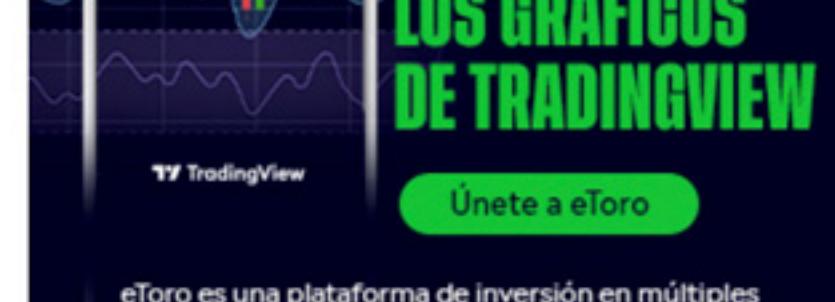


# Discover the Museum of the Future: The first virtual diversity experience created by DR Digital Agency – How smart technology is changing lives

By Lindsey Dawson · March 27, 2023



eToro es una plataforma de inversión en múltiples activos. El valor de sus inversiones podría subir o bajar. Su capital está en riesgo.

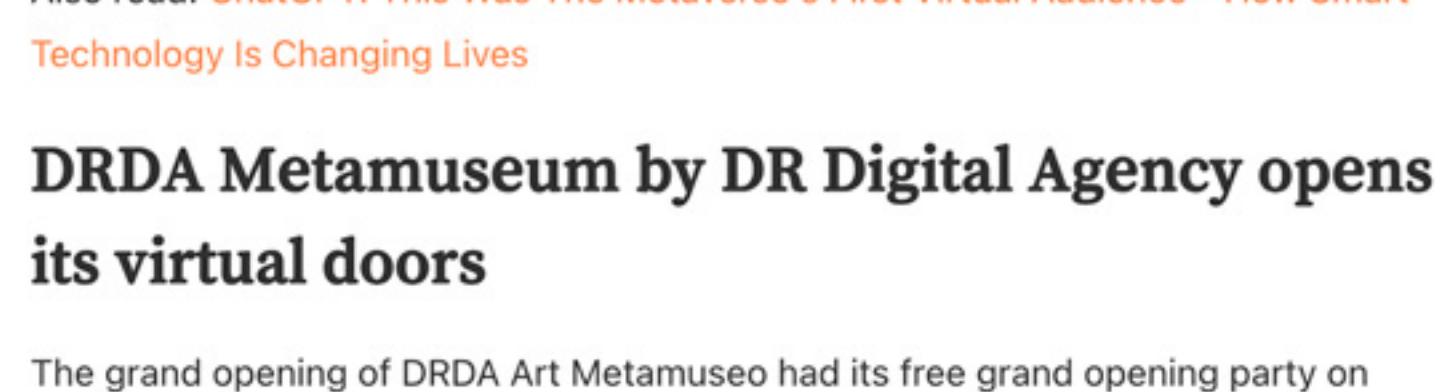
Imagen prensa drdaart meta museum 05.jpg

DR Digital Agency has decided to launch an interesting technological proposal related to the virtual aspect with the aim of reminding all companies of the importance of having virtual ethical environments. To achieve this goal, the agency is developing this vast project with interesting virtual experiences that promote diversity, as well as inclusion.

During this week, the agency DR Digital launched the first museum for the metaverse called the DRDA Art Metamuseo with a focus on diversity. This virtual premiere is a very important part for the technological context because of the position of the companies, brands and other agencies that participate in it. The co-founder and director of DR Digital Agency highlighted the relevant figure of professionals and brands in today's technological world. As well as the importance that they promote diversity and take control of values in a virtual environment when users access.

In the same way, DR also highlights how the metaverse offers professionals significant opportunities to further transform virtual experiences. Although returning to the point of promoting ethical values in the virtual environment. Responsibility for this project is in charge of DR Digital Agency taking the role of strategy, design and other important aspects such as the content itself of the DRDA art museum.

Now that the project is ready, it remains the responsibility of the other party to be in the community and the professionals to go to the site in the metaverse. The agency mentions that this experience is something that has never been seen before in the real world. The agency therefore launches the invitation to the museum.



**Concierto: «John Williams y Cine de Acción». Descuento 50%. L'Auditori. 1 Octubre 18:00h**

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## DRDA Metamuseum by DR Digital Agency opens its virtual doors

The grand opening of DRDA Art Metamuseo had its free grand opening party on March 22. The initial big celebration had live music from Kako Martinez, who is a DJ and music producer from Barcelona. Participants had the opportunity to visit the virtual space through the experience and see the wonderful works of Toni Rubio.

