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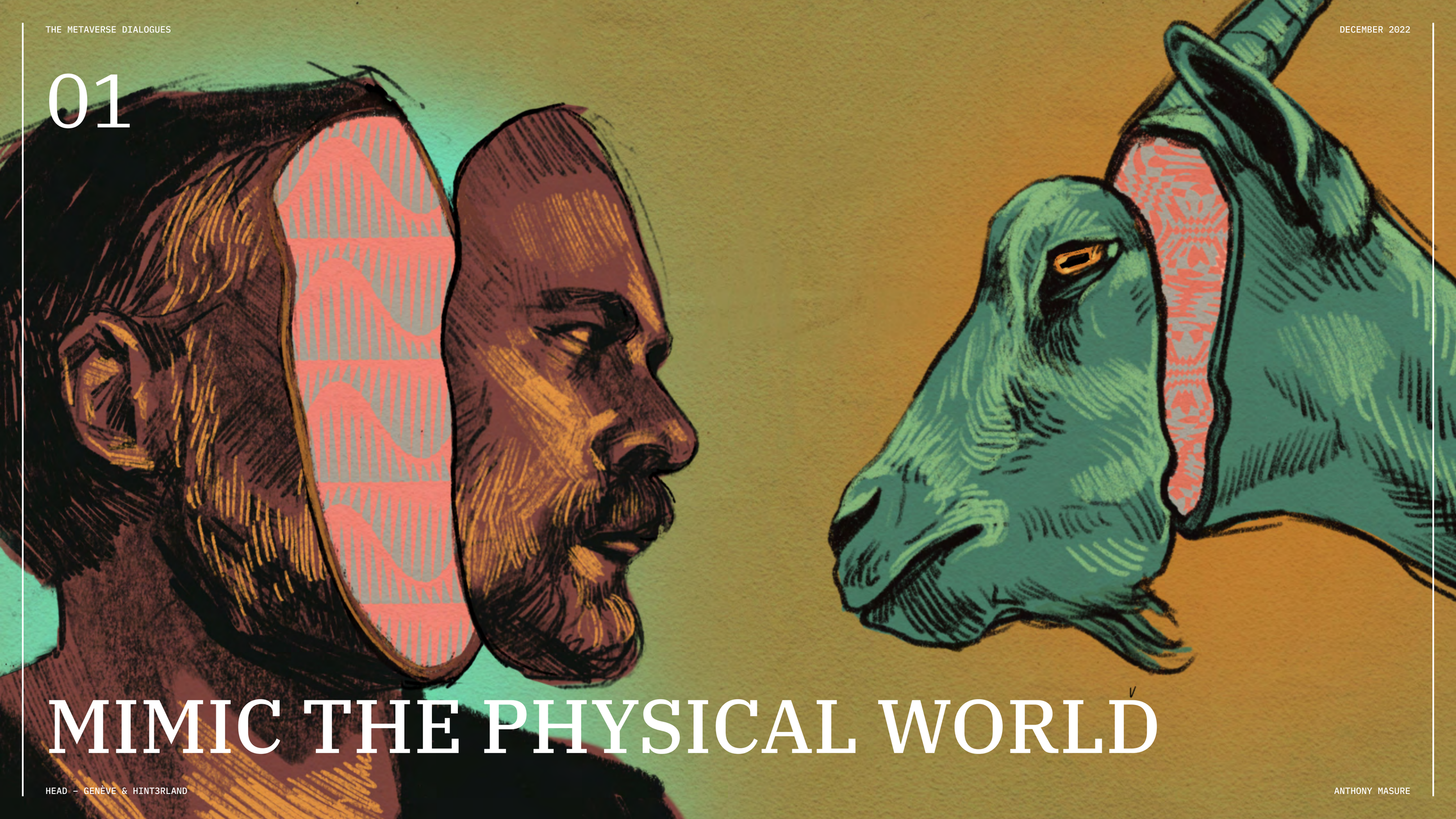
METAVERSE: A USE CASE FAILURE?

