

# **the metaverso**

**Cristina García-Lasúen**

# THE METAVERSO

by Cristina Garcia-Lasuen

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## *Classification of Metaverso Activities: Art, Cultural Shows & Cinemapop*

This is a brief outline of the extended study I wrote on December 12th, 2008, for the six months historical World Expo 2010 exhibitions in Shanghai, in order to select and display the art, videos and cultural activities of virtual worlds The "Video Art Now: Real, Virtual and Machinima" part was published in ARTPULSE, 2010. <http://artpulsemagazine.com/video-art-now-real-virtual-and-machinima>

Although five years have passed since I made this classification, the analysis and the study continues responding to the criteria described here as it responds to objective analysis as: first, the medium and tools used in the creation; then, the destination and target of creation; and finally, the degree of virtual immersion obtained.

The virtual inmersión selection criteria was carried out following the philosophical general categories of professor Pierre Levy and applying them to the Art field, to Video Art and to the Metaverso World. According to this, I considered its character and nature, function, spatial dimension, actions, technique, activity and, finally, as I said, its gradual immersion in virtuality to value each representation.

As the final result of all analysis, we can distinguish three main categories of inworlds activities: **\*Art**, **\*Cultural shows, media & events** and **\*Cinemapop**.

# ART

**Photography, Digital Paintings, Three Dimensional Art, The Designers, The Scripters, Art Environment, Kinetic Art, Reactive Art, Interactive Art, Immersive Art, Mimetic Art, Art Performances, Architecture, Landscapes & Nature Environments**

## STATIC ART

### 2D Real Life

- **Textures.** 2D images of paintings , photographs or textures of several materials made in the real life and introduced into the virtual world to be shown or used there, without inworlds creation nor intervention of it. They are not original images. It exploits the cyber medium to show the images or the art done in RL. The creation is done exclusively in the real world.

*\* We don't consider textures as art. We think they are one activity or tool that can be used to create some future art works inworlds.*

### 2D Virtual Worlds

- **Photography.** Original images done within the metaverso to express ideas and to show the inworld atmosphere , its environment and specific characters, among other possibilities. Always as a visual support to a principal idea. According to our conception, they cannot be insubstantial or decorative images without content, reaching only for some kind of beauty. They have to participate with the same deep content as the art photography does in RL. In other words: they have to be inworlds shots with content to express a concept, an idea, or a feeling, and cannot be manipulated after. This kind of images are useful to show some performances, art works, etc., as they can be used as a visual documentary.

- **Digital Paintings.** Original 2D Paintings obtained exclusively from the metaverse world using its own tools and without manipulation or intervention from RL.

### 3D Virtual Worlds

- **Three Dimensional Art, 3D Art.** Original 3D objects with volume. Human-like forms and other creations are allowed. They can be recognizable as figurative objects or abstract expressions, always without movement within the virtual world, occupying the field of sculptures and installations in the real world.

## DINAMIC ART. 3D

This category includes art works with movement within the metaverse worlds, entirely built in 3D.

## *Prior*

- **Design.** Is the first step to develop a dynamic art work. This group consists of designers and artists that create different elements, objects, characters and even inworlds to be used as a component to the whole work of art. They can be divided in groups, according to their speciality, such as:

- Characters: avatars, humanoids, gemanoids, robots, animals, pets, Toys, stuffed toys, figures.

- Transports: spacecrafts, airplanes, trains, cars, bicycles, skates.

- Fashion & Style Complements: skins, hair shapes, eyes, prêt-à-porter clothing, jewelry, food, toys, shoes, tattoos & accessories, gadgets

- **Scripting.** The second step to develop this kind of creations is the making of programs that bring the avatar to life, as well as the characters, animals, plants, volume and any dynamic element. Commonly known as animations, they are made by scripters, programmers, artists and experts in the new media:

- AOs

- Poseballs

- Movement

- Interaction Movement

*\*It cannot be consider directly itself as art, but it is an essential element for the arts, shows and performances.\**

## *Art Environment*

- **Art Enviroment.** Coherent art spaces that create a special atmosphere. They are not independent art works joined together into a space, but it can be defined as the creative world of the artist that separete us from the previous reallity. Everything there is the result of his/her art work and creation.

