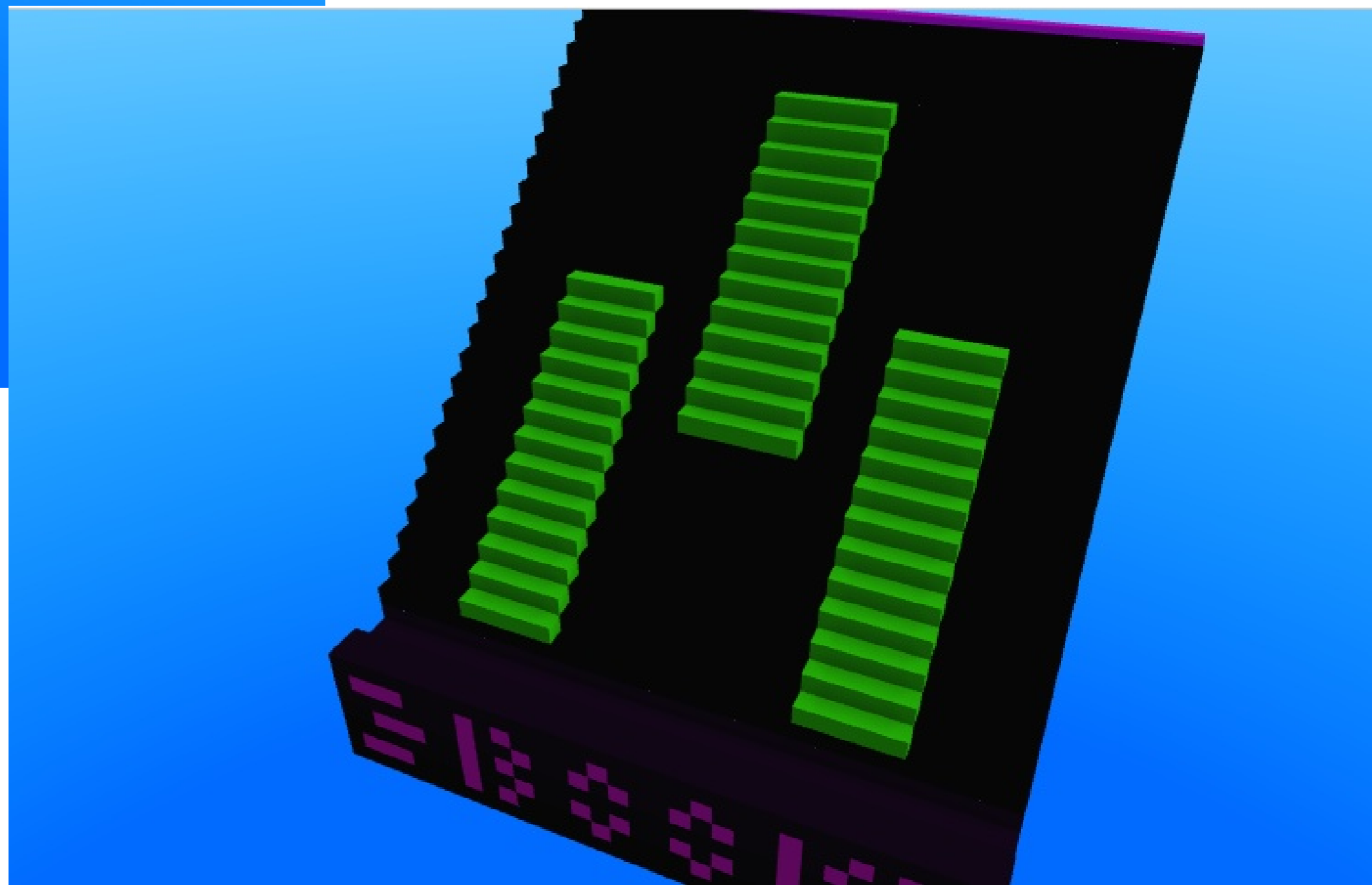
VoidKore Book pages bottom
1 of 4 pieces to the VoidKore Book
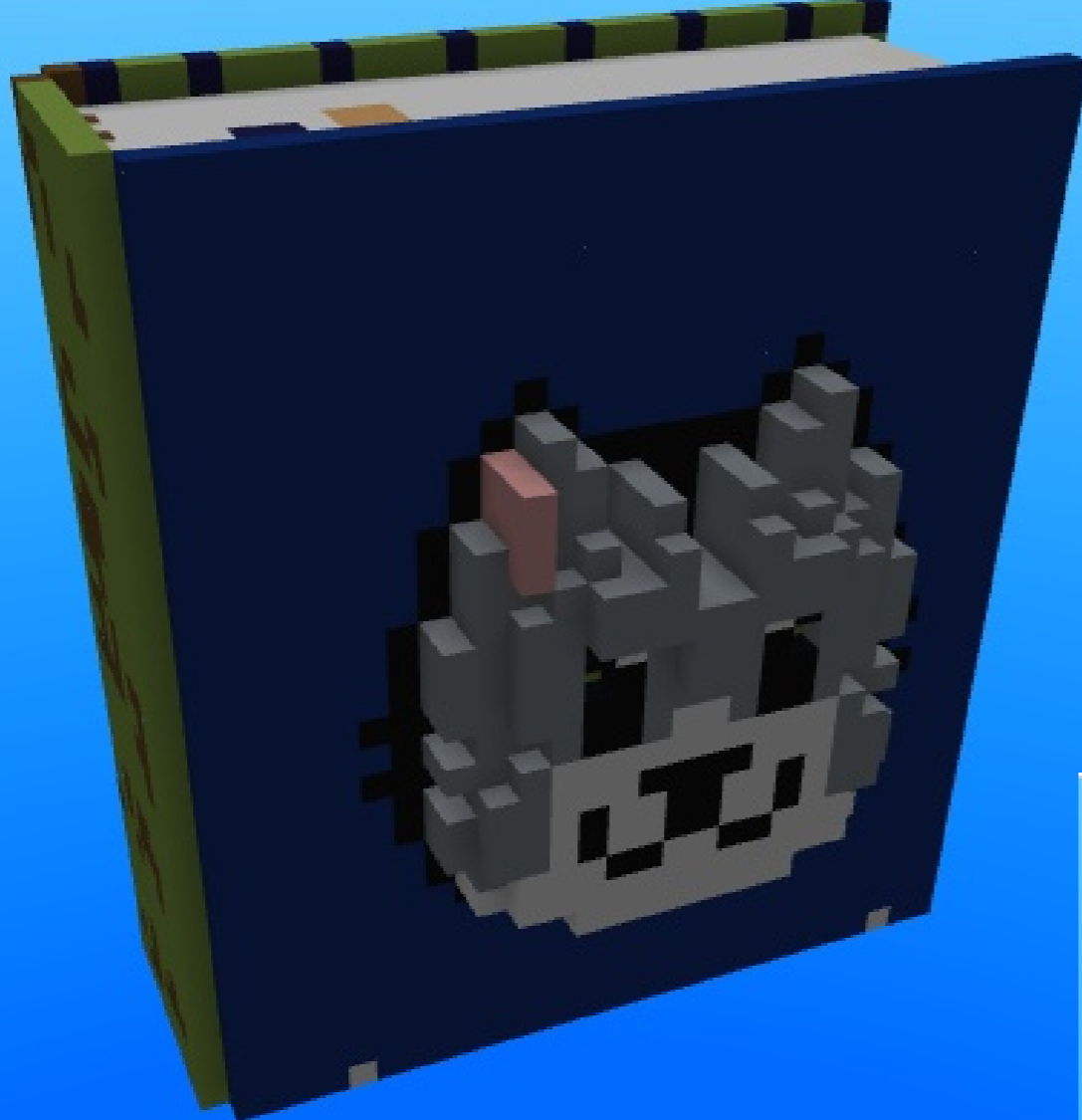wearable outfit

VoidKore Book Pages Top
1 of 4 pieces to the VoidKore Book
wearable outfit

VoidKore Book Bottom Cover
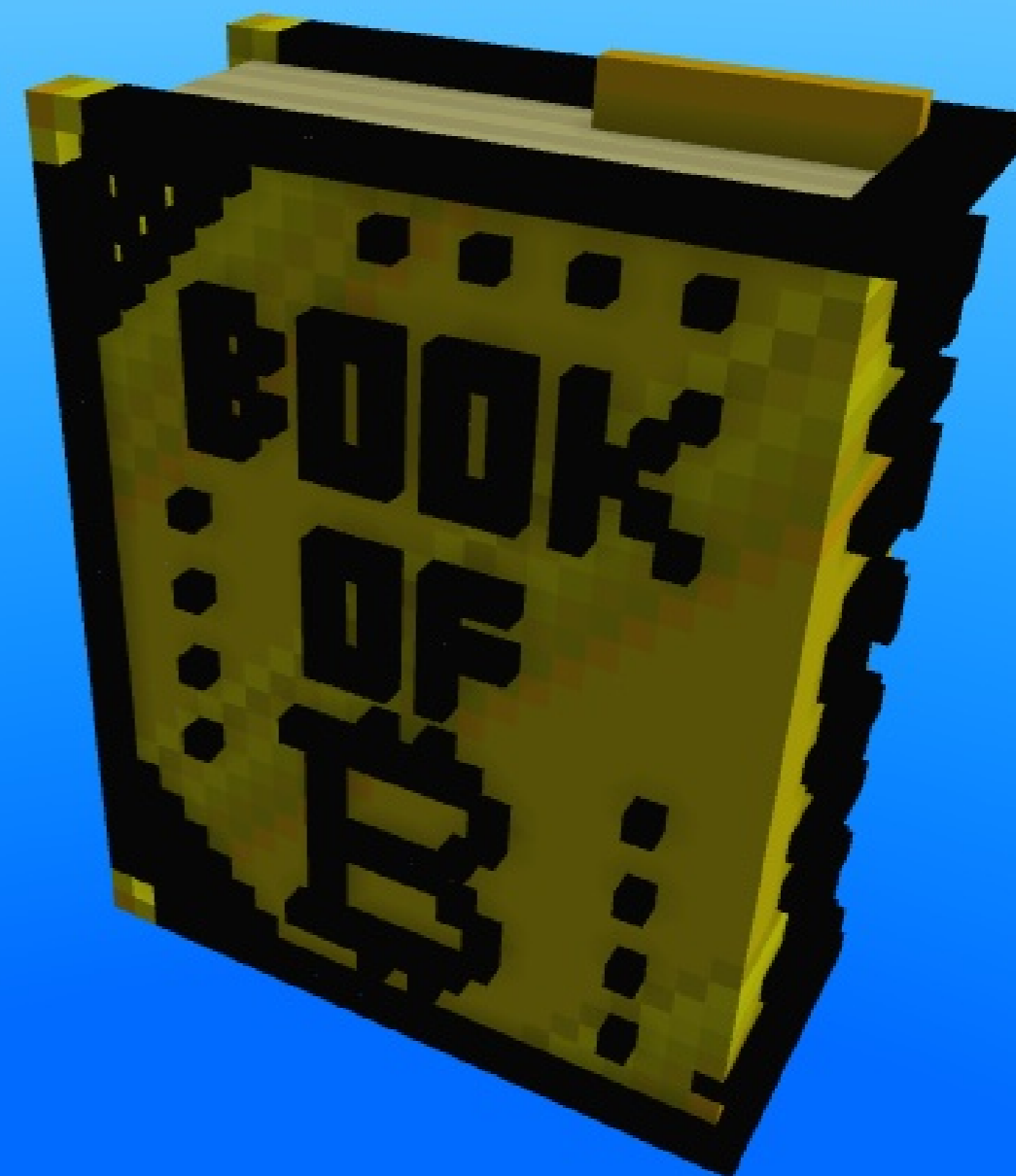1 of 4 pieces to the VoidKore Book
wearable outfit

The Book of Bitcoin
The only book that you will ever need to learn the secret of the future.

