

How will brands be relevant in the future? The first museum in the metaverse dedicated to diversity created by DR Digital Agency has the answer

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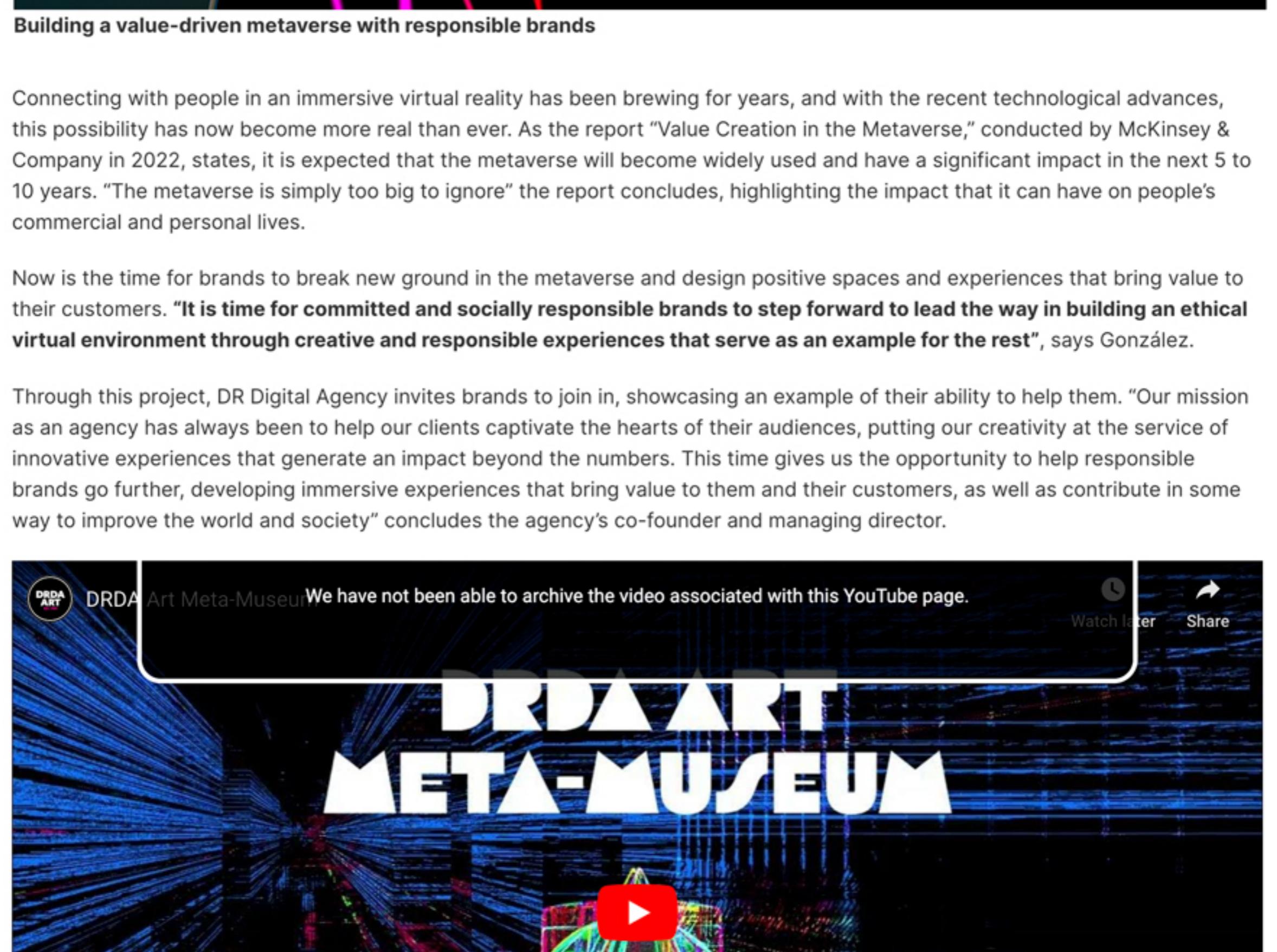
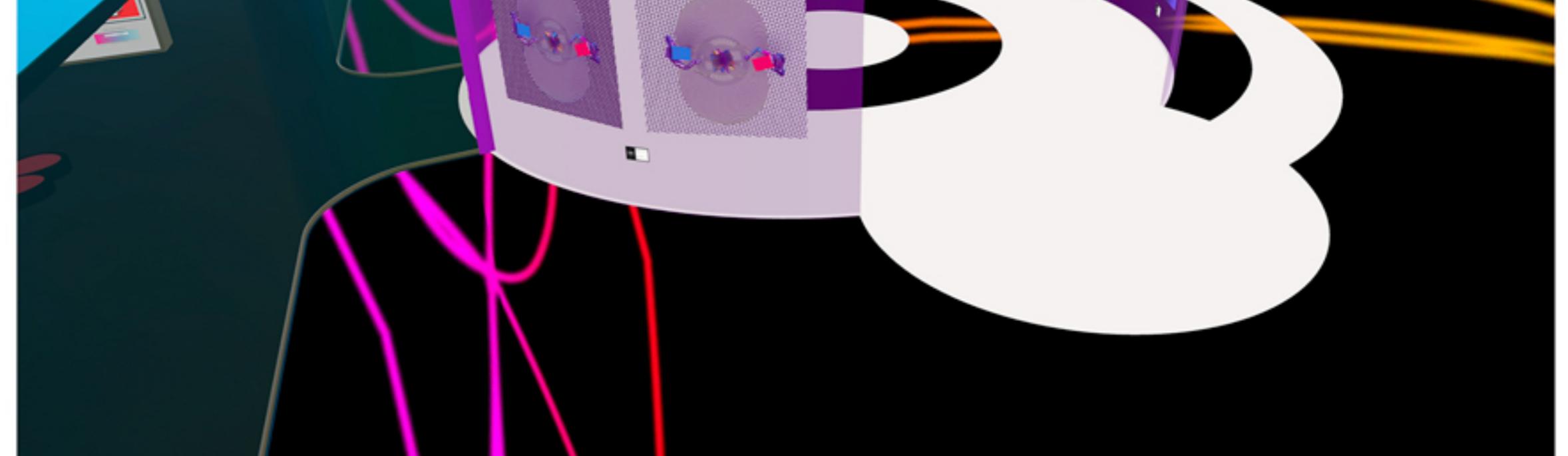