## *Dinamic Art*

In the dinamic 3D arts we could differentiate several types of artistic representation based on the level of inmersive experience:

- **Kinetic Art.** The art work moves itself regardless of the outside or the others.

- **Reactive Art** . The movement begins to react with the movement or presence of the others.

- **Interactive Art.** The movement is given by the interaction with thirds.

- **Immersive Art.** These art works allow interaction login to enter into the atmosphere generated by a concrete work.

- **Mimetic Art.** Integrated art works. These creations allow interaction as part of the art work or scene. It is the deepest step of the immersion experience, where the spectator can be part of the work in order to mimic it.

#### *Performances*

- **Art Performances.** As in real life, *performances* are artistic actions where the public is included as part of the show. It covers art performances, art exhibitions, the art of the galleries, festivals and others.

### ARCHITECTURE, ENVIRONMENTS 3D

- **Architecture.** Creations of 3D digital architecture and construction of different buildings and outdoors elements with volume. Houses, Buildings, Castles & Ruins. Interior design and interior architecture is also considered as Architecture, as well as interior spaces, volumetric plans, furniture, illumination, fountains, paths, etc. Always in 3D and sometimes with movement. The studies are usually made by architecture students and professionals as a way to innovate and to try out new ways of expression in this field. This group could be divided in:

- Architecture

- Interior design

- Outdoor elements

- **Landscapes & Nature Environments** These creations are landscapes with different volume and space. They are usually made by artists and creators specialized in botany or other fields connected to the use of volumen, nature and environments. There are several types of intervention on the space , being able to built a natural environment with its natural elements to develop. Therefore, we could talk about:

- Natural environments: Landscapes. Terraforming, Gardening, Beaches, Forests, etc.

- Nature elements: Water, Plants, Stones, Sand, Wood, Trees, Fire, Wind, Rain, Snow, etc.

*ARTS: \* Normally, Inwolds Art Works cannot be manipulated in RL. No photoshop or similar programs are used, and theres's no place either for plain decorative images. The images or the 3D art pieces can have or be done with RL textures only and exclusively if the final result is original and new. It can be used as well for the reproduction or creation of buildings, landscapes, environments, volume and other elements used to recreate space. We do not consider art the mere copy, reproduction, replica or manipulation of any RL art work, except to express the apropiacionism movement or the historical mimetic replica's\**

# CULTURAL SHOWS, MEDIA & EVENTS

**Cultural Shows, Museums, Galleries, Theatre, Ballet, Entertainment, Musical shows, Avatar desings, High Fashion shows, Live music, Concerts, Dancing shows, Sports, Activities & Hobbies, Entertainment. Science & Technology, Mass Media: Digital TV Shows, Live TV, Radio, Digital Magazines, Newspapers; Cultural & Educational Events, Tous and Games.**

## CULTURAL, MUSICAL & SPORTS SHOWS

- **Cultural Shows & Entertainment.** Museums, galleries, theatres, ballet, avatar design shows, high fashion shows, live music shows and events, dancing shows, concerts, sports, hobbies , entertainment, science and technology.

## MASS MEDIA

- **Digital Mass Media: TV Shows, Live TV, Radio, , Magazines, Newspapers.** The inworld mass media

## CULTURAL AND EDUCATIONAL EVENTS

- **Cultural, Educational & Nonprofit Events.** Cultural Performing shows, Educational and Cultural meetings, innovative and educational events, lectures, conferences, meetings, round tables. Discussions & Communities.

## TOURS & GAMES

- **Tours.** Tours and travels organized to visit the best sims:

- Art sims, galleries and artistic creations, museums; adventures, hobbies.
- Also we can find some themes; historical, fantasy, futuristic, cyber, steampunk...
- Amusement parks: thematic parks, Rides and attractions, water rides, dark rides, transport rides, winter attractions
- Social, romantic & adult content places
- Sports and hobbies: water activities, surfing, underwater, sailing, zoo, fashion, shops, shows, challenges and events.

- **Games.** They can also be organized by groups:

- Sims with games to play inside the virtual world: simulation, strategy, wars, battles, fights, labyrinth
- Thematic games: Pirates, Vampires, Horror, Kids games, etc.
- Action-adventures games: MMORPG (PvP, PvE, quests), vehicle simulation
- Others: construction and management, business simulation, social simulation, sport games, party, etc.