01



MIMIC THE PHYSICAL WORLD

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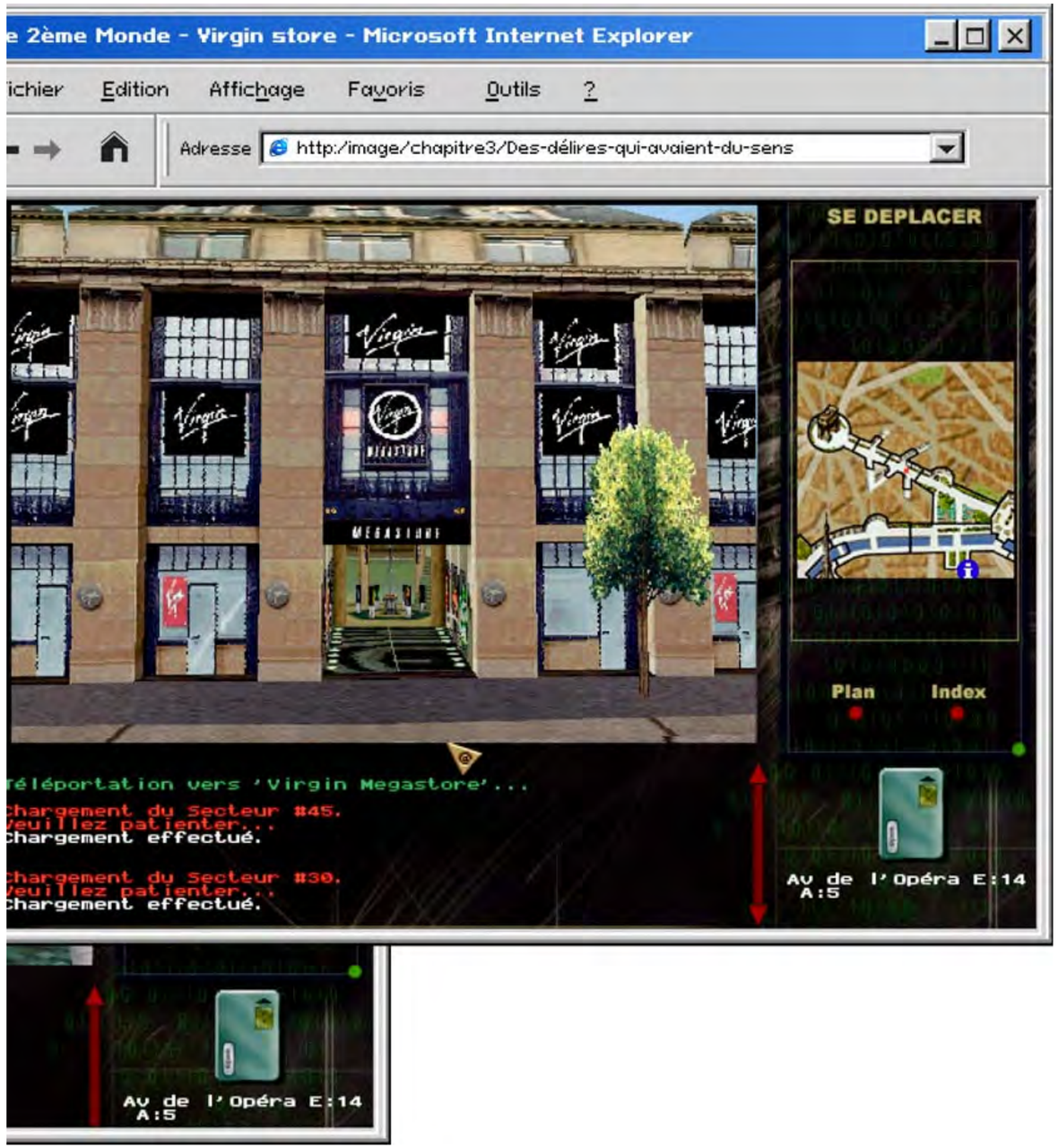
DEUXIÈME MONDE (1997)

Paris in 3D.