The Screaming Book of Cat Medusa
Limited Edition From 7 year old artist....
The Screaming Book of Medusa

Book of the Lost Realms
A book full of tales of the ancient realms. long lost within the blades of fallen kings.
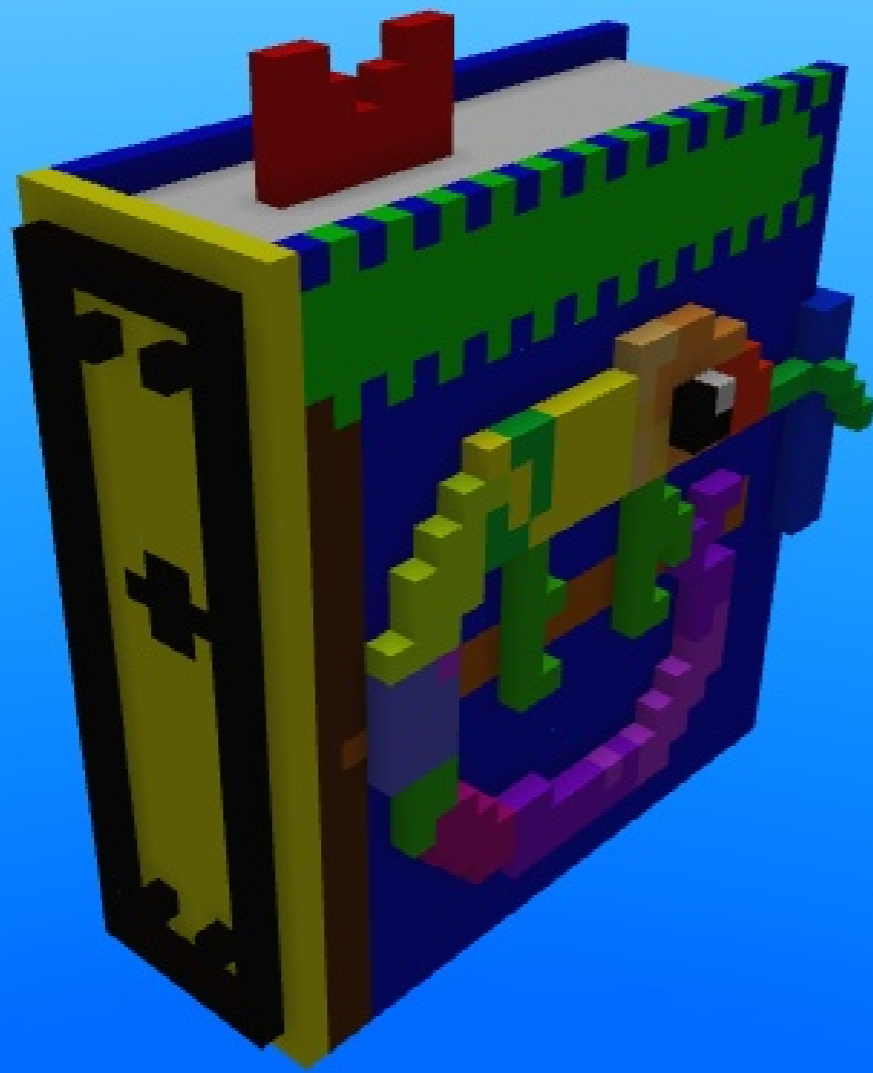
Klava's Creature Codex
This is an ancient book meant to be a guide to the creatures of Scarcity, but it hasn't been unlocked since Klava the Druid last made an entry long long ago... as there haven't been many new creatures in Scarcity in ages.
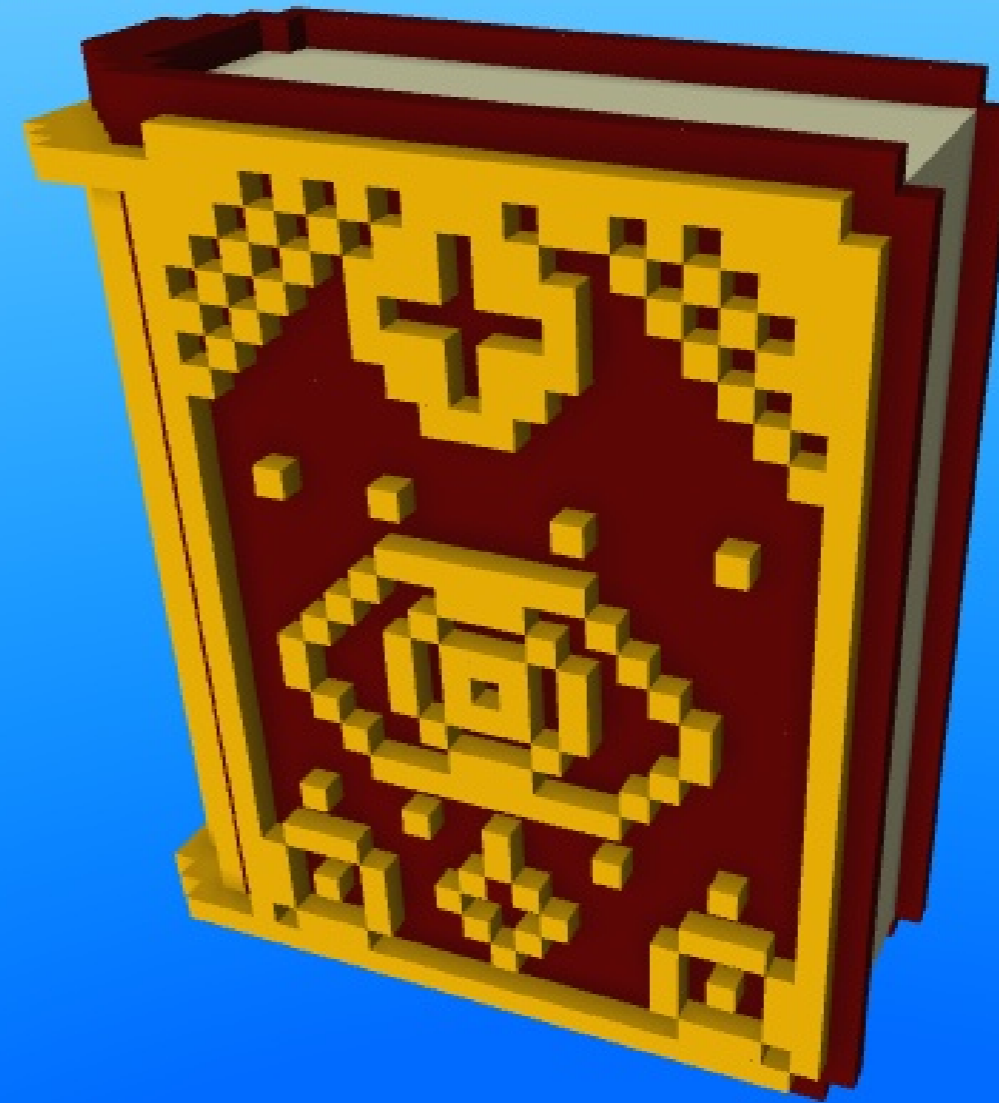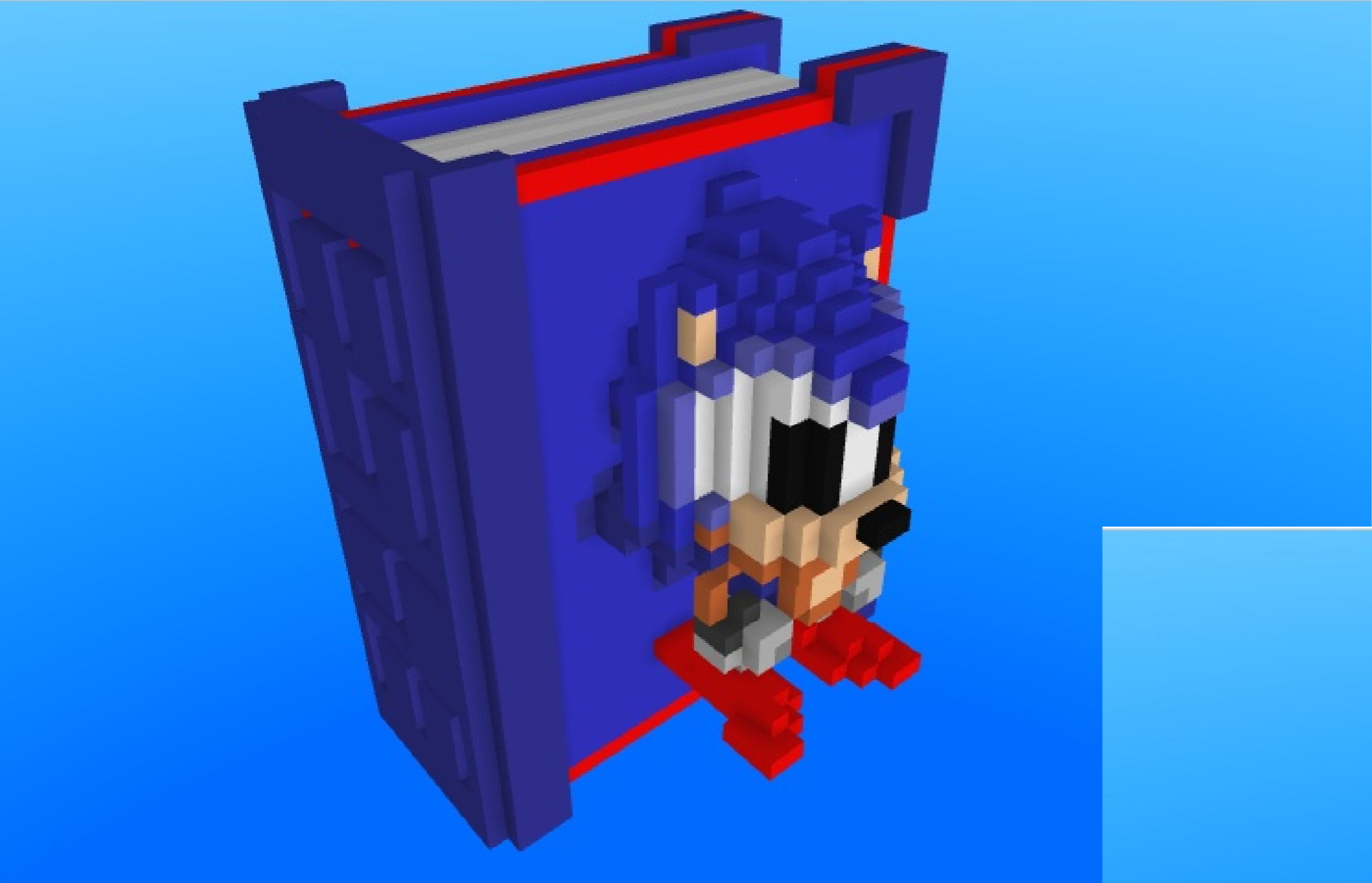