# CINEMAPOP

## Video Art Now: **Real, Virtual and Machinima**

This phenomenon of popularization of artistic creation is very recent, but we glimpse the immense possibilities for the future of these expressions that describe a globalized world expressed in a space where there are neither limits nor boundaries. A popular video-movie accessible to everyone and to which we could refer as "Cinemapop."

Visual creations today arise from a challenging technological, cultural, and formal mix, and reflect our early twenty-first century society. As such, these visual expressions contribute to the existence of new forms of video art, enabling us to make a threefold classification that takes into account two elements: the technique used and the degree of virtual immersion obtained with each technique.

These two distinguishing factors can be applied in all manifestations, even in works that mix categories producing hybrid images. We could therefore distinguish the following three categories in current video art: real, virtual and machinima.

### REAL

- **Real Art Video.** It's not farfetched to affirm that most videos commonly depart from reality, as we can observe from exhibitions in museums and other related art institutions. These analogical images are recorded in real life and portray performances of artists or creative interpretations of certain places or environments, leveraging existing media creation tools. Consider, for example, Bill Viola, Anri Sala, Kaoru Katayama, Peter Greenaway, and Shirin Neshat, among others: their creations either maintain the traditional structure or are combined with multimedia elements.

At other times, the scenes are photographed successively using *stop-motion*, which adds an animation look to it, a technique used by current artists to make their artistic statements. Blu uses a kind of video graffiti to explain his paintings on the walls of the city; in the video *Muto*, he starts drawing a brick on a wall that begins to fall and parietal images come alive in sequences that scroll throughout the wall, adopting different biological forms and taking over the urban scene.

It is clear that the current situation of nomadic and global experience provides new perspectives related to storytelling and fictionalized documentary.

### VIRTUAL

- **Virtual Art Video:** Virtual, 3D CGI animation, cartoon images and Virtual, 3D CGI real life images.

- Virtual, 3D CGI animation, cartoon images

In a second level of virtual immersion and using a different technique, video uses virtual 3D computer generated imagery (CGI) animation drawings as a base.

Flat animation based on 2D drawings has been developed since early last century; now the novelty is that the development and perfection has been achieved with the latest techniques for creating three-dimensional drawing elements that have volume and can generate a virtual space. The process consists of making a model of each element and character by using an almost sculptural technique, or getting them already finished and then shooting the three-dimensional space.

-Virtual, 3D CGI real life images

Depending on if you want to convey a more or less mimetic look of reality, the three-dimensional drawings may look like cartoons or, by contrast, display images so real that could be confused with real photographs. The theme plays, if it were not for fantasy, impossible situations in our world. In this case the viewer observes a striking image that seems to exist in an intermediate space located between reality and fiction.

## MACHINIMA

- **Machinima Art Video.** Everything indicates that we are witnessing an artistic movement that will be common in the near future: interactive, participatory, immediately. A popular art that was born spontaneously outside the traditional art circuits; an artistic expression that relates the film industry with the medium of video, and adds the sound of music and video clips with the spectacular scenes of video games.

This does not replace any other prior artistic practice; in contrast, it adds to other existing audiovisual mediums with its specific multimedia characteristics that reflect the symptoms that define our present time.

This third type of video uses the most recent audiovisual techniques that allow the highest degree of virtual immersion. The name relates to the techniques used: machine + animation + cinema.

Machinima is then a real-time film produced within the virtual worlds of video games. Peter Greenaway, who has long proclaimed the death of traditional film and its replacement by immersive multimedia artistic expression, in a public letter to the virtual world users, describes the virtual universe as "a very sophisticated tool that combines traditions of painting with cinema and the graphic arts in present tense terms that permits visual expression of language like never before."