SECOND LIFE (2003)

“I think what we’ve learned — and somewhat with some sadness, given the work that I've done, I would have to agree — is that it's not for everybody, and maybe it's never for everybody.”

Philip Rosedale

DECENTRALAND (2015)

The platform offers similar properties to Minecraft but in a decentralized way with the use of Ethereum blockchain.

META HORIZON (2021)

“a synchronous social network where creators can build engaging worlds”.

Meta has set a goal of 500,000 Horizon Worlds users by the end of 2022; the current figure is close to 200,000 - down from 300,000 in February. The game has been criticized for programming bugs, instability, crude graphics, and a general feeling of boredom.

Summary

What’s the point of mimic physical world?

02

FROM VIDEO GAMES TO METAVERSE

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MINECRAFT (2011)

“The Uncensored Library:” users can access the work of journalists who have been killed, imprisoned or exiled by governments, including articles by Saudi journalist Jamal Khashoggi.

Concert of Travis Scott in Fortnite (December 2020)

Summary

With their user base and their know-how in terms of interactions, are video games the real metaverses?

03

MANY PROBLEMS

From Disneyland to virtual shopping malls

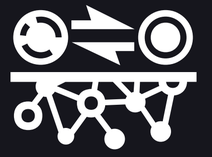
META AS A SYMPTOM

– Proprietary development system
– Expensive hardware (headsets)
– Web 2.0 economy (huge fees)
– Immersion versus IRL socialization
– Stereotyped uses
– Discriminating mechanisms
– Boring aesthetic

WEB3 ROADMAP

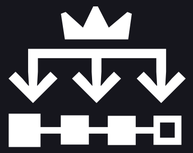
The Web3 proposes an all-in-one ecosystem: a monetary system (Bitcoin) within an economic system (DeFi) to exchange digital properties (NFT). All managed by a new governance system (DAO) through digital identities (DID).