Barcelona – March 20, 2023. DR Digital Agency today presented the world's first museum in the metaverse dedicated to diversity: the Metamuseum DRDA Art. This pioneering project has been created by the agency for the DRDA Art platform. Its launch comes at a crucial time of technological advances, and reminds us of the great responsibility of brands, companies, and agencies to build an ethical and value-driven virtual environment from now on. "In an increasingly technological world, professionals serving brands have the duty to develop experiences that promote diversity and values in order to create an ethical, safe, and accessible virtual environment that puts technology at the service of people," says María José González, co-founder and managing director of DR Digital Agency.

The agency highlights the great opportunity that the metaverse brings to professionals to elevate experiences to a new level, also pointing out that this opportunity comes with the responsibility to promote the ethical values we want to be present in the virtual world where we will all live in the future. DR Digital Agency has been responsible for the whole experience of the Metamuseum DRDA Art., including the strategy development, the design of the space, the experience design and content. The agency is inviting the community and professionals in the industry to explore this space in the metaverse that is unlike anything they have seen in the real world.

DRDA Art Metamuseum opens with a grand opening party for the global community

The opening of the DRDA Art Metamuseum will be celebrated with a free opening party on Wednesday, March 22nd from 7pm to 8pm CET. The opening party will feature live music by DJ and music producer Kako Martínez and attendees will have the opportunity to explore the space, discover the permanent experience with artworks by artist Toni Rubio and enjoy the opening exhibition of the Metamuseum DRDA Art featuring artworks by international artists known for their authentic style, including Hardi Budi, Martina Warenfeldt, Patricia Cancelo, Birgit Palma, Carles Marsal, Victor Murillo, Giulia Caruso, Jvdas Berra, and Mario Nevado. The Metamuseum can be accessed through the computer following [this link](#) or using virtual reality headsets via the Spatial.io app by searching "DRDA Art Metamuseum". The DRDA Art team will be sharing useful tips on their Instagram [@DRDArt](#) for visitors who want to get ready for the party creating their own avatar or jump into this new virtual world.