The Book of Mystery
A Book of Mysterious Origin.
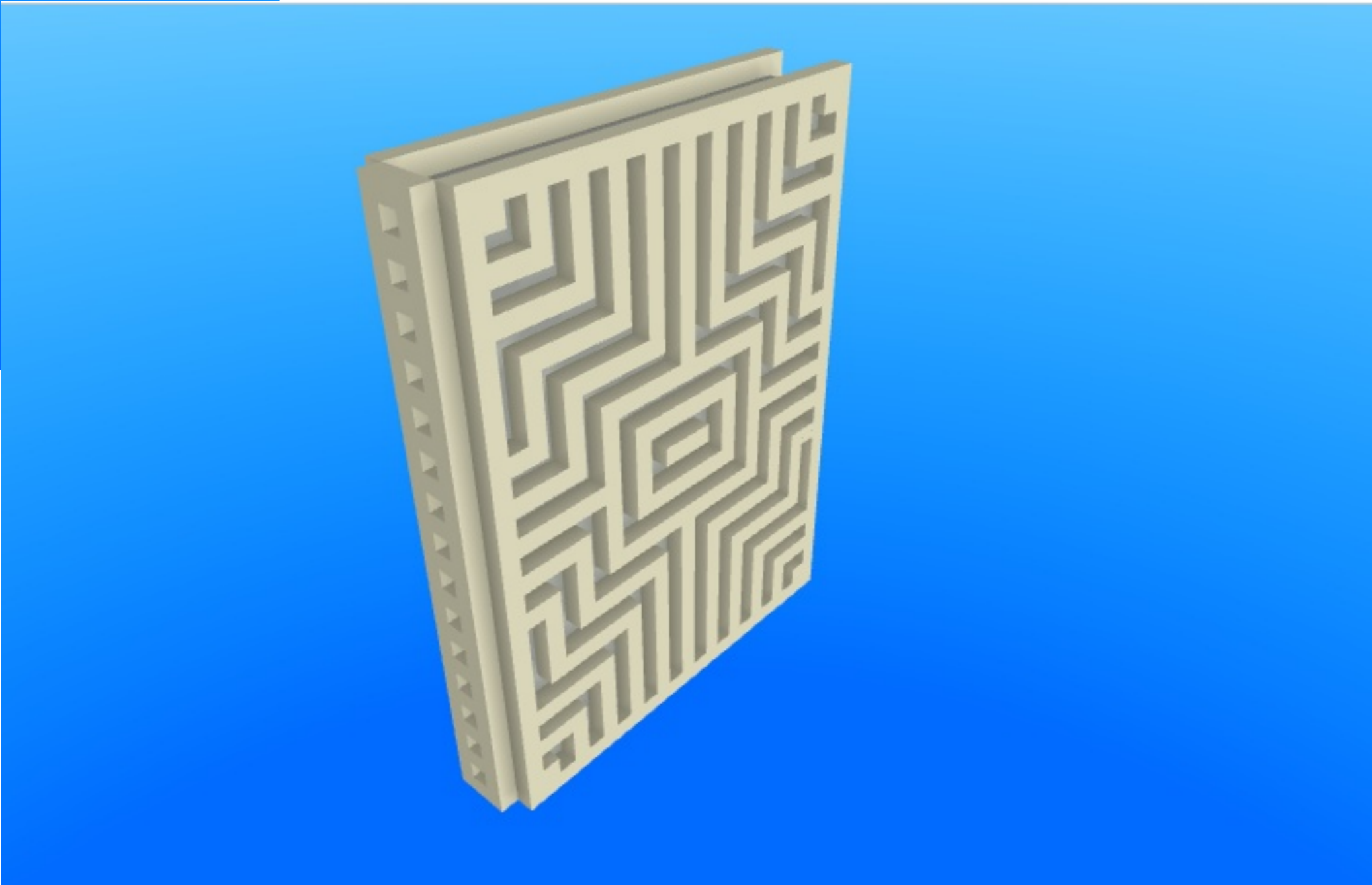
Sonic's Book
A limited edition wearable Sonic Head and Sonic Mascot will be airdropped to purchasers of Sonic's book.
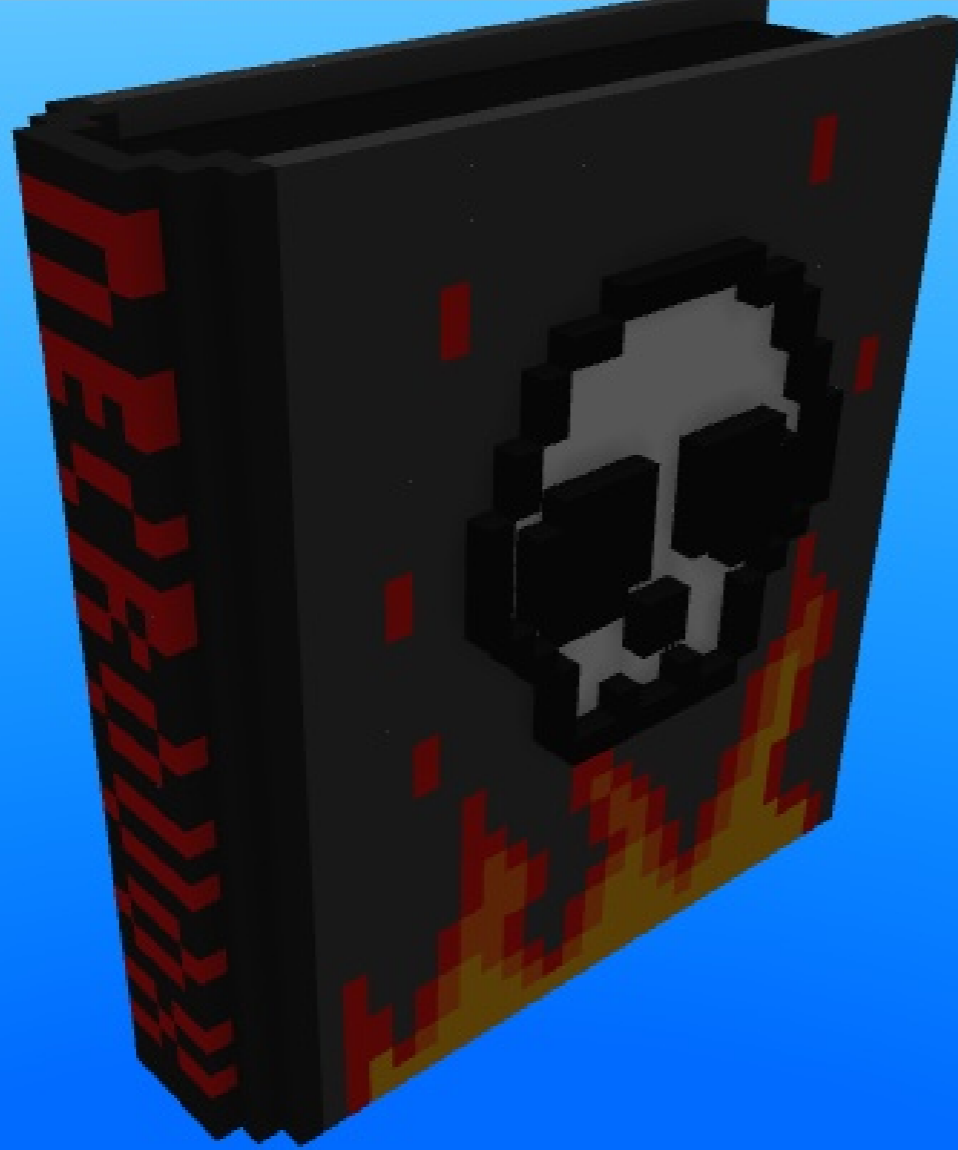
Book of Shards
A book of shards, Collects data from blockchain series.
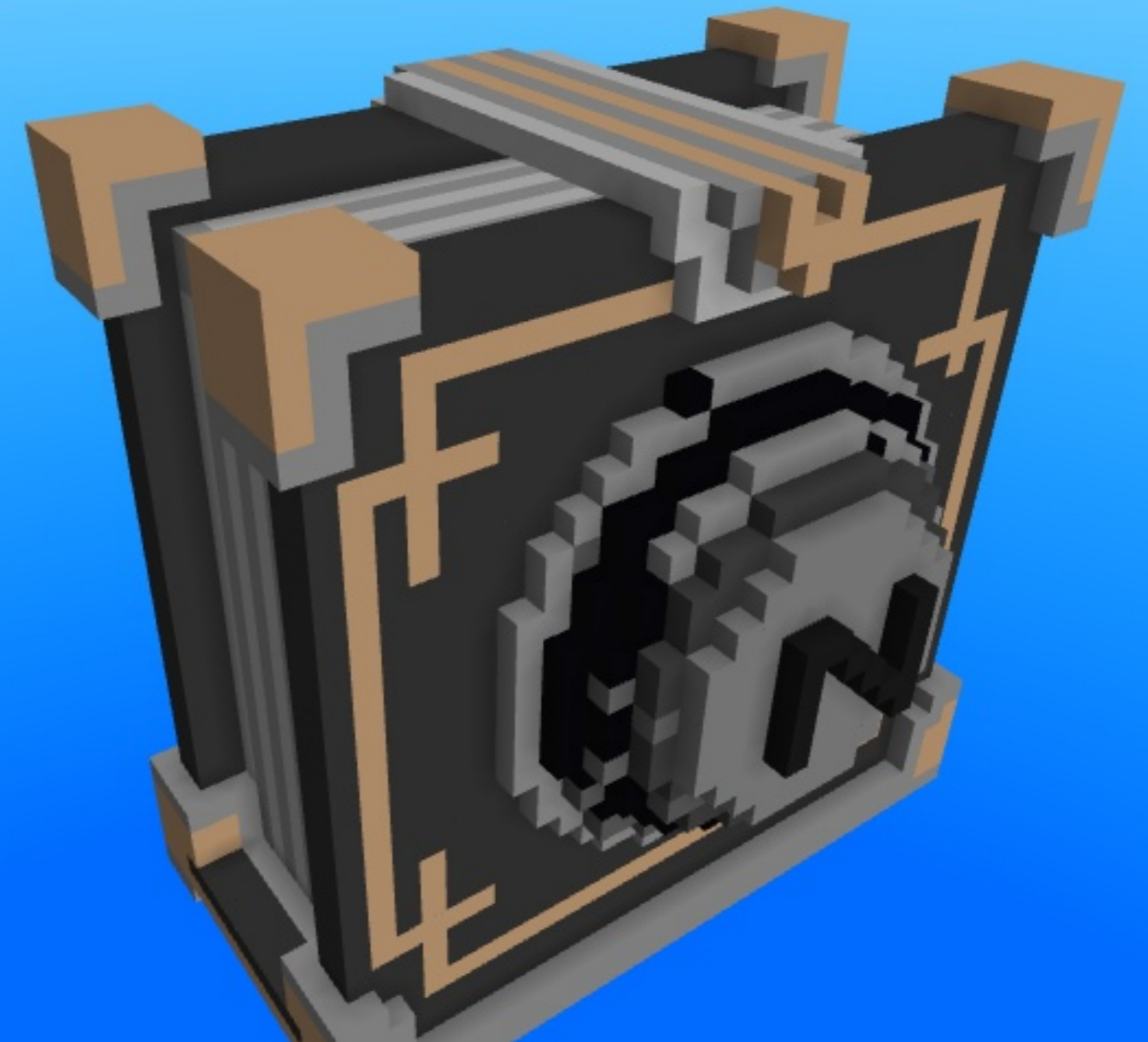
NECROVOXICON
The mysterious necronomicon for voxels, what secrets are hidden inside?
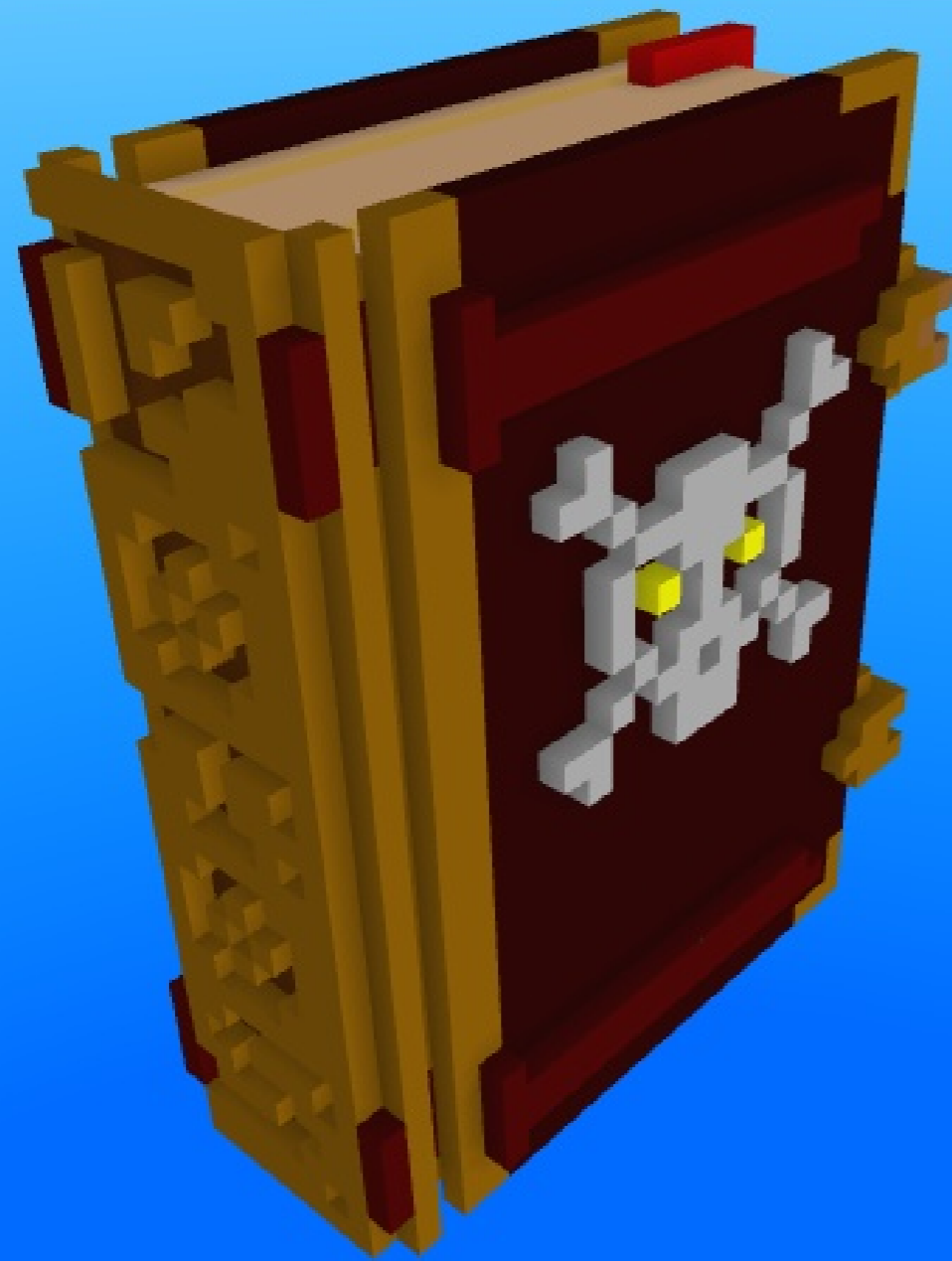
Bitgans Journal by Pindar Van Arman
An exploration of Pindar Van Arman's Bitgans
through the official journal.