01 **CRYPTOCURRENCIES**
Monetary System



02 **DEFI**
Economic System

03 **NFT**
Ownership System



04 **DAO**
Governance System

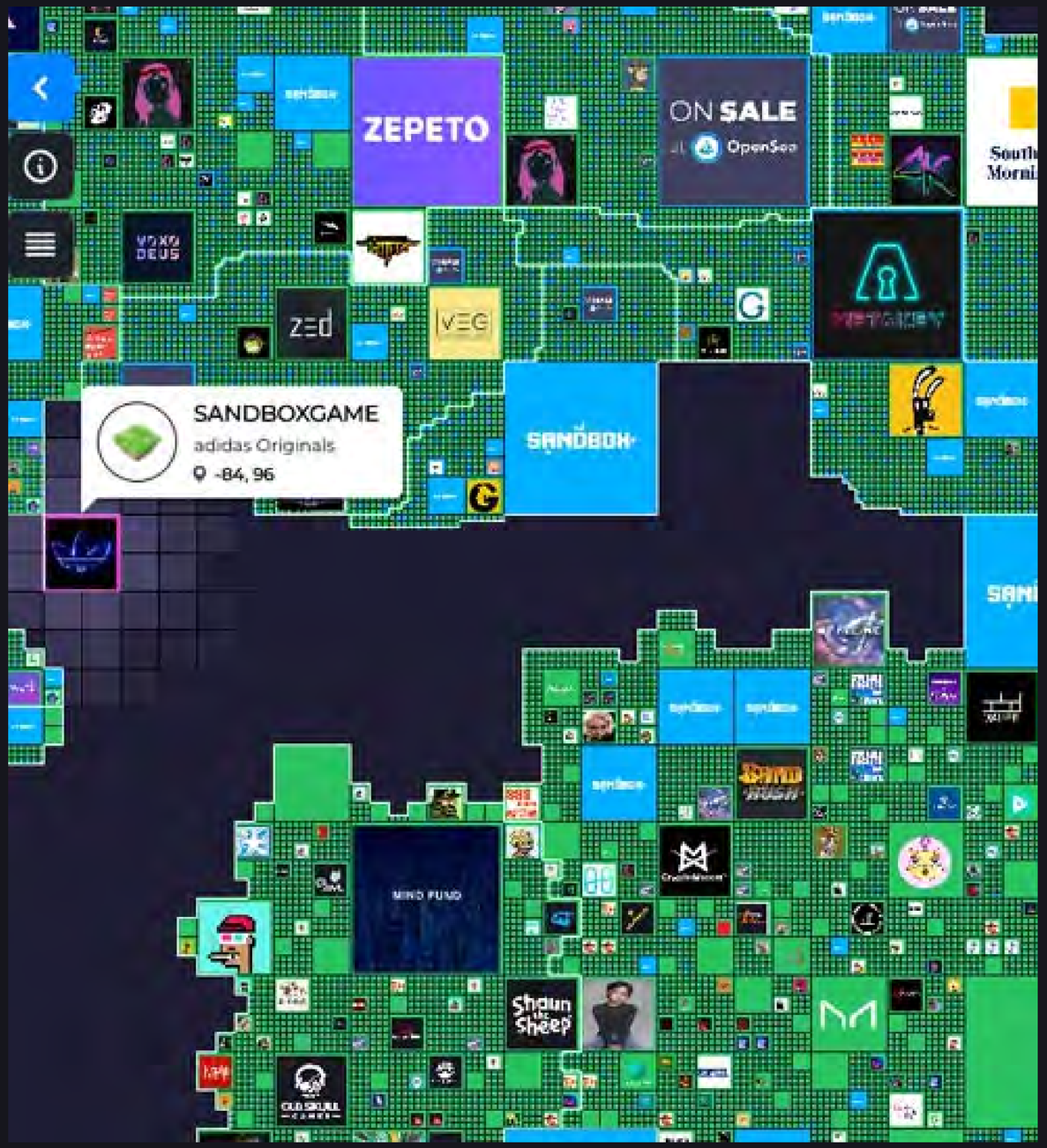
05 **DID**
Identity System

WEB3 METAVERSES: SAME SAME BUT DIFFERENT

– Redistribution
– interoperability
– New business models
– Shared governance

but...

– Legal issues
– An outdated aesthetic
– Still boring



Summary

Web3 does not solve all problems of metavers, and especially not those related to users

04

PROPOSALS

5 PROPOSALS FOR ARTISTS AND DESIGNERS IN THE METAVERSE

1. Rethinking digital identity
2. Designing non mimetic spaces
3. Interacting with “real” world
4. Sharing governance
5. Redoing infrastructures

