



UNIARTS HELSINKI

UNIARTS HELSINKI = ACADEMY OF FINE ARTS + SIBELIUS ACADEMY + THEATRE ACADEMY

Metaverse and the New Digital Economy

Majella Clarke

Week #4 2024



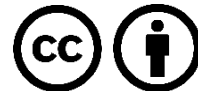
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Lesson Plan

16:00 – 18:30 (3*45 minute segments)

Socialised learning – mid break 15 minutes

Time	Content
16:00 – 16:07	Announcements and Assignment Questions
16:07 – 16:45	Review and Breakout Discussion
16:45 – 17:00	15 Minutes Break
17:00 – 18:30	Guest Speaker: Anna Puhakka Finnish National Galleries



Important websites for today's class

- × <https://alusta.art>
- × <https://finnishmetagallery.fi/en/>
- × <https://metamask.io>



Assignment Due: 4th April

Before 21st April (Latest) to achieve course credits

✘ **Students can choose either the essay or reflection essay of 1200 words:**

Assignment Option 1: Essay

Assignment Description: In the evolving Metaverse and new digital economy, research and discuss what roles and opportunities currently exist for artists and creative practitioners? Include examples of artists and creatives that are providing real world examples of innovative approaches to monetizing and/or contributing to shaping the new digital economy. You may like to consider how these roles and outcomes in the new digital economy and metaverse compare with traditional creative industries.

OR

Assignment Option 2: Reflection Essay

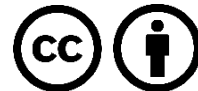
Assignment Description: For this assignment, reflect on your understanding of Metaverse and the new digital economy and what it could mean to your future creative / artistic practice.

Evaluation Scale: Pass-Fail



In Today's class we will...

- ✘ Exploration of emerging technologies and trends in the Metaverse**
- ✘ Case studies illustrating the integration of physical and virtual experiences in creative industries**
- ✘ Discussion of career opportunities and challenges in the Metaverse and the new digital economy**
- ✘ Consideration of potential monetization opportunities for creative professionals in the Metaverse**



INSPIRATIONS



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DOGWIFHAT meme NFT breaks record with USD4.3 mill. sale

[Missing a copyrighted
image of Dogwifhat]

- ✘ **Final bid of 1,210.759 ETH, equivalent to \$4,311,234 at the time.**
- ✘ **Approx \$4.1 million to owners (original creators)**
- ✘ **WIF, a meme coin inspired by Dogwifhat and built on the Solana blockchain, experienced a surge in market success, reaching a \$3 billion market cap**

<https://nftnewstoday.com/2024/03/19/dogwifhat-meme-nft-breaks-record-with-4-3-million-sale/>

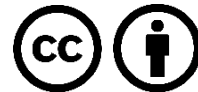


Discussion

- ✘ What changes in artistic (art, music, film, dance, games etc) aesthetics are we witnessing from Web3, Metaverse and the New Digital Economy?

----- Group Reflection:

- ✘ What new digital economy developments have you learnt about?
- ✘ What trends and driving forces can you identify in Web3/Metaverse?
- ✘ What opportunities exist for creative industries in Web3/Metaverse?



15 Minutes BREAK



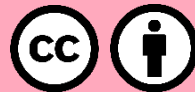
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Guest Speaker



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We made it!



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