The Book of Potos

Behold Scoundrel! here be the secret bunch'a pages that
tell the tale of them Pirates of the Other Sea. Open it if
you dare, and hold on to somethin' for the waves are
tall, and the dangers many!
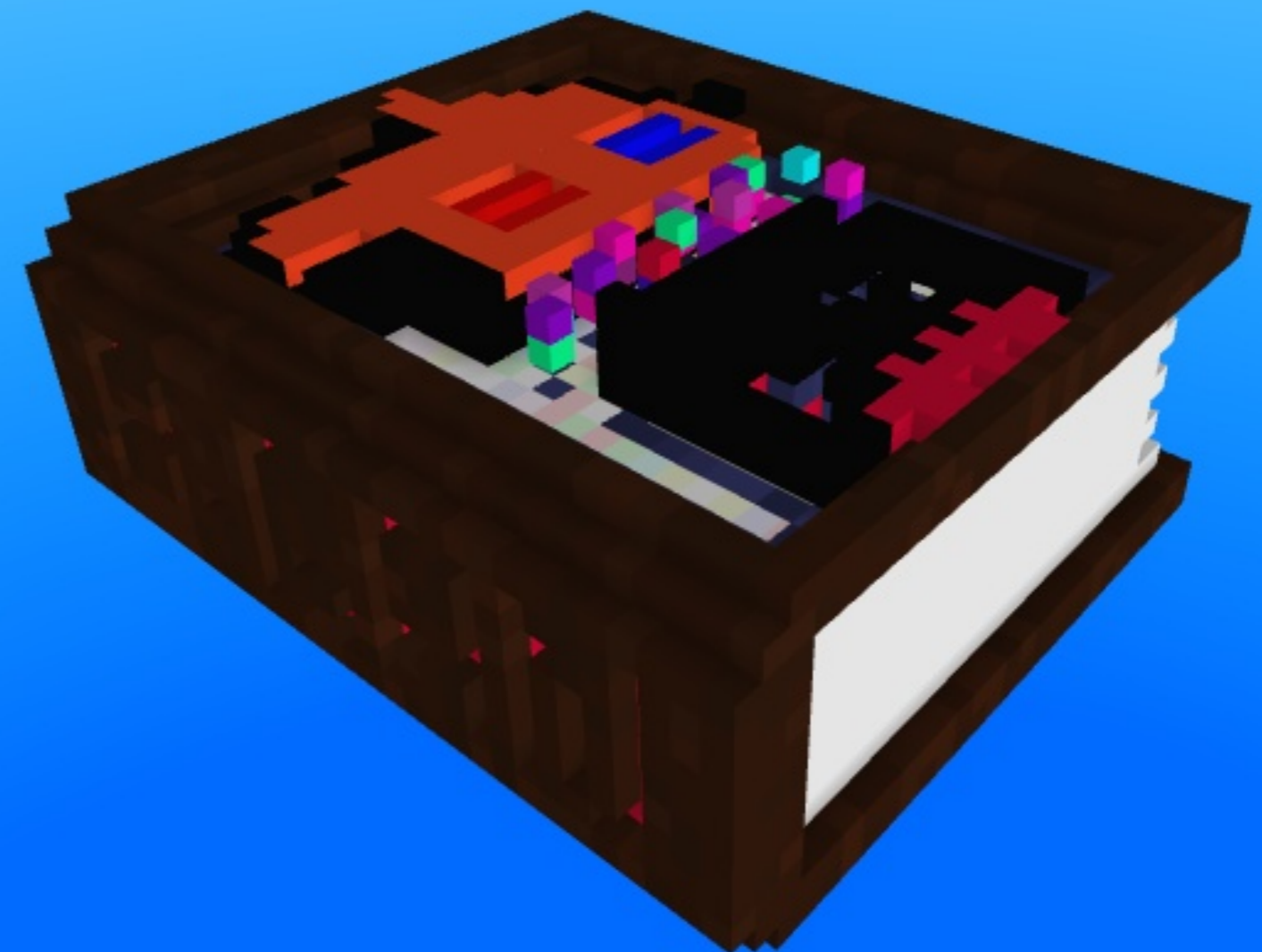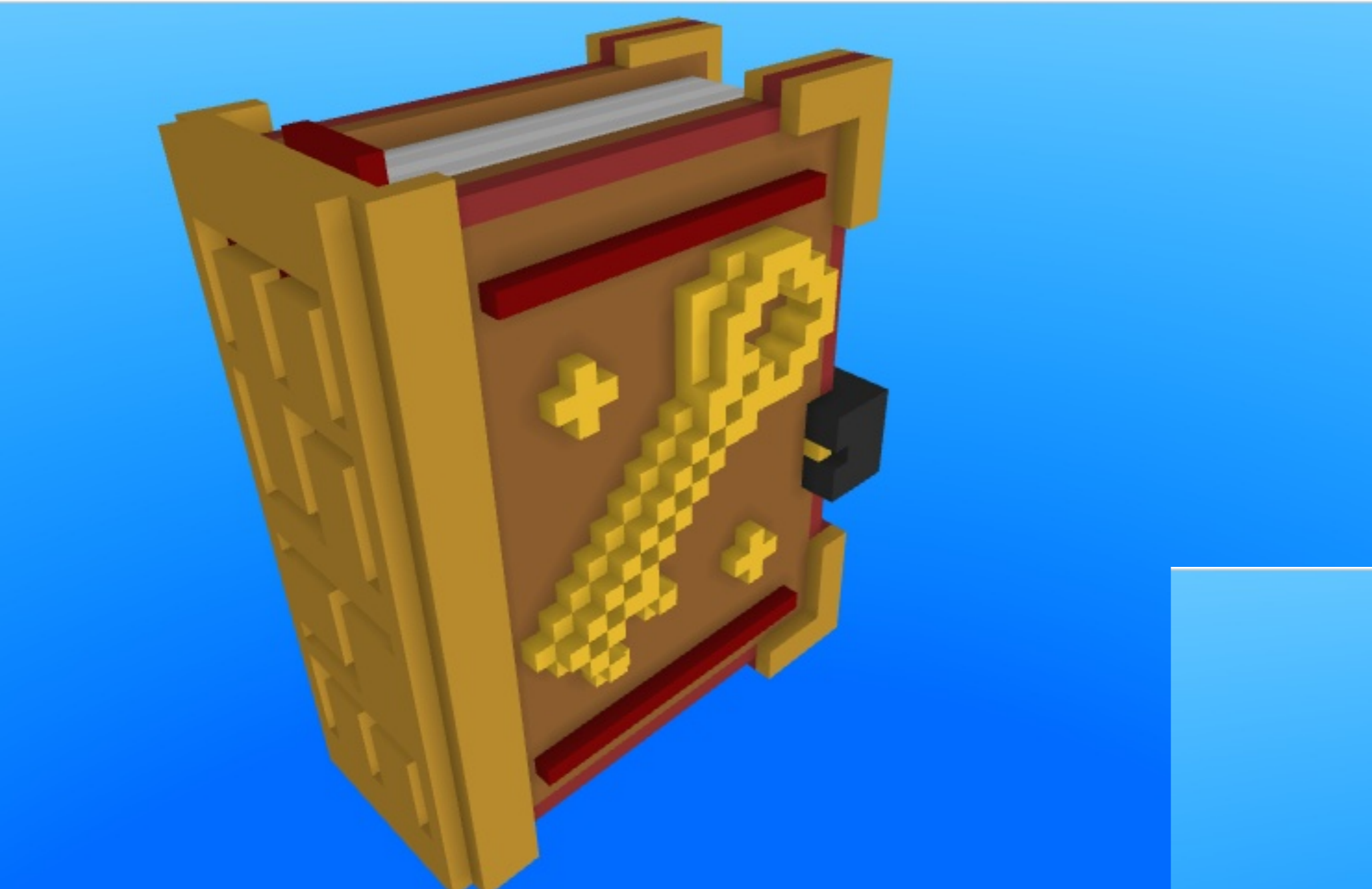
The brief history of Alexandria
All the history of Alexandria in one book!