In addition, other styles and works by other international artists will be involved, including: Hardi Budi, Martina Warenfeldt, Patricia Cancelo, Birgit Palma, Carles Marsal, Victor Murillo, Giulia Caruso, Jvdas Berra and Mario Nevado.

Now, in case you want to enter the metaverse museum, all you need is your computer and go to this link. Obviously you can also access via your own virtual reality glasses in the space application or in the type of search engine "DRDA Art Metamuseum". If you're interested, you can search @DRDArt on Instagram to find out what other things and tips you can do if you're a visitor to the virtual museum, whether you're new or not.

## The importance of responsibility in the virtual world

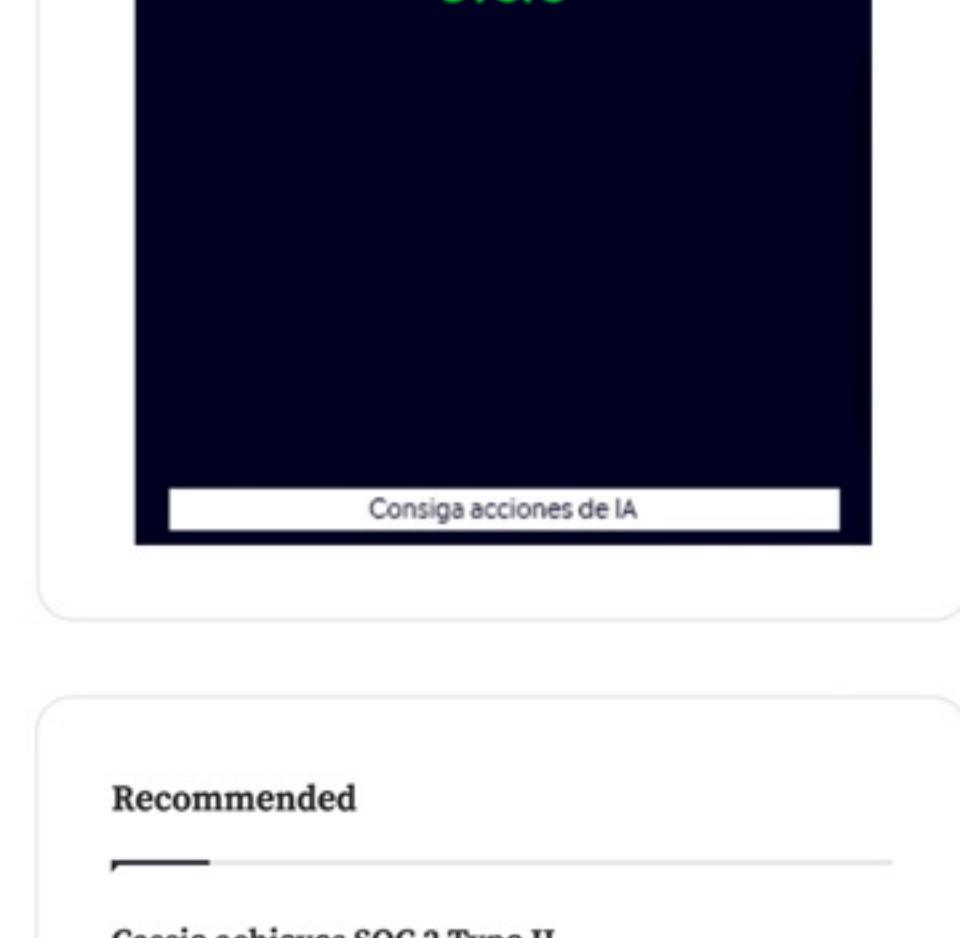
This virtual world has been around for quite some time and has become an increasingly close and real space for many users. A report from Value Creation in the Metaverse a year ago highlights that it will be an ever-growing tool with enormous social and cultural impact. This process will take 5-10 years, will develop at high speed, and it will be impossible to look away.

This will be a possible future tool for others leading design teams in the metaverse. In addition to offering its customers new experiences with high added value. Therefore, it is also necessary to give it a degree of responsibility and social commitment. Virtual environments must have an ethical, creative and responsible space. DR Digital Agency ends this project by asking all readers to join this great creative experience.

Source: [voonze.com](#)

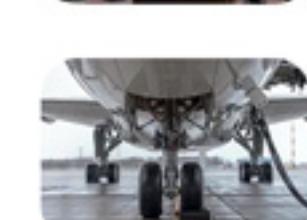


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