05

TOWARD NON MIMETIC SPACES

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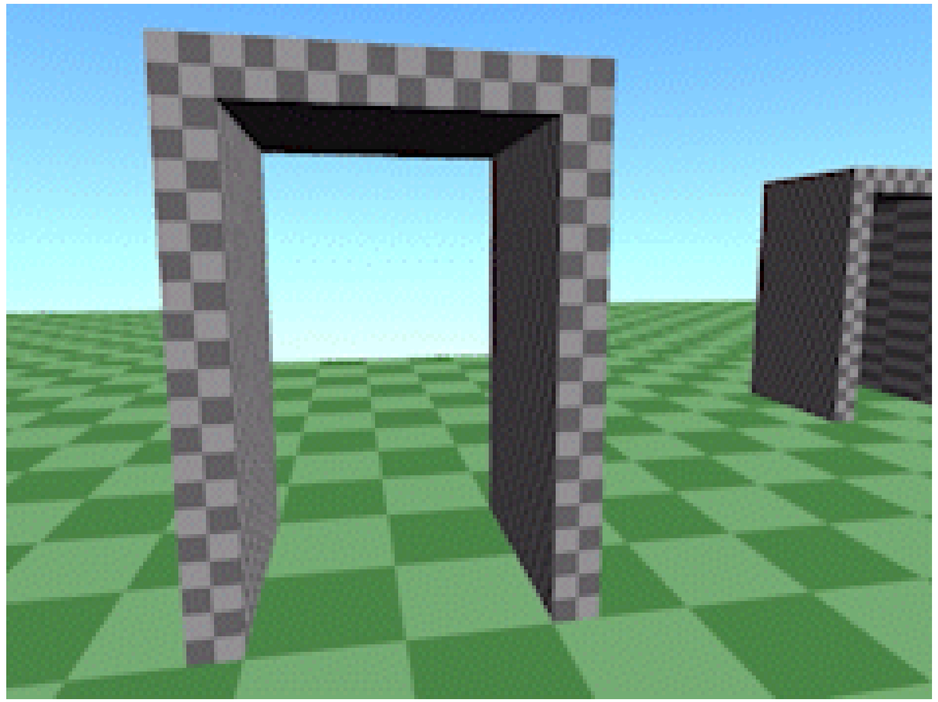