# **the metaverso info**

# THE METAVERSO Information

## The Top 100

**Art (select max. 40 artists)**

**Shows (select max. 20 artists)**

**Machinima (select max. 40 artists)**

*We artists, curators, gallery owners, professors, teachers, architects, designers, filmmakers, programmers, writers, scripters and more, wanted to be the ones to decide the most representative names in each category of the virtual world itself. It is a great opportunity to interact and to decide the museum selection of artists' names, taking advantage of our closer look and a deeper understanding of the medium and peers. According to this criteria, we think the result will be more fair and equitable and respond more safely to the true reality than if we do a traditional contest of recent works.*

*We are looking for the best representatives of each group and their most important works, whether they have been made right now or years ago. We seek quality mainly in creation.*

*All categories, subcategories, demonstrations, manifestations, creations, types and subtypes are equally importantt, as long as it is original art.*

### *Specifics*

*The maximum to select in total , including all the three categories, must be the top100 best artists inworlds.*

*Art and Machinima have a limit of 40 artist respectively, while the Cultural Shows category cannot surpass the selection of 20 names. You are allowed to select as many subtypes as you like in each category, but always keeping the máximo of each big category: 40 names for Art, 20 for Cultural Shows and 40 for Machinima.*

*In decrease order, your favorite goes on the first place followed by the rest of the names you choose according to your preferences.*

*We need your name to verify that each selection correspond to one person only. All the information is and will be confidential and none of this data, including preferences and details, will not be published.*

*We will only publish the general results of the Art, the Shows and the Machinima.*

The artists that are not in the final list but also want to participate in the museum exhibition and several future events, are very welcomed. We will soon tell you the different ways to do so.

## General

*\*If you like to participate, write down the names and surnames of the artists (RL or Virtual Worlds names aka). We don't need the specific name of the art work , show or film.\**

*\*Once the first selection of artists and creators have been made, a selection of their art works, shows or films will be selected.\**

*\*All works or statements that go against the law or the Declaration of Human Rights will not be accepted.\**

*\*The general admitted art works will be PG to the exhibition at a public space museum. For no PG content it is required to add a previous advertisement saying ADULT CONTENT. However, explicit sexual or extremelly violent content related images or films are not allowed in the selection nor the exhibition\**

*After the selection of artists in each category, we will contact the finalists to do the selection of each artwork as follows:*

*\*All programs, motors, games, virtual worlds, tools, categories, duration and types of contents are allowed, except the ones cited before as an exception\**

## ART:

*\*We don't consider textures as art. We think they are one activity or tool that can be useful to create some future art works inworlds. Therefore, they cannot be exposed as art itself and they are excluded from the art selection.\**

*\*Normally, Inwolrds Art Works cannot be manipulated in RL. The use of photoshop or other similar programs is not allowed, as well as decorative images searching only for some kind of beauty. The most important thing for us is the concept; the idea behind the art work. The images or the 3D art pieces can have or be done with RL textures only and exclusively if the final result is original and new. It can be used as an element or tool for the reproduction or creation of buildings, landscapes, environments, volumen, avatrs, figures and others used to recreate space. We do not consider as art the mere copy, reproduction, replica or manipulation of any RL art work, except to express the apropiacionism movement or a true historical reproduction\**

## SHOWS:

*\*Disco, beauty challenges, romantic scenes and similar events are excluded from the selection except in case there is an interesting concept behind it.\**

## FILMS; MACHINIMA:

*\*All programs, motors, games, virtual worlds, tools, categories, duration and types of contents are allowed, except the ones cited before as an exception\**

Thank you very much. As always at your disposal,

OTE team

# THE METAVERSO

## Your selection

My name is.....

### ART 40 artists max.

Photography, Digital Paintings, Three Dimensional Art, The Designers, The Scripters, Art Environment, Kinetic Art, Reactive Art, Interactive Art, Immersive Art, Mimetic Art, Art Performances, Architecture, Landscapes & Nature Environments

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## **CULTURAL SHOWS & EVENTS** 20 artists max.

**Cultural Shows, Museums, Galleries, Theatre, Ballet, Entertainment, Musical shows, Avatar desings, High Fashion shows, Live music, Concerts, Dancing shows, Sports, Activities & Hobbies, Entertainment. Science & Technology, Mass Media: Digital TV Shows, Live TV, Radio, Digital Magazines, Newspapers; Cultural & Educational Events, Tous and Games.**

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# CINEMAPOP 40 filmmakers max.

- Video Art Now: **Real, Virtual and Machinima**

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