

"284 VILLAGE" YOUR ADDRESS IN THE METAVERSE

A project by the consortium Coletivo 284, Ambits and Metaphoric, founded on a genesis of business curation guided by innovative artistic expression.

A project by the consortium Coletivo 284, Ambits and Metaphoric, founded on a genesis of business curation guided by innovative artistic expression.

The "284 Village" project, developed by the consortium composed of Coletivo 284, Ambits Arquitetura and Metaphoric, aims to explore the potential of the metaverse as a basis for business, artistic, and curation. The private launch event revealed the project's concept and purpose, now available for universal access at https://bit.ly/284Village_Metaverse.

The link "transports" the visitor to an immersive website - the metaverse can be defined or understood as a more immersive Internet, an Internet with space - which can also be accessed through a mobile phone after downloading and registering in the Spatial.io application, available in the Google and Apple stores.

Coletivo 284, founded by Portuguese entrepreneur Paulo André and Brazilian artist-entrepreneur Adriana Scartaris, is the common denominator of the partnership responsible for creating "284 Village." The project was co-developed in a consortium with Ambits and Metaphoric and had its genesis in the creation of a space that was familiar but with some "design" and based on the "Identity 284."

284 Village is born in the ocean, as it serves as the thread connecting continents, as well as being for everyone, serving as a connection between continents and a source of opportunities and life for all. It is essential that human relations with the ocean be transformed, since everyone is interconnected and dependent on it. The UN recognized the importance of this in 2017, proclaiming the Decade of the Ocean from 2021 to 2030 to promote ocean health in a context of sustainable development.





"284 Village" is a project that also aims to draw attention to the theme of the decade. In addition to the "284 Meta" space, which is the starting point of immersion and functions as the center of culture, major events, exhibitions, and congresses, the titular companies Ambits Arquitetura and Metaphoric, responsible for the architectural design and technical implementation of the project, are already installed. They are joined by companies Madremedia, P55, Traços Interiores, and artist David Reis Pinto. Each has its space to present its strengths, products, or services, always in a logic of interaction and continuous evolution.

"All companies have to be aligned by a purpose, by some angle of inclusion of art, sustainability, partnership, understanding of what shared economy really is, that is our DNA", summarizes Adriana Scartaris, co-founder of Coletivo 284 and responsible for the project's ideation. The selection of companies that were present in the project's presentation was rigorous. The goal was to have managers and decision-makers from companies that Coletivo 284 identifies with, admires, and respects their work. "We want partners with us for the challenge of this new world and we know that these are our partners", she adds.

The entrepreneur also highlights curation as a guarantee of the project's excellence. Like the artists who exhibit in "IMPERFEITA" 1.3, the selection of companies that will be part of "284 Village" will be done by application. "We don't see ourselves sharing all our knowledge, our entrepreneurship, with those who don't have the same profile. So it's not a space for sale to anyone who wants to buy, for any company that wants to be there". The excellence curation is one of the fundamental reasons for the project. "We have another kind of approach. Obviously, we want the project to be known, the more applications the better. But just like getting to know new artists, we also want to know new companies. That's why we will be very firm with this curation", she assures.

"284 Village" also results from Coletivo 284's reflection and implementation of initiatives around innovation and a shared vision of the role of art, artistic heritage, and culture in the life of companies and organizations as pillars of economic and social development..

Some questions that seem to be a difficulty in the opinion of businessmen and entrepreneurs who are not yet familiar with the metaverse are easily overcome by the technical knowledge of the team. "A common question is: How do I make my clients know that my company is in the 284 Village metaverse? Very simple; we create a button on your website and a link that can be replicated on social media and newsletter. The 284 Village is a project totally focused on the human, social, and economic aspects. Through immersive experiences in the metaverse and easy to access with any device. It allows the artist, entrepreneur, agent, or entrepreneur to be in a gallery with their art or product exhibited, represented by an avatar, and in the same way as in reality, be in direct personal contact with the customer, thus being able to better explain the characteristics of their business, product, or art. In this way, the possibility of sale is created", responds Tiago Rodrigues, CEO of Metaphoric and technical manager of the project.



"We have important points that are highly motivating in the current scenario; one of them is to immortalize or bring longevity to the company's actions, which in the physical world requires a lot of investment in space, team, and brand activation, something that the metaverse solves very efficiently," says Anibal Faria, CEO of P55 Art, adding, "Space 284 and P55.ART have joined forces to create an immersive experience in the world of art. We bet on differentiation and technology as the guiding thread of our company and found in 284 the ideal partner for this adventure in the metaverse."

According to Madremedia, "The dematerialization of the Metaverse space as a mirror of a real space like Coletivo 284, may also break the barrier of time. An event, an exhibition, a presentation can be maintained. An event, an exhibition, a presentation gains a place without time. And paradoxically, an idea that has not yet materialized in physical reality can be experienced here."

"The way of doing business has already changed. Today a business agency needs to be in several places simultaneously, and with the same efficiency. Being with Traços Interiores in the metaverse opens up more possibilities and expands our teams' access to a much wider universe of clients," guarantees Paulo André, CEO of Traços Interiores and co-founder of Coletivo 284.

For artist David Reis Pinto, "This is a visionary project that looks to the future but absolutely determined with the action of the present. As an individual who expresses himself through images, I believe that keeping up with technological means is essential. Here I have the opportunity to be directly in contact with brands, entities, and professionals from all over the world. Undoubtedly, the metaverse will revolutionize the commercial world as we know it and make it much more effective."

One of the premises of the "284 Village" project was to think about urban expansion and signage in an organized way. Built on a geometric pattern, this innovative village can grow or shrink over time, adapting to the needs and constant change of its community. What sets the 284 Village apart is its urban system, which allows for perfect expansion and contraction. As the village grows, it becomes more complex and diverse, with new spaces for residents and visitors to explore. And as needs change, the village can adapt, contracting to a smaller size without sacrificing functionality or community. This flexibility is made possible by the underlying geometric pattern, which serves as the basis for the village's architecture. Each building and space in the 284 Village is designed to fit into this pattern, creating a harmonious and interconnected environment. And because the pattern is infinitely expandable, the possibilities for growth and evolution are endless, complementing architect Miguel Sousa, co-founder of Ambits Arquitetura.

