



Digital Village announces the first Sustainable Multiplayer Metaverse connected to its Social Marketplace, a groundbreaking step that merges the physical and digital world with its own social blockchain technology titled Village Protocol.

By de-territorialising online and offline, Digital Village allows Users to create, stimulate, duplicate, and experience the relational and structural nodes of material and social flows, extending the imaginative potential further than ever, effectively transcending previous boundaries in a way that creates lasting IRL impact.

Today Digital Village IO announced the upcoming launch of their NFT marketplace with 300+ NFT assets from 60+ sustainable designers. The Digital Village ecosystem is powered by their social blockchain technology interface called Village Protocol, and is designed to visualise the interaction with the blockchain, allowing Users to choose when and how they interact with the technology. Digital Village has designed a completely new, gamified interaction between User and the underlying blockchain, creating an environment and infrastructure that defines the asset's value and life cycle assessment through an interactive social interface. Village Protocol furthermore allows Users to mirror their digital world experiences in the physical world, and vice versa.

The launch of the multiplayer hyper-curated Metaverse is scheduled for September 2021. Consisting of 6 zones, the DV Metaverse designed by selected architects is connected to the DV marketplace where Users can log in and have the same DV Metaprofile connect seamlessly with the marketplace within the Metaverse. This allows Users to utilise their assets and build their communities customised to their personalities and individual needs.

"Digital Village is a re-composition of social media, e-commerce, and (interactive) gaming combined. It constructs a more enjoyable and accessible layer to our reality, where over 2.5 billion daily gamers and 4 billion social media users can coexist and collaborate sustainably, on their terms. DV applies human-centric design principles and digital sustainability to create its Metaverse. The DV is where the digital realm merges with the physical to connect us in a better way, in a way that doesn't require logging in and out. We are proud to have several of the most influential names in fashion, technology and media to advise us, who share our vision." — Evelyn Mora, founder of Digital Village

Among the advisors of Digital Village are **Twobadaur Panaar**, co-founder of the Metapurse Fund, the fund responsible for the purchase of the 69 million dollar NFT art of Christie's auction; **Sara Maino**, the deputy editor in chief of Vogue Italy and head of Vogue Talents; **Christine Goulay**, former Head of Sustainable innovation at the Kering Group, currently global B2B director at Pangaia; and fashion industry icons **Mickey Boardman**; and **Mandi Lennard**.



Digital Village is currently working with departments of sustainable development in several cities across the globe, helping them to reach their sustainable development goals through participating in the DV Metaverse. This allows policy makers an opportunity to initiate policy in simulated environments before deploying them IRL. This approach will be instrumental in tackling some of the challenges within the circular economy, from waste and energy, to urban development projects. Bringing Fashion and Art into the equation, Digital Village intends to simulate and thereby forecast human behavior for social betterment, tackling climate change, improving outdated physical business models and supply chains. Users can interact with numerous companies in the Metaverse and within connected Physical Spaces, creating never seen before cross platform interaction and collaboration. Instrumental again is the blockchain interface, Village Protocol, which will power a truly transparent digital footprint, and DV Metaprofile.

Digital Village also assists in better understanding a broader set of human-machine interactions, a field which will see exponential growth in the coming years as importance of data grows. Imagine instilling empathy and worldview as a technological norm, while anticipating cohabitation with these intelligent, aware, and social machines that operate within our physical environment through curated technological experiences. If programmed correctly, robotics can have a conscious impact on our supply chains, consumption habits, and our overall interaction with technology and the internet.

Digital Village is preparing for ICO, and is in the process of further expanding through collaborators and investments. Further capital infusion will allow Digital Village to expand, be built for new platforms, host global events, create dynamic weather systems, achieve body customization, and digital asset creations, which will extend to art and fashion. As the relationship with our simulation fans grow, so too will we further be able to materialise their demands.

The native currency Digital Village coin, also known as DVC within the Digital Village, is a new social incentivising system. These tokens are special as they are the opposite of the 'like button' — an oversimplified interaction tool which is known to foster negative comparisons on social media. DV Coins help Users support one another for doing good and taking forward-thinking initiative in the real world, and in the Digital Village Metaverse. This has hugely positive consequences for behavioral development as the DV Coins are a currency upon which Users earn their reputation based on their actions.

Digital Village will be hosting its formal opening of the curated Infrastructure including it's marketplace and metaverse powered by Village Protocol Blockchain, in September 2021.

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About Digital Village IO.

Digital Village, based in Paris, France, is developing a first-of-its-kind Digital (Digital + Physical) MMO Metaverse built on Unreal engine. Merging the real world and digital world with a sustainable digital economy, the platform takes humanity's overall well-being and life-quality such as data privacy, human-centric design, ethical data ownership, and sustainable UI and UX, into consideration. On Digital Village, Users shape their own experience through their actions, thereby creating a real-time tailor-made social multiverse.

Request demo: metaverse@digitalvillage.io