



VICE MEDIA GROUP UNVEILS METAVERSE HQ

- *VICE Media Group's virtual HQ is the result of a collaboration with a major architectural powerhouse.*
- *The arrival of VMG - the world's largest youth media company - allows its borderless creative workforce to come together virtually for the first time in Decentraland.*

Virtue Worldwide, the creative agency powered by VICE, has partnered with Bjarke Ingels Group (BIG) to create an office inside the metaverse for VICE Media Group (VMG). The virtual building will be open to multiple VMG businesses including Virtue and VICE and act as a permanent residence for the group in Decentraland.

The initiative was created by *Virtue Futures* – a dedicated innovation division within Virtue that helps brands to innovate in new platforms, technologies and spaces in culturally relevant ways. In mid-2021 the Virtue Futures team launched [Coca-Cola's first NFT](#) marking the first meaningful example of how brands and agencies can use the technology.

Built in Decentraland's open digital world platform, the space will serve as the agency's virtual innovation lab where teams can experiment with NFTs, DAOs and Web 3.0 directly, applying insights directly for brands eager to make an impact.

Morten Grubak, Global ECD Innovation, Virtue Futures said: *"The creative opportunities within the metaverse are hugely exciting and as we're already helping brands navigate this new space it makes sense to have an office there ourselves. Working with world-renowned architects at BIG, the vision has taken on a new reality."*

The Decentraland HQ serves as the central node in Virtue Futures global borderless team setup. Here, clients and collaborators can meet for briefings, presentations and in-situ demonstrations of recent experiments. The space showcases a range of digital experiments, and has plenty of hidden extras for curious explorers — including a direct route for young creatives to reach a selection of highly acclaimed global Meta-Mentors. It will also serve as a launchpad for digital field research into the sociology of digital communities.

The virtual building is designed by Bjarke Ingels Group, the pioneering architectural firm behind [The Pyramid](#) in Manhattan and [Google's Mountain View North Campus](#).

Bjarke Ingels, founder and creative partner at BIG said: *"What architect doesn't dream of building something free from the limitations of material cost, building regulations and even the laws of physics? The metaverse is a new space, and we're all still figuring it out but we believe that as designers we have an obligation to dream big and make it as beautiful and functional as anything in the real world."*



Nancy Dubuc, CEO of Vice Media Group: *"Vice has always been about being inside culture, going to places where our audiences are. This is a new frontier filled with potential and once again, we're proud to be pushing the boundaries."*

Chris Garbutt, Co-President of Virtue Worldwide: *"We're stretching the capabilities of what brands can do in the metaverse to give audiences new and impactful experiences. We see Virtue Futures as the playground where we can continue to innovate from a front row seat."*

Adam De Cata, Head of Partnerships at Decentraland said: *"We're seeing massive interest from players big and small, but for a lot of the more entrenched actors, it's more about saying you did it than actually involving themselves with our community. So it brings us great joy to see two such iconic organisations — BIG and Virtue — get their hands dirty with such earnest dedication."*

ENDS

ABOUT VIRTUE WORLDWIDE:

Virtue, the agency powered by VICE, builds brands from inside culture. A full service strategic and creative agency with industry-leading expertise in Millennial and Gen Z audiences, Virtue helps brands find an authentic voice at the epicenter of culture.

With a presence in 17 cities across 13 countries, Virtue is a 'Borderless' agency, putting together bespoke teams of people with diverse skills, backgrounds and perspectives. Virtue works with brands like Coca-Cola, HBO, Logitech, P&G, General Mills, H&M, Volkswagen, McDonald's, eToro, RedBull and Beats.

ABOUT VIRTUE FUTURES:

Virtue Futures – a dedicated innovation division within Virtue that helps brands to innovate in new platforms, technologies and spaces in culturally relevant ways. The experimental team focuses on creating conversation-driving experiences and artefacts in the intersection of culture and technology with a firm perspective on progress, building on successful projects rethinking the split between physical and digital spaces for fashion, retail and education.

The team is led by Morten Grubak, Virtue's Global Executive Creative Director of Futures & Innovation, who's relentless focus on digital transformation and mixed realities' impact on consumer culture has led his team to landing 50+ awards in global creative competitions.

ABOUT DECENTRALAND

Decentraland is an open source Metaverse, an open-source, creator driven fully immersive virtual 3D world serving as both marketplace and playground for digital creatives and entrepreneurs. Still relatively unmarked by brands, it reflects the spirit of the free internet



prior to the dominance of a handful of all-powerful mega-platforms and their walled gardens.

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