Private Book
You will not find the content of this digital book anywhere. You can only have it by purchasing it. The key to the book will be sent to you by airdrop when you purchase it.
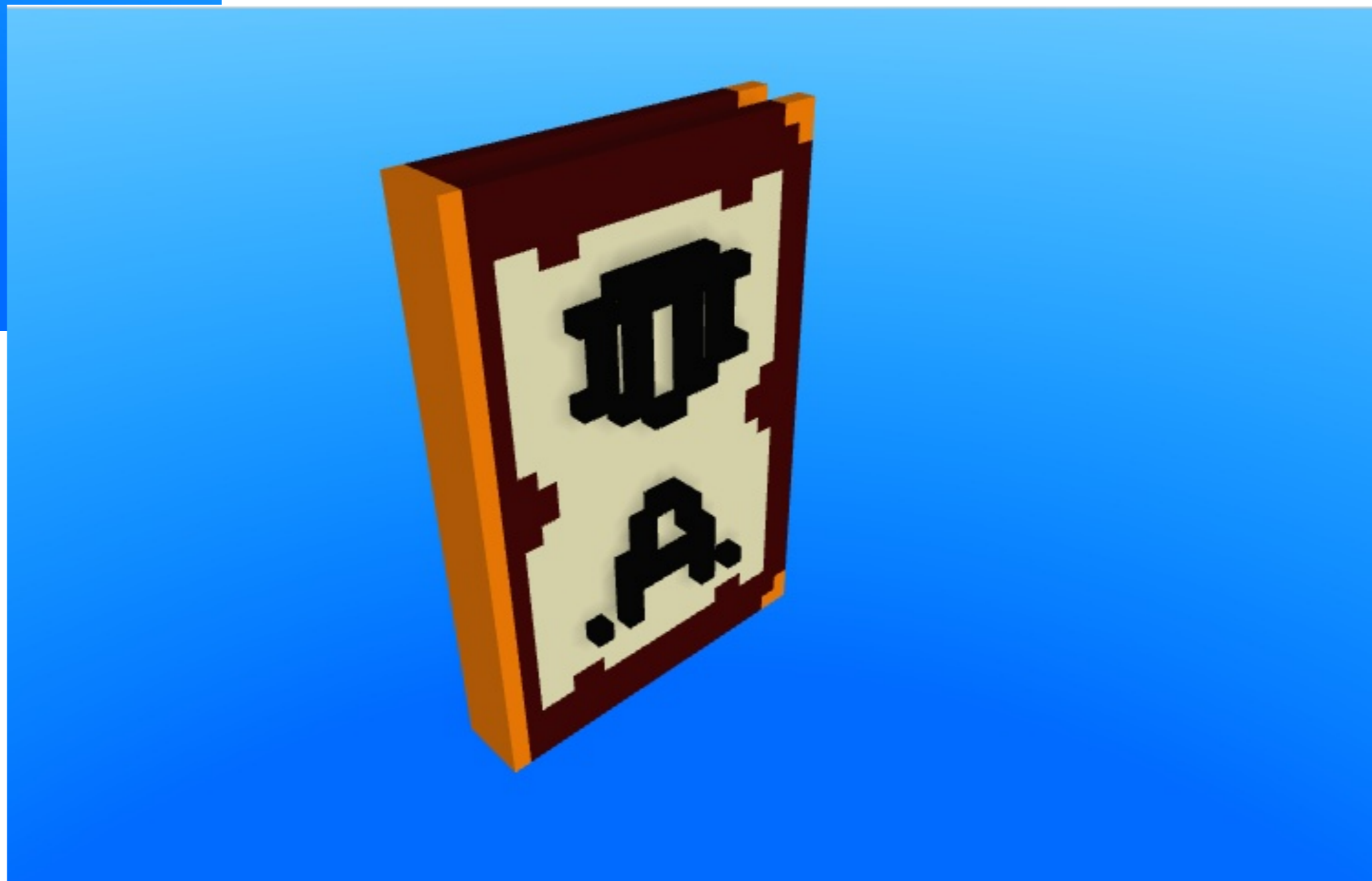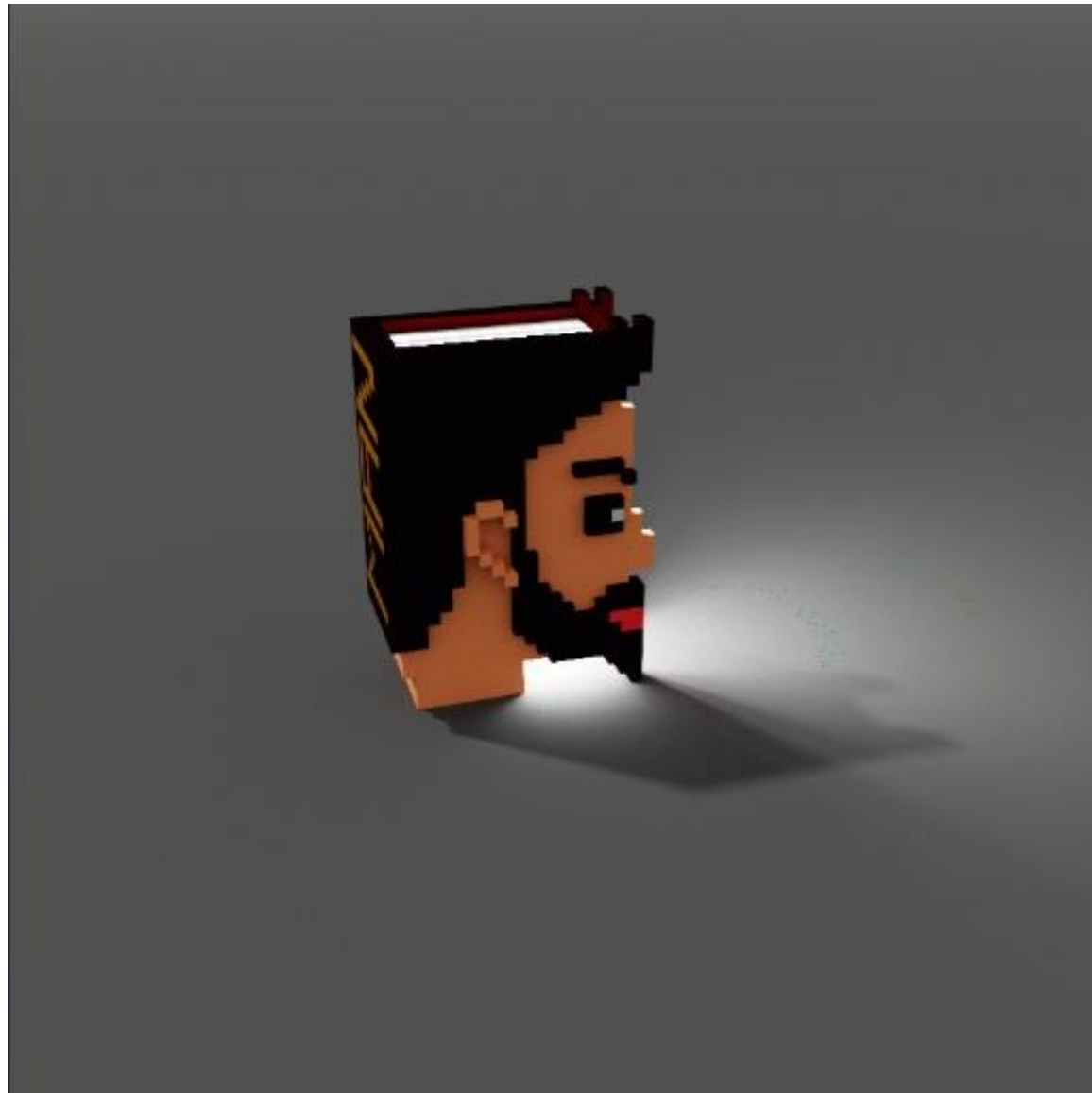
The book of MAN

Near NFT Collections Book
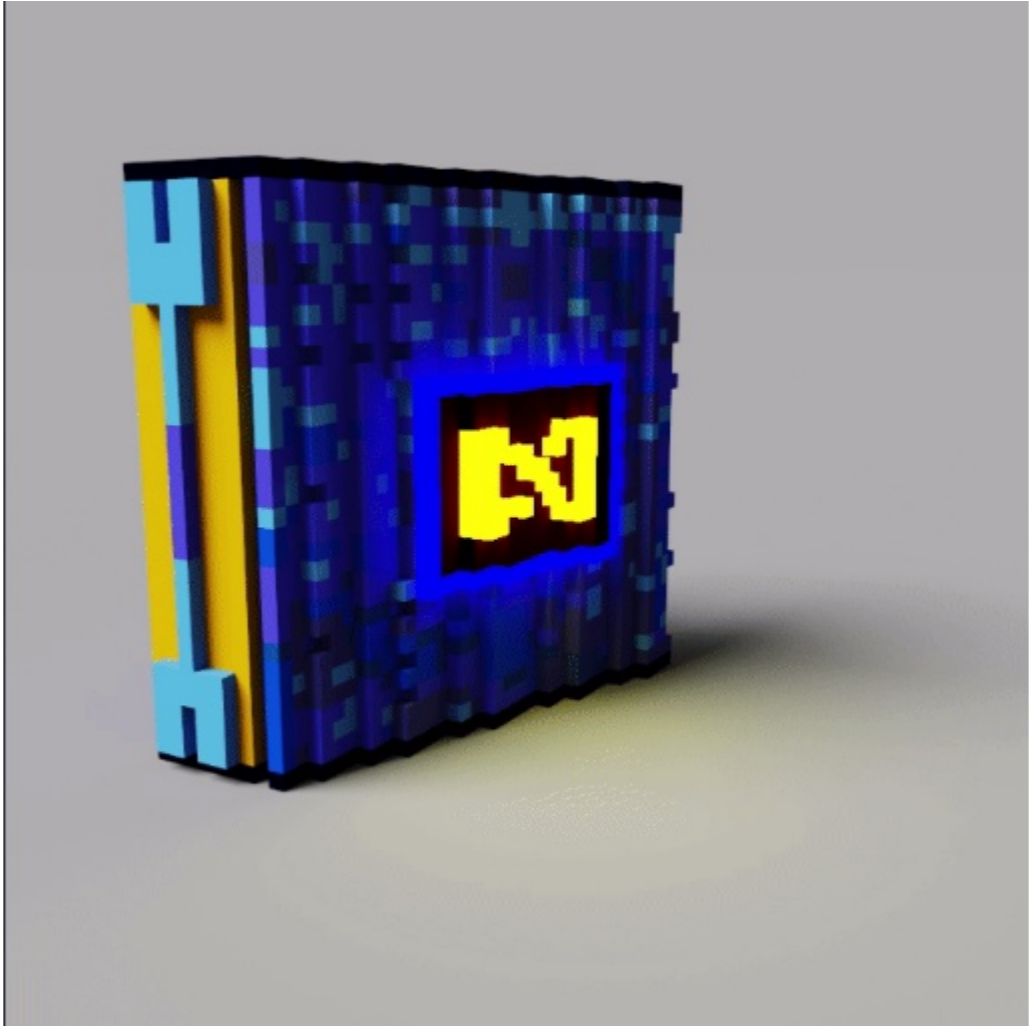
Colombian History Book

METAVERSE EVENTS

EDUX WRITING GUILD

Several events related to web3, blockchain, crypto, and NFTs took place in Brazil in the second half of 2022, and a particular buzzword was present in all of them, linking most of the discussions held: Metaverse.

After the emblematic announcement by Mark Zuckerberg in July 2021, the term Metaverse spread like wildfire from the most specialized niches of technology to the old counters of neighborhood bars.

The notoriety that the word has acquired in such a short time is unquestionable, as is its highly mobilizing capacity - having seen the number of courses, lives and lectures that proliferate on the subject, indiscriminately invading feeds in the most diverse ways on social media.

Currently, whether in Brazil, Bolivia, Mozambique, or Mongolia, the mere mention of the term can immediately generate curiosity, and expectation and capitalize attention.

In line with this surprisingly ubiquitous feature, at the beginning of July, NFT Rio took place, and at the beginning of
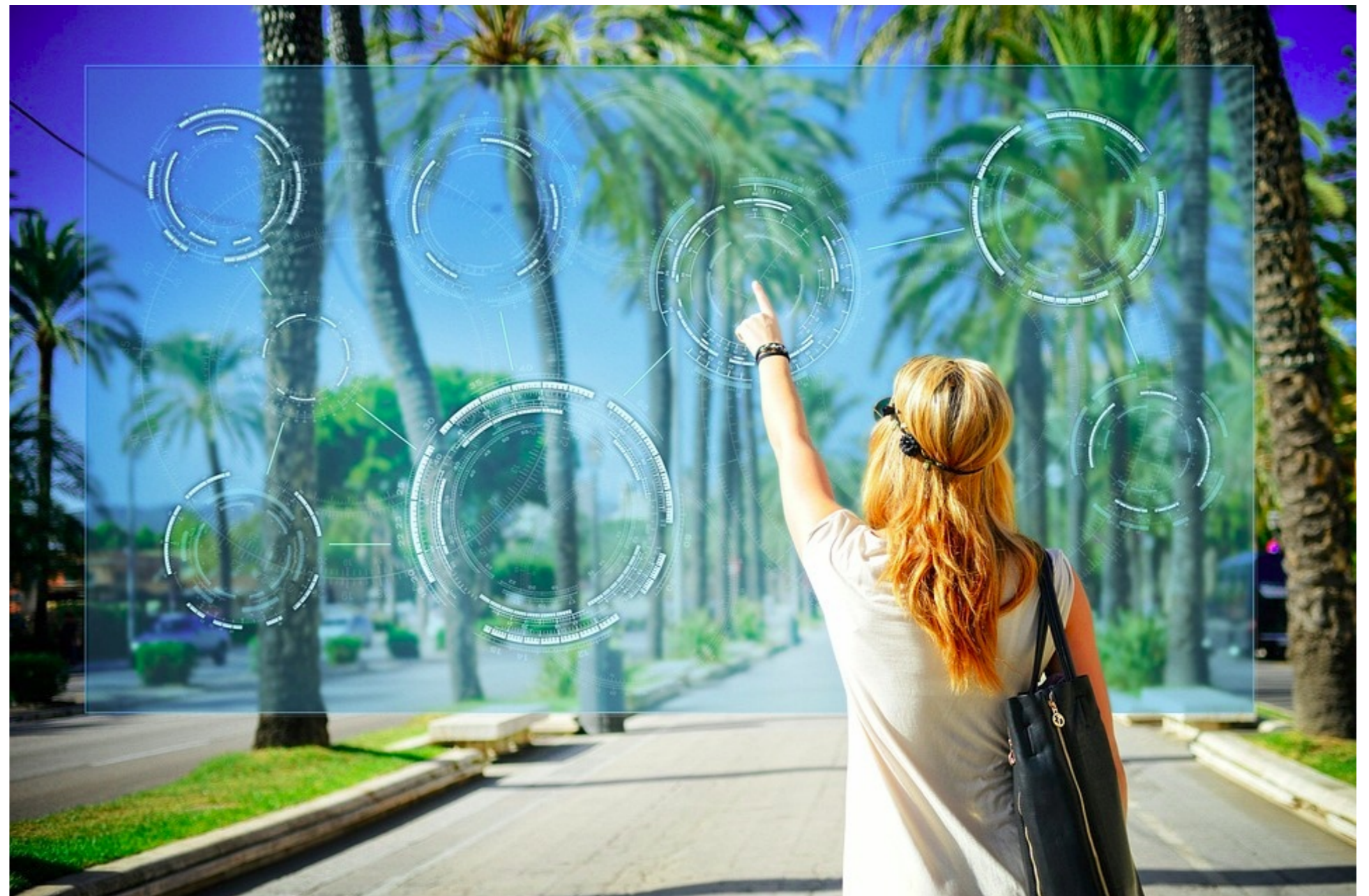
September, Blockchain Rio, both in Rio de Janeiro.

