

Voyage to the Metaverse checklist

**At the 2022
AMA Conference**

At HdK, we've been taking a voyage to the Metaverse in the first part of 2022. Hans shares the tasks we embarked on to help smooth your the way on your own journey.

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Background Research



PODCASTS There are some good podcasts on the topic such as 'Into The Metaverse' from Bloomberg Intelligence which covers a number of key topics and concepts



NEWSFEEDS Set up your favourite news feed aggregator to find regular quick reads. Most smartphones will help find stories based on searches you've done in the past. By searching for a few stories, my news feed started serving a couple of stories a day on the metaverse. By finding 5 minutes to read these each day, I quickly started to understand some of the issues and challenges or hot topics in the Metaverse. You'll have your other favourite sources as well such as the BBC



VLOGS YouTube is another great resource for understanding the key concepts in a short amount of time - particularly when you speed up the playback. It's also great for actually showing you the Metaverse in action without you having to be in the Metaverse, have the right equipment or know what to do

Planning & Preparation



ROUND TABLE - If you're part of a team, get everyone involved. At HdK we ran a series of 'Round Tables' where different team members would research a different topic and present it at a Round Table before opening up a discussion to the team. Individuals would report back on topics such as 'What does the Blockchain have to do with the Metaverse?', 'What arts sector success stories are there?', 'Who are the best thought leaders on the topic?'



TEACH OTHERS - If you have a blog, have a go at writing your own posts on the topic. You'll have a unique point of view that can be shared. Also, teaching others is a great way to learn and work out your own opinions on something



NOTEBOOK - Start a place to save notes and ideas. We use ours to share inspiring facts and figures, links to great resources and explanations and ideas that we might want to come back to another time

Test run



CRYPTO WALLET - I had to get my head around crypto currencies. Some platforms required me to have a crypto wallet set up as part of signing up. I started to understand how to transfer money into my Crypto Wallet, that I could buy different cryptocurrencies and when they might be most useful



AVATAR - As I started to sign up to different platforms I was often asked to create an Avatar. This is a fun thing to do. They look nothing like me and I look forward to a time when I can use a more realistic Avatar across multiple platforms. Whether I'll ever want to spend \$4,000 on a digital Gucci handbag though will remain to be seen



HARDWARE - Experiencing the Metaverse in 2D is still quite common and there's a lot you can do through your computer browser but I convinced myself that it was worth going the extra mile and buying myself the Oculus Quest 2. If I shared it with my colleague Jannick it counts as a business expense, right? There are more expensive models on the market but this got good reviews and seemed to be accessible to a wider range of people so I felt it would be a good piece of kit to start with

Go explore



METAVVERSE - All the theory, background research and definitions can only get you so far. It's time to get out there. If like me you learn best by doing, now is the time to do a test run. I did the same with every social media platform that came along. For the metaverse, I spent a day trying to get myself on to the key platforms I'd read about. Sandbox, Roblox, Decentraland. The experience wasn't always great but it was useful to understand the gap between the hype and reality. I had more success in Spatial to the point that I even managed to do a business deal with someone I met on my first visit. The potential of the Metaverse started to make sense for me at this point



COMMERCE - I had to buy an NFT at some point. In my case, I bought my name and company name for the equivalent of a few pounds. It really helped me to understand the point about blockchain and cryptocurrencies - I still think it's quite confusing for many people. I really wanted to buy some land but with it costing the equivalent of thousands and thousands of pounds, this is not something I've thought too seriously about just yet



INTERACT AND IMMERSE - On each platform I've explored so far, I've made a point of finding at least one interaction with a stranger before I leave. The Metaverse is a social experience at heart. At Meta's Horizon World, they have assistants to help you feel comfortable. I'm not a gamer but I've played some of the free games available, I've attended concerts and events and explored amazing landscapes. As a team, a number of us went to a VR Experience called OtherWorld which was great fun and a way to get a feel of what the future might hold without investing in expensive hardware for everyone

A final word from HdK

Who knows when the Metaverse will fully materialise into the vision people hold today. There are some big concepts around topics such as privacy, decentralisation, cryptocurrencies. Hopefully, by following simple steps like these now, people in the arts and culture sector can prepare for the next iteration of the internet

Metaverse Roundtable

Hans de Kretser

Jannick Moth

Tugay Topju

Miles Dorsey

Peter Klip

Research and Administration

Meg Edwards

Victoria Knights

Raf Malanga

Alexandra McDermott Brown

Kate McInnes

Olivia Ward

Danny Skahill

Phoebe Cleghorn

The logo consists of a white circle centered on a dark blue background. Inside the circle, the letters 'HdK' are written in a bold, dark blue, sans-serif font.

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