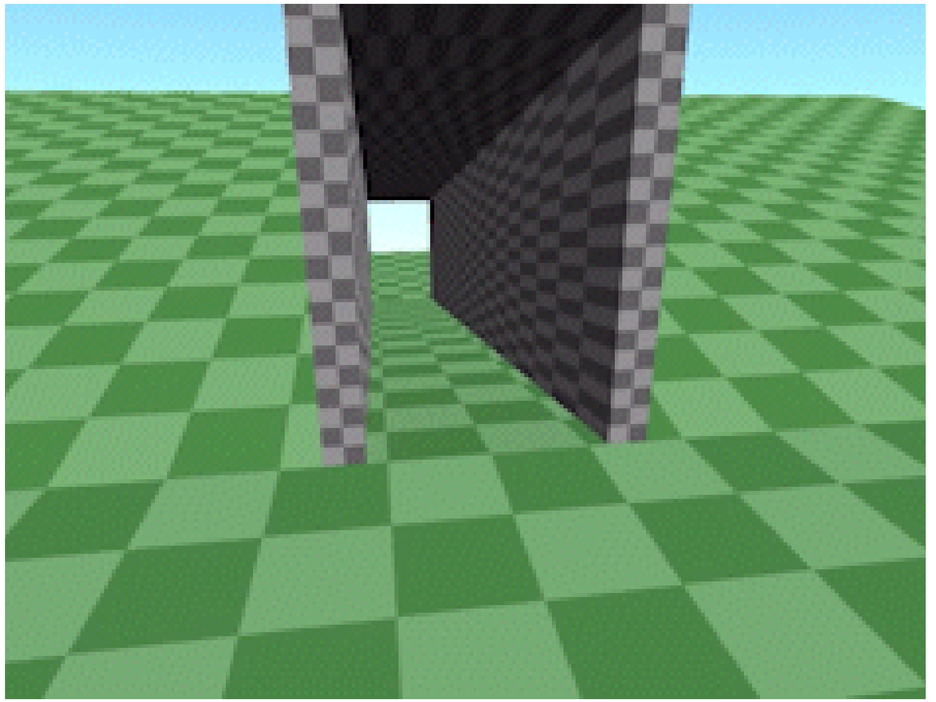
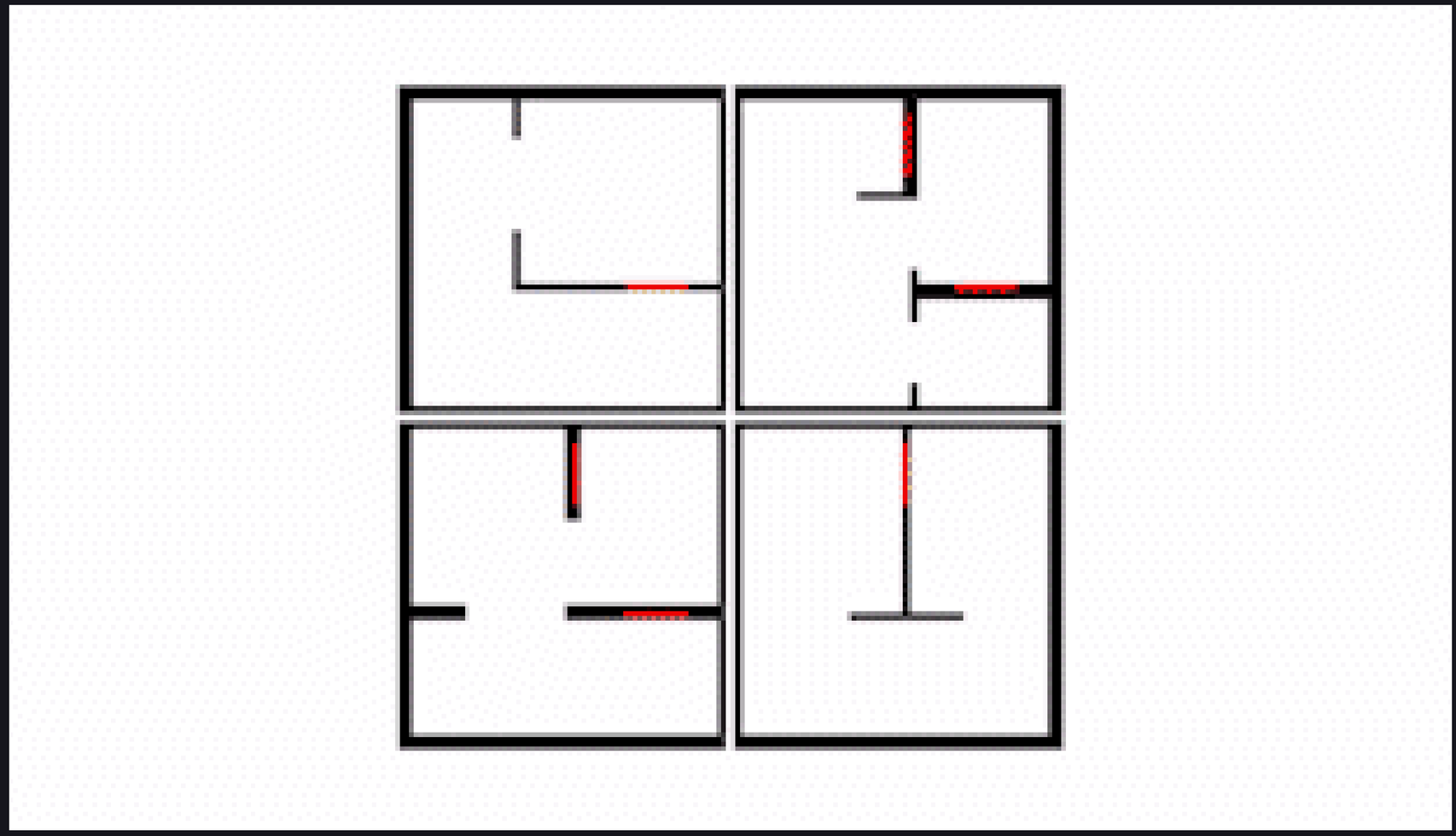
New field of creation