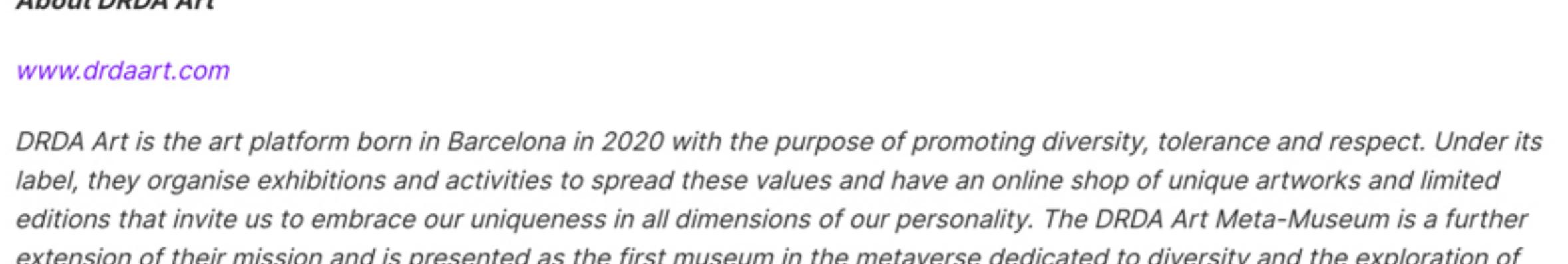


Building a value-driven metaverse with responsible brands

Connecting with people in an immersive virtual reality has been brewing for years, and with the recent technological advances, this possibility has now become more real than ever. As the report "Value Creation in the Metaverse," conducted by McKinsey & Company in 2022, states, it is expected that the metaverse will become widely used and have a significant impact in the next 5 to 10 years. "The metaverse is simply too big to ignore" the report concludes, highlighting the impact that it can have on people's commercial and personal lives.

Now is the time for brands to break new ground in the metaverse and design positive spaces and experiences that bring value to their customers. **"It is time for committed and socially responsible brands to step forward to lead the way in building an ethical virtual environment through creative and responsible experiences that serve as an example for the rest"**, says González.

Through this project, DR Digital Agency invites brands to join in, showcasing an example of their ability to help them. "Our mission as an agency has always been to help our clients captivate the hearts of their audiences, putting our creativity at the service of innovative experiences that generate an impact beyond the numbers. This time gives us the opportunity to help responsible brands go further, developing immersive experiences that bring value to them and their customers, as well as contribute in some way to improve the world and society" concludes the agency's co-founder and managing director.



About DR Digital Agency

[www.drdigitalagency.com](#)

DR Digital Agency is a boutique creative agency based in Barcelona, specializing in building creative experiences for brands around the world. With more than 30 years in the industry, the agency has helped leading brands capture the hearts of their clients through their creativity, with creative campaigns, design and branding, strategies, communication, advertising, digital experiences, events and more for brands such as Adobe, Amazon, Warner Music or Filmax, among others.

About DRDA Art

[www.drdaart.com](#)

DRDA Art is the art platform born in Barcelona in 2020 with the purpose of promoting diversity, tolerance and respect. Under its label, they organise exhibitions and activities to spread these values and have an online shop of unique artworks and limited editions that invite us to embrace our uniqueness in all dimensions of our personality. The DRDA Art Meta-Museum is a further extension of their mission and is presented as the first museum in the metaverse dedicated to diversity and the exploration of individuality. An immersive space to embark on a journey of self-discovery and reflection, but also a gathering place to celebrate and connect with like-minded people that aims to be the hub of a community united by culture, respect and diversity, where people can discover new artists, music and initiatives that share these values, enjoy inspiring talks and much more.