From September 9th to 11th, Ethereum Brazil occurred, and on September 12th and 13th (2022), we had the NFCBR (Non-Fungible Conference Brazil), both organized in São Paulo.

In addition, we had the Metaverse Day (on September 22nd, in Florianópolis), the Codecon (an online event from September 22nd to 24th in the virtual city of Z-City), and the NEARCON event, which was held in Portugal between September 11th and 14th, 2022.

In all these conventions and conferences, there were lectures and tables about the first steps in the Metaverse; the metaverse and our digitized lives; metaverse and the construction of brands and communities on web3; art, fashion, and Metaverse; games and metaverse; digital identity and digital ownership; the future of digital assets; e-commerce in the Metaverse; legal ramifications of the Metaverse; content creation; or metaverse and meta entrepreneurship.

In general, the discussions in these environments revolved around topics such as the definition of Metaverse; the scope and implications of these meanings and concepts; interoperability; immersive technologies (such as virtual reality or augmented reality); proto-metaverses, decentralization and connectivity; the importance of concepts such as community and locality (or neighborhood and territory) for the design of different experiences in the Metaverse (and not just virtuality); the capacity for personalization, cooperation and joint construction made possible by these spaces and experiences; digital games, videogames, and Metaverse; the interaction between physical and digital environments; architecture and

digital environment building; software, SDKs, platforms, tools, and the main projects in the metaverse segment; new opportunities and business frontiers, etc.

One of the main facts interconnecting all these reflections is that Metaverse is increasingly present in public debate and in the daily lives of a growing number of people. What can be considered a first step towards recognizing that the digitization and the gamification of an increasing sphere of our activities and lives is not a distant reality.

Even though the idea of the Metaverse may involve an immersive experience in a digital environment, there are several ways to experience some of its elements outside the virtual space. For example, our attention and much of our daily tasks are focused on "online" environments, so we are dependent on connectivity (as Yat Siu, CEO of Animoca Brands, said at Nearcon Portugal in September).

Conventions, conferences, meetings, and various events are other spaces where we can get in touch with these new realities based on people, ideas, and discussions we may have contact with.

In addition to tables and debates, these events also featured several other forms of interaction and experimentation related to Metaverse and new technologies, such as immersive hackathons in the Metaverse, workshops and art exhibitions in the Metaverse, stands and simultaneously physical and digital exhibitions, digital representation of the buildings in which these events took place (in different metaverses), and social projects that aimed to bring children from peripheral communities closer to the metaverse debate, materializing it.

It is interesting to notice the expansion of discussions about the Metaverse and the incorporation of peripheral groups at the center of the debates through initiatives of a social nature.

For example, through the "Metaverso Chapadão," a project conceived by the NGO "Educar+," which took place during the NFT Rio event, the children who were participating created drawings about the Metaverse, later transformed into NFTs and put up for sale to raise funds for the families and for the NGO projects.

Today many people recognize the idea of a metaverse or a proto-metaverse, whether participating in it or not. The popularization of these debates and reflections in the public sphere is expected to get even stronger in the coming years, contributing to the sedimentation of the Metaverse as a type of digital or virtual environment where new kinds of experiences can be lived, as an extension of our real lives and our physical world.

In this sense, as it is a paradigmatic breakthrough that can potentially transform the way we work, invest, learn, interact and - ultimately - live, developing countries must remain at the forefront of these discussions, at the risk of strengthening an even more segregating context of inequality.

The ability of countries to establish an autonomous and sovereign position on the subject unquestionably involves the education of an increasingly vast and diverse contingent of people. The Metaverse that we want to build must be collaborative, inclusive, plural, and vocalize the utopias of those who are prevented from whispering today.

TUTORIALS 4U

Metaverse DAO Tutorials: NEAR para NFTs (completo)
Created by Calebav for a Metaverse DAO bounty, this video is about the following: tutorial for newbies to learn how to create a wallet, customize it, how to make a forum account, how to submit for a bounty, how to make a payout proposal, how to make a Mintbase or Paras account, and how to lie an NFT on one of these platforms, also teaching the two ways to list NFTs, how to sell them, buy them, how to view them, transfer them and burn them.

Metaverse DAO Tutorials #07: Decentraland
Recorded by SkazOne
Funded by Metaverse DAO

Metaverse DAO Tutorials #08: Sandbox
Recorded by ImJami2017
Funded by Metaverse DAO
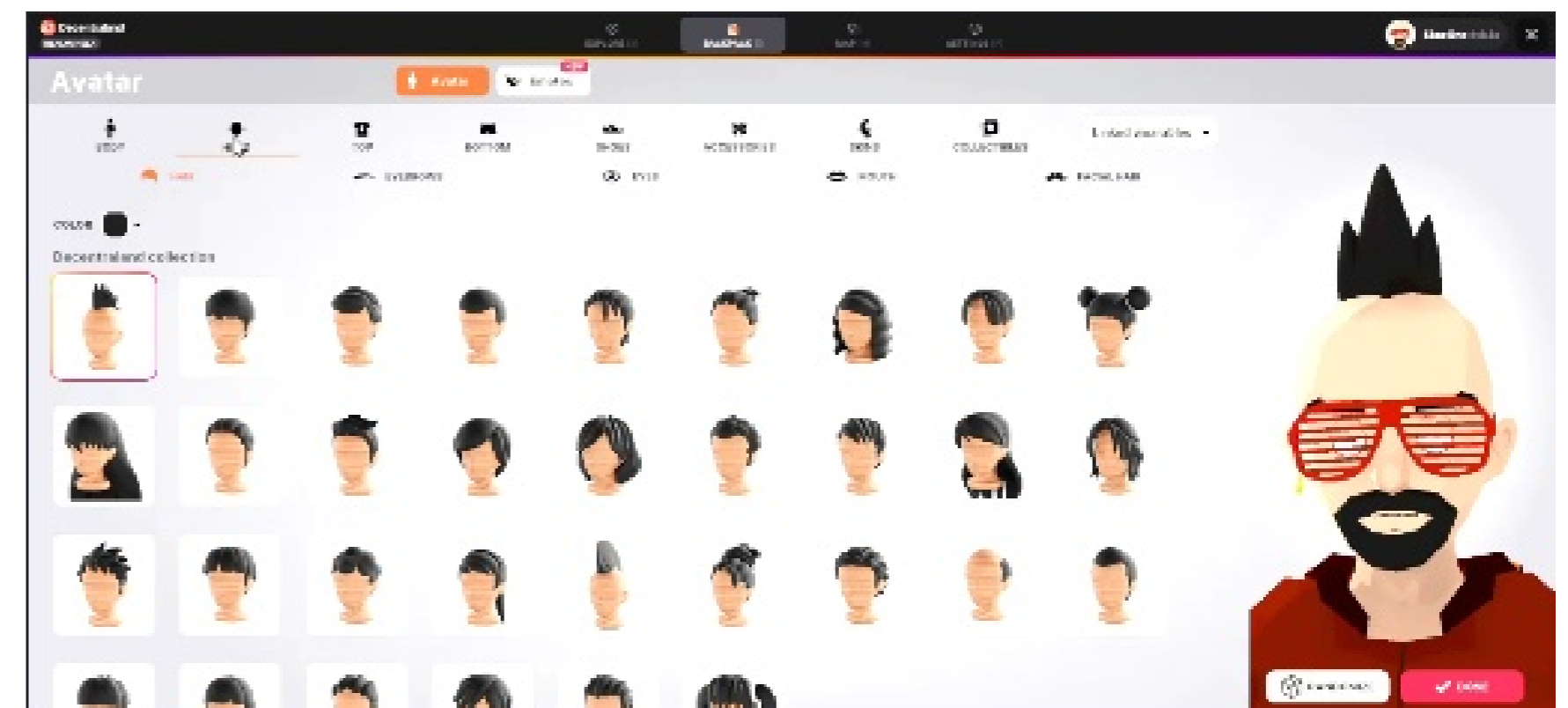
Metaverse DAO Tutorials #06: Substrata
Recorded by Stunter31
Funded by Metaverse DAO