Space in spherical projection







New field of creation

Spatial superposition

Webb (a 2D decentralized metaverse)

Toward audio metaverses?

Summary

It is urgent to open up the imagination

06

INTERACTING WITH “REAL” WORLD

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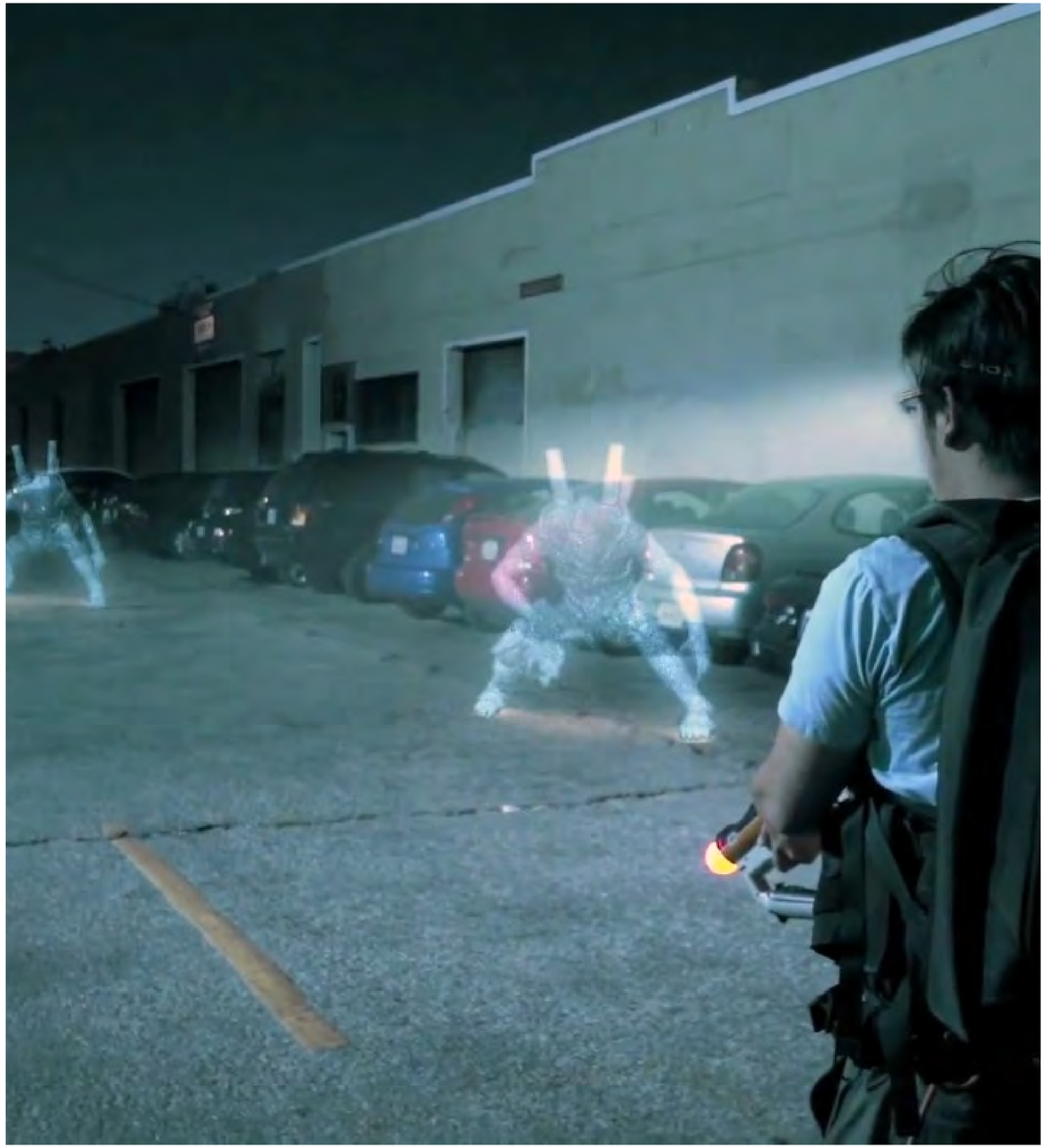
TOWARD AN HYBRID WORLD?

The experience of physical space is now hybrid with the volumetric interweaving of projections, mapping and holograms. AR/VR technologies make them interactive and open to personalization: each individual lives a unique experience.



HONDA
16

DARKTRACE

2ND
3RD
4T
5TH
SECT 3
TIME
29.45
RUN HOME
SPONSOR
POLICE
911
53
12

Neil Beloufa, *L'Ennemi de mon ennemi*, Palais de Tokyo, 2018

Algorithmic scenography governed by algorithms

Summary

Hybridization allows to abstract oneself from a physical body or to materialize one in virtual environments

07

CONCLUSION

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PROPOSALS

1. Rethinking digital identity
2. Designing non mimetic spaces
3. Interacting with “real” world
4. Sharing governance
5. Redoing infrastructures

ART & DESIGN?

– Plasticity of identity
– Aesthetic remains unthought
– Imaginary to be unlocked
– Forging new communities
– Relegated to content production

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The Metaverse Dialogues, Renaissance Numérique, 12 December 2022

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