



# Into the Metaverse

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A REPORT BY WUNDERMAN THOMPSON INTELLIGENCE



# An interconnected and limitless virtual world

## **Josh Rush, CEO, Surreal**

"In the simplest terms, it's a fully connected three-dimensional visualization of the Internet—a virtual world that exists beyond analog. But no single company, entity or individual owns the measure or limit for what that experience should—or will—be. There is no Oasis like the one in *Ready Player One*. We are all at the Big Bang moment where creation, consciousness and awareness of the metaverse is being born."

## **Philippe Brown, founder, Brown & Hudson**

"The metaverse is an open-source, connected set of worlds that you can transition between in a seamless way. The vision of the metaverse is different worlds that you can move seamlessly between. So let's say you're in *Farmville*, then you can open a door and move to *Grand Theft Auto*."

## **Helena Dong, creative technologist**

"When I look at the word metaverse, I tend to think about the multiverse. So for me, it almost feels like this digital multiverse; like we have a multitude of worlds that exist and evolve simultaneously across different realities. That pertains to your tangible reality and also realities that exist digitally. I think about the metaverse as this space that encompasses all kinds of realities."



How will this look in the future? Philippe Brown, founder of luxury travel company Brown & Hudson, has high hopes for the possibilities that virtual travel brings. “There could be a situation where a future virtual-travel professional asks the customer when they want to travel,” Brown says. However, they won’t be asking for the departure and return dates, but for the era they would like to visit, such as London in the 1970s or Ancient Egypt. “The idea of time travel is part of virtual travel.”

Brown also envisions bite-sized travel as something to be enjoyed after dinner instead of watching a show, or during a lunch break. “Microdosing” travel experiences could be beneficial to an employee’s wellbeing in an office setting, for example. “A company might buy a cubicle that immerses all of the traveler’s senses: sea smells, sand under your feet, the sun’s heat on your head. Staff



could use the experience to disconnect,” Brown imagines. “You could create a universe that allows people to go in and exercise their minds in a gamified setting.”

Brown & Hudson will be one step closer to turning these ideas into a reality when it adds a virtual travel offering to its website in 2021, with the help of software company Immersiv, Brown reveals.

### Why it’s interesting:

“The convergence of different technologies into the virtual realm could create a serious and exciting alternative to the reality of travel,” Brown explains—opening the door to travel experiences that are less cost-prohibitive, more accessible and more imaginative.

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