Metaverse DAO Tutorials #05: Nestercity (NEAR)
Recorded by TRosario
Funded by Metaverse DAO
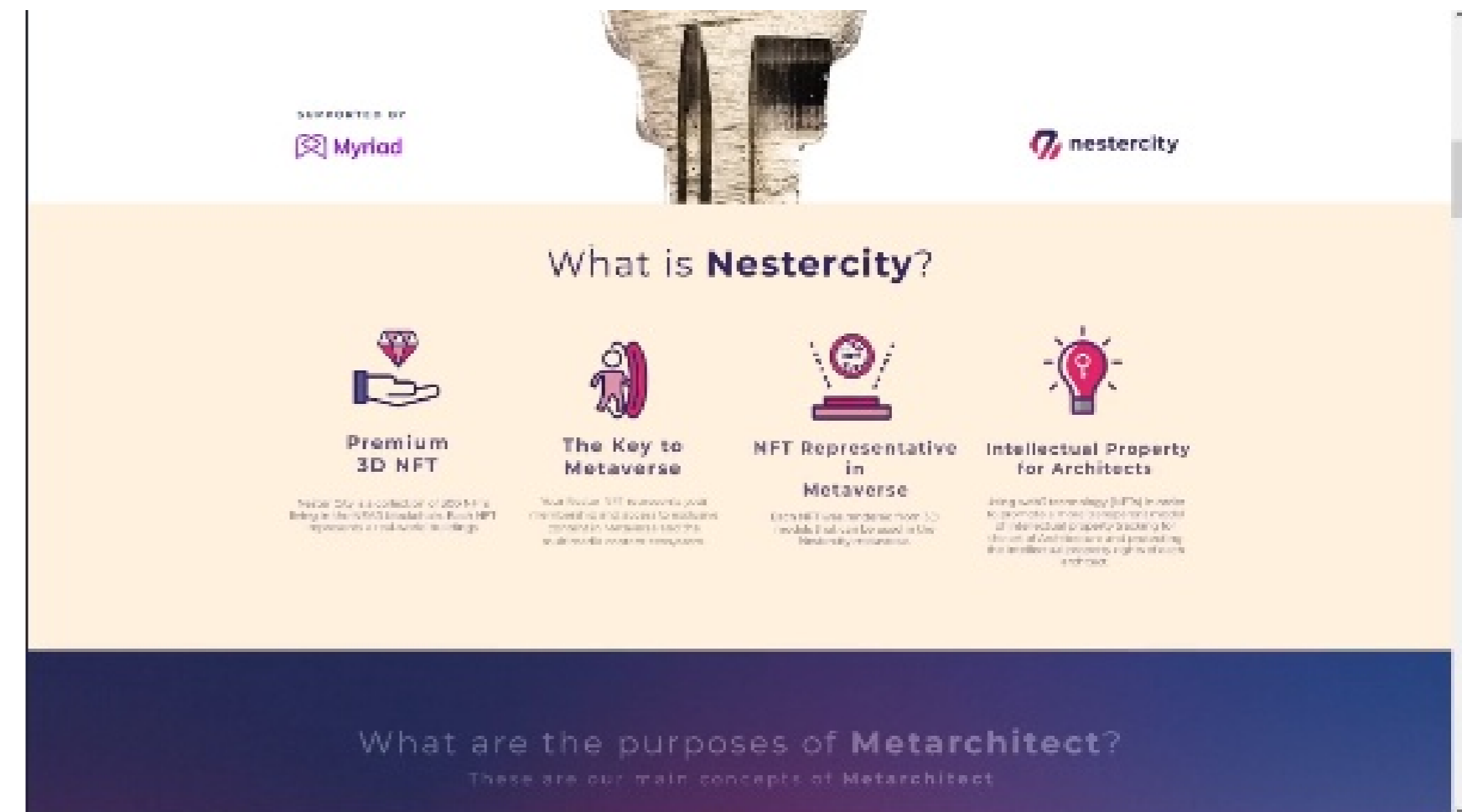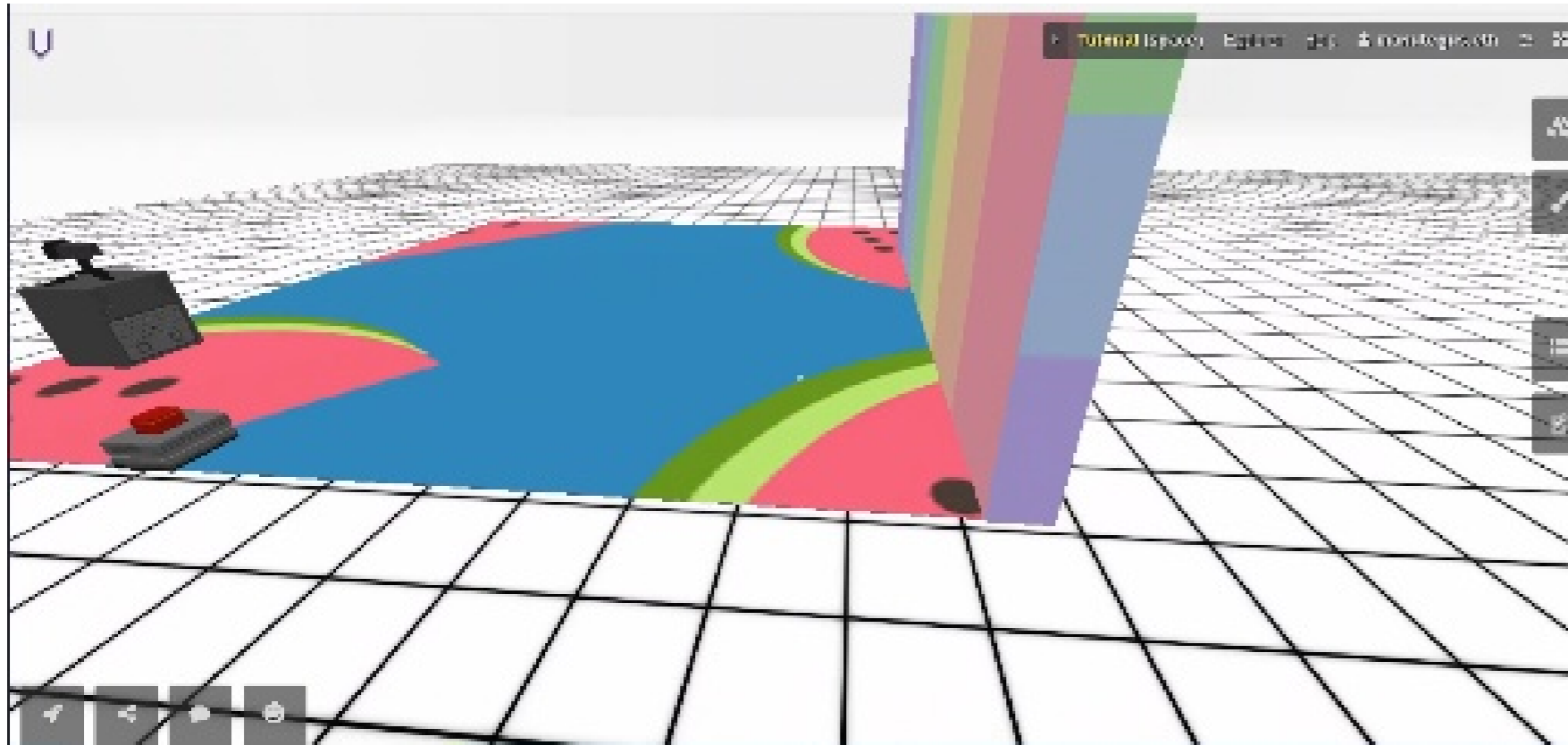
Metaverse DAO Tutorials #03: 3XR
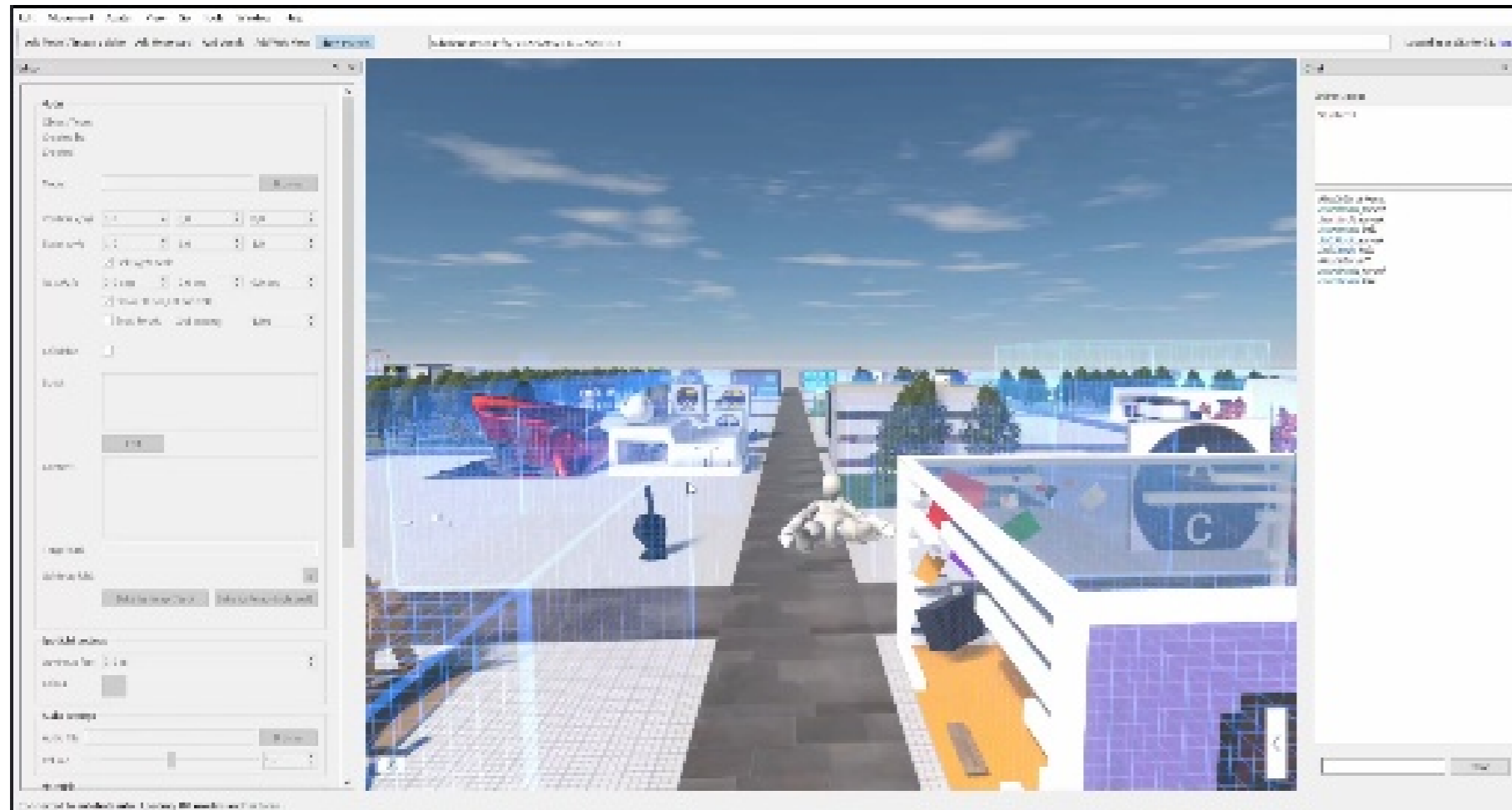Recorded by TRosario
Funded by Metaverse DAO

Metaverse DAO Tutorials #04: Voxels
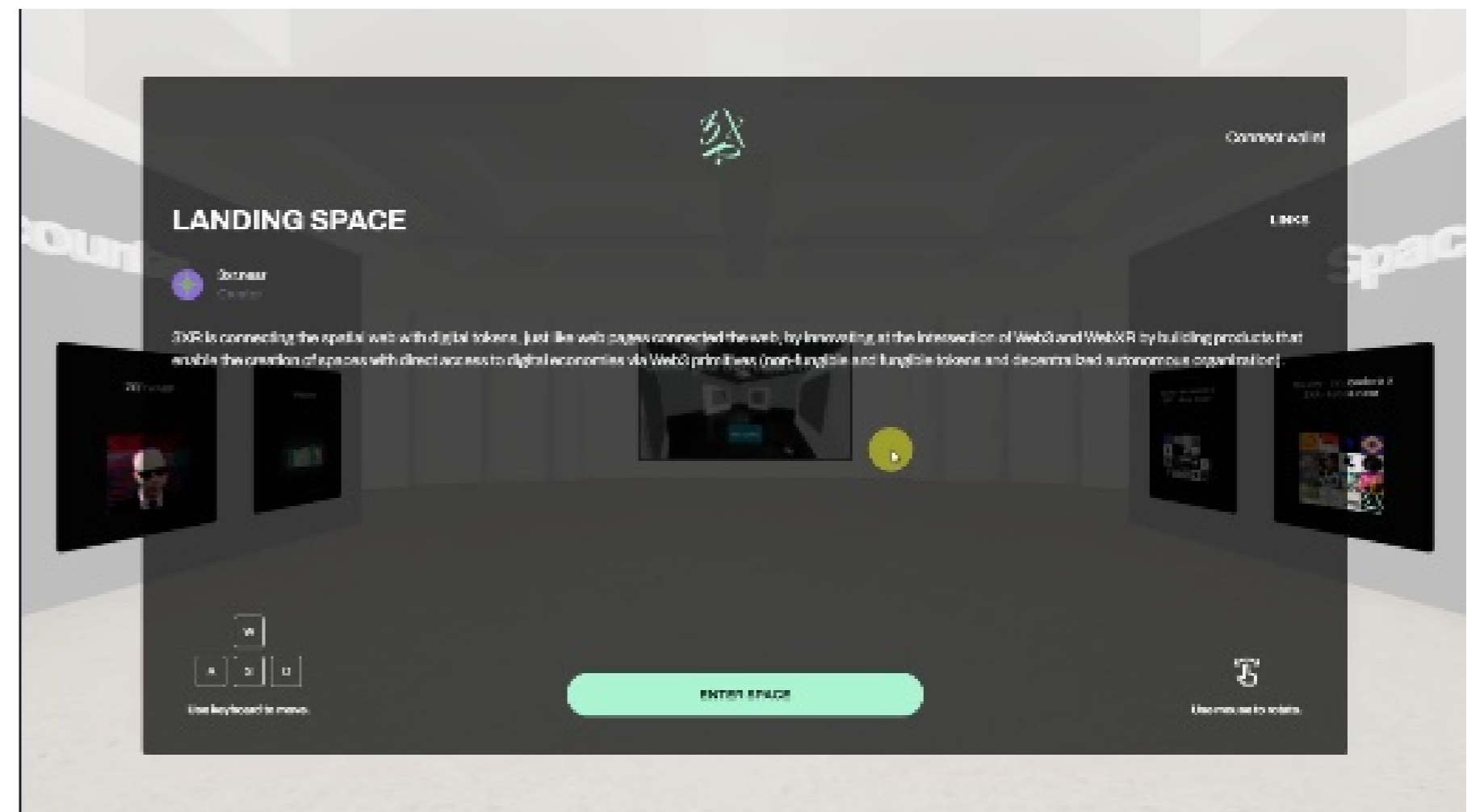Recorded by Manutegus
Funded by Metaverse DAO

Metaverse DAO Tutorials #01: Myriad Town
Recorded by Stunter31.near
Funded by Metaverse DAO

Metaverse DAO Tutorials #02: NEARHub
Recorded by Nosana bazer08.near
Funded by Metaverse DAO

NFTS AND THE REINVENTION OF BRANDS IN THE METAVERSE

JÔNADAS TECHIO
BLOCKCHAIN SOLUTIONS ARCHITECT &
WEB3 EVANGELIST AT AXUR
JONADAS@AXUR.COM | @WEB3AXUR

Are you a product or a brand?

One of the key *insights* I kept from *Consensus 2022* (an event held in Austin in June) came from the panel titled "**Re-imagining Brands in the Web 3 Era**." Participating in the panel were Todd Kaplan, CMO of PepsiCo, Raja Rajamannar, CMO of Mastercard, and Keith Grossman, President of TIME Magazine, in the role of moderator. Addressing the CMO of Pepsi, Grossman made a provocation along the following lines:

"Pepsi has a great food and beverage portfolio, but you can't eat or drink in the metaverse. How do you plan to evolve your brand in an environment where the fundamental interaction with the consumer is lost?"

The provocation seemed very appropriate, as it expressed an intuition shared by many skeptics regarding the potential of the metaverse. But it was Todd Kaplan's response that gave me food for thought:

"I think you have to start by framing: Are you a product or a brand?"

Kaplan continued his answer by conceding to Grossman that, from a product standpoint, Pepsi is fundamentally a company that sells soft drinks. But, according to him, **the great opportunity offered by the metaverse is precisely to allow a company to reinvent itself as a brand.**

As an example, Kaplan suggested that Pepsi could present itself in the metaverse as **a music brand**, and went on to describe some of the existing initiatives in this regard, such as virtual festivals that Pepsi has sponsored, and also NFT drops in partnership with music artists, such as Pepsi Mic Drop, which have served as incentives to build new communities among their consumers.

Meet 15 of our Mics, inspired by Pepsi flavors, all on different stages. From blue fire to hair metal, this collection is a nod to the strong connection Pepsi has to music, without forgetting Pepsi-loving degens.

Pepsi Mic Drop - Source: Pepsi.com

Making the intangible tangible

The lesson of Pepsi's CMO also reminded me of an idea I had already heard advocated by former Goldman Sachs executive and Real Vision CEO Raoul Pal - namely that **blockchain, in particular tokenization via NFTs, would make it possible to transform brands, which today are intangible assets, into tangible assets.**

(You can listen to Raoul Pal defending this thesis in this episode of "The Wolf of All Streets" podcast).

To better understand this point, let's think about a concrete

case. You have heard of **George Foreman**, right? When you hear that name, what first comes to mind? Depending on your age and interests, I would bet that one of the following answers applies: (1) world champion boxer; or (2) non-stick electric grill (the one with the slogan "Lean Mean Fat-Reducing Grilling Machine", very popular in the 1990s).

George Foreman - Lean Mean Fat-Reducing Grilling Machine

George Foreman, *the human being*, obviously is not reducible to either of these descriptions, nor to the sum of both. But as a *brand*, these are probably the main associations of the term "George Foreman" for the general public.

The sense in which the **George Foreman brand is intangible** is that, unlike the human being or the products with which it is associated, the brand doesn't exist anywhere in particular. **Brands basically exist in our collective imagination** - which by no means makes them less important. On the contrary, depending on your view of what human beings are in essence, this realm of the imaginary can be considered the most important.

That said, it begs the question: **in what sense could blockchain and tokenization via NFTs transform this kind of intangible asset into something tangible?**

NFTs and Digital Scarcity

A non-fungible token is a representation of a unique, irreplaceable asset registered on the blockchain. Owning an NFT, therefore, is like owning a digital certificate of ownership of a singular asset, be it digital (such as a music file) or physical (such as real estate).

There are four main characteristics that enable NFTs to fulfill this function:

    • **Singularity**: each NFT has a unique digital identity, registered on the blockchain, that differentiates it from others - so, for example, even if two NFTs refer to visually identical images, their code on the blockchain will be different.

• **Authenticity**: because they are registered in a public, unchangeable and auditable network, it is easy to verify how and by whom the NFTs were issued, thus confirming whether they are originals or copies.

• **Traceability**: For the same reason, it is possible to track the entire movement of an NFT through the blockchain, from its issuance to each subsequent transaction - that is, we can determine all the wallet addresses it has been associated with, indefinitely.

• **Programmability**: the behavior of an NFT is determined by the smart contract code used at the time of its issuance, and once the token is issued, this behavior cannot be changed except in the ways provided in the contract. So, for example, if a token is programmed with a function to pay royalties to the creator, this payment will occur automatically each time the token is resold in the secondary market.

Because they have these characteristics, **one of the immediate problems that NFTs solve has to do with the lack of digital scarcity on the Internet.**

This problem was well expressed by Kevin Kelly in his book The Inevitable: Understanding the 12 Technological Forces That Will Shape Our Future:

"The internet is the world's largest copy machine. [...] If something can be copied —a song, a movie, a book—and it touches the internet, it will be copied."

With NFTs we have for the first time a way to make digital files (e.g. MP3, MP4, gifs, jpegs, etc.), **which are infinitely copyable with respect to their content**, become **unique**

or scarce with respect to their identity and thus their ownership, as assets represented and transacted on a blockchain.

In other words: you can even *copy the content* (technically, the metadata) associated with an NFT; but given the way NFTs are issued and identified on a blockchain, it is impossible to **replicate the token**. Any attempt to do so would in practice result in the creation of a **new token**, i.e. an NFT with a new identity or code on the blockchain.

This feature promises a huge unlock for the digital economy. **The more time of our lives we spend online, the more important the ability to own scarce digital items becomes.** And it is precisely this ability that opens up some of the most promising possibilities for creating new channels of expression and points of connection between brands and their customers in the metaverse, disintermediating that relationship and enabling the creation of communities capable of aligning the brand's message and core values with customers.

NEARLY A HOST?

BY: WOODWARD FOREST-LICH

It may seem difficult at first, but everything is difficult at first.
Miyamoto Mushashi; Go Rin No Sho.
"The Book of the Five Rings"

More to do, it would seem, Nemo. Over the past few days, I was tasked with a few more objectives, which I'm still working on as I type. But that is neither here nor there right now. What matters is I'm expanding my very small skillset in a way never before planned upon, except for maybe one time during a hypothetical with a colleague. I'm writing more now, not just for fun or journalistic purposes... though they are both sometimes. But on top of this (which is my traditional wheelhouse), I was offered the chance to push my narrative moments further.

But how? I'm glad you asked, hypothetical reader! Simply put, I am attempting to interview specific individuals within our ecosystem at large for posterity and exposure. To be fair, the one time I mentioned wanting to do something similar was more of an open forum podcast for nerd culture in general.

That didn't work out, or more accurately, nothing has become of it yet. Simply put, I'm a writer, not a personality to carry a program. Let it never be said that I'm one to shy away from something new simply on the basis of it not being within my wheelhouse. Or so I thought when I took on the idea more than a couple of weeks ago. We'll get back to that in a moment.

Lately, I've been writing so much indie stuff it has engendered a new issue not faced by me as of yet: I lost track of a story I wrote for the Metaverse. I did absolutely turn it in on time; unlike my usual routine submission, however, the literary application that archives all my creations was missing one entry. The missing piece was an urban legend with a twist, which involved a hitchhiking premise also with a twist. It wasn't great, I didn't like how I closed out their story, but it could have easily been much messier.

Back to the interview and hosting topic now, though. Scheduling? Ha! I thought that would be the easiest variable in

this equation. But, to quote Charlie Murphy, "wrong, wrong!". It's amazing how difficult it can be to coordinate myself with others, especially considering the time zone and continental differences between my day and that of my potential subjects. This is the part where my mind began deliberating all the possible negative ways I could be party to everything going horribly wrong. I have that odd habit: I start predicting all my possible failures prior to even attempting things. What if I can't make the right time and it collapses? What if my hardware blows up mid-video? What if my anxiety kicks up into ludicrous speed, and I stroke out? What if the Yautja race crashes a ship into my home the second I press record?

Software became another splinter in my mind that dug into my cranium. "Wait, I have to record this!" I told myself out loud. Crap. Far from optimal, to be sure. This is one of those moments where I see a wall coming up into view. The bigger it gets, the more I talk myself into talking myself out of it.

"You've never recorded a thing that isn't just you playing music ever."
"How do you even know it'll work with your fossilized computer? "
"Dude, you could freeze, and then what? Let everyone see you choke like you're on amateur hour at the Apollo?"

"What if I just suck?" The central digging query that rephrases itself in countless other fashions. It was urging to find the key to my self-doubt and consume me like scarabs in a tomb. My inability to accept that I'll succeed at things has impeded many a quest to better myself. From the youngest ages to about weeks ago when I returned to jiu-jitsu after months away, I always have the voices in my corner advocating to throw in the

towel early and gracefully. Something about a messy, ignominious public pie in the face was an indignation I couldn't stomach. As I aged, it became a well-oiled machine, fully equipped to derail any but the most committed actions I take. I reminded myself to get comfortable being uncomfortable, and this was certainly a scenario in which I felt fully out of my element. Clinging to the old SEAL Mantra, I jumped into the fray. Totally inexperienced, I refused to be seen bleeding (or sweating) amid the operation. I took the plunge… eyes wide open.

"Oh well, here I go... "deep breath. press record…

Ok, well, all things considered, that wasn't so bad. The conversation was full of levity and intelligent discourse. When it didn't have that, we were relating our ideas using video games and MMORPG-based titles to help create context. I exchanged knowledge with a fellow philosophical mind and had the pleasure of augmenting the precious little I knew about the Metaverse through their experiences. All is well that ends well, right?

Wait, I have to EDIT this…?!

Signed,

Woodward Forest-Lich

METAVERSE LORE: PASTEL LITTLE

Pastel Little walks alone, but by her side - a floating orb is a world still glowing in her mind when she runs off to hide.

This warm voice - it keeps her safe and guides her in a better way. Delights derived from frights help carve her space and weaves her threads tightly in a playful place.

The energy excites, it calms her, and brushes her curls, whispering softly "good babygirl". The world is a dashing fiend, oh can't you tell... overseeing her gifts, meanings, and spells to better teach how to route their way, but ending up giving sweet daydreams to her all day.

She's looking at the wall, but hardly looking. She's feeling something and ends up small sooking. If she bought these presents, who could she gift them to?

No ulterior motives but to enjoy a trinket and carry it to you.. or to pass it on, alone but ever-expansive.. her heart sensitive and expensive.. her soul marked for second changes.. her tiny toes scrunch in her stockings.. hands wring about future memories forgotten.. if only she could settle into knowing the right next step.

Eyes flutter back n' forth now along the stationary and the pens now, squishy breads, and odds n' ends now. Eyelashes drift slowly over all the textures 'til a stir signals the best match.

She pulls out a book.
The book takes a hook off a latch.
Latch catches a pulley systems beyond the dark patch.

This Murphy door, it begins to pull and roll.
Some sweets on the shelves, they shake.
A new world is introduced for her to melt into and take.

Bristles run across and through her body with a new electric power - going easy now, weaving ribbons through the hours.

Pastel Little, Pastel Little - Let's play this game again.

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SEE YOU ALL IN THE NEXT NUMBER