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**OPEN CALL: COMPETITION**

# BREAKING BARRIERS

## Expand Your Brand into the Metaverse

In collaboration with

 **AUTODESK**  **AECOM**

**ie**  
**UNIVERSITY**  
SCHOOL OF  
ARCHITECTURE &  
DESIGN

## Brief

When Facebook changed its name to Meta, millions of people began wondering, “**what is the metaverse?**”

Put simply, it’s a virtual space where people can collaborate with one another and interact with places and things. It began gaining popularity amid the waves of COVID-19, meeting a need as the pandemic drew on. Today, it looks like the metaverse is set to become business as usual.

Expected to grow to USD 426.9 billion by 2027, the metaverse is a lucrative platform for brands to develop immersive experiences for consumers.

Gaming companies such as Epic Games and Roblox have already hosted virtual events, and clothing retail giants Gucci and Nike have launched interactive experiences of their own.

However, the metaverse serves businesses in ways that go far beyond customer engagement—think job training, factory tours and transportation simulations—the list goes on.

The metaverse may seem like an interactive gaming experience at first glance, but this next-generation virtual environment is expanding to encompass work, social, leisure and even real estate opportunities.

As a new concept, it’s difficult to determine what consumers expect from metaverse interactions. Brands are building entirely new customer experiences from the ground up.

**This is all very exciting for architects, designers and strategic minds that look beyond the traditional limits.**

In this competition, we want to see your creativity at its best. Imagine, without barriers, the virtual retail of the future, a 7-star metaverse hotel lobby, how an NFT exhibition would look like in a virtual museum room... Let the ideas flow.

**We are aware of the time constraints that these designs require. So, we are launching this contest as something experimental for those brave designers who want to explore this new virtual reality without hesitation.**

While entering this new realm may seem like a daunting task, trial and error is the best way to become familiar with this environment.

**Join the competition and win a scholarship for our Diploma in Strategic Interior Design.**



## Who

If you're building for worlds that aren't bound by the rules of conventional projects or looking for an opportunity to showcase creative works that haven't yet seen the light of day, this competition is for you.

It's time to reimagine spaces that cultivate an interactive element that goes beyond the physical—spaces that create a feeling of belonging, that keep people coming back, and that foster connection and growth; spaces that are not physical but are intrinsically human.

## How to participate

- **Pick an industry:** retail, hotel, health care, museum, university, restaurant, etc.
- **Pick a space within that industry:** a hotel lobby, a restaurant dining area, a hospital waiting room, a museum exhibit room, a restaurant's rooftop terrace, a university classroom, etc. Scale your area of action.
- **Breaking Barriers:** Let your imagination flourish and design without holding back, responding to these five (5) questions and telling us what that space would look like:

1. How can the design of the space in the metaverse offer a truly mind-blowing or radically different experience from any other existing experiences?
2. How can your proposal satisfy users' unmet expectations?
3. How can your design solutions in the metaverse anticipate potential negative behaviors (tension/conflicts in a hospital waiting room where many people are in pain, disrespectful attitudes at museums, etc.)
4. How does your proposal enable older generations or those skeptical of the digital world to enjoy the metaverse experience?
5. How can your design in the metaverse contribute to delivering a better, more respectful, more purposeful built environment?

## Timeline

**Nov. 25** - Competition Launch  
**Jan. 27** - Material Submission  
**Jan. 30** - Jury Deliberations Start  
**Feb. 15** - Winners Announced

## Deliverables

- One (1) DIN A1 vertical board (594 x 841 mm) in one single PDF file at 300 DPI containing the graphic information about your metaverse project. The contents and drawing scales are at the discretion of the participant and should contribute to the understanding of the project. Maximum file size is 16 MB. **(Mandatory)**
- One (1) DIN A4 sheet in PDF format with a brief description of the design and decisions made for building an entirely new customer experience. **(Mandatory)**
- One (1) DIN A4 sheet in PDF format with a motivation letter for pursuing the Diploma in Strategic Interior Design at IE School of Architecture & Design. **(Mandatory)**
- **3D: For the 3D model delivery the file should not be larger than 150 mb and it should be submitted in .fbx or .glb format. . (Optional)**

**All texts must be in ENGLISH.**

The finalists will have an interview with IE Admissions Department.

**The project submission deadline is until midnight (GMT +0:00) on the final date for submission: January 27, 2023**

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into the Metaverse

## Prizes

Winners of the competition **BREAKING BARRIERS: Expand Your Brand into the Metaverse** will receive the following prizes:

One (1) **1st PRIZE** will be awarded, consisting of Admission to the IE Diploma in Strategic Interior Design for the 2023 academic year and a scholarship covering 40% of the program tuition fees.

☒☒ (0) **2nd PRIZES** will be awarded consisting of: Admission to the IE Diploma in Strategic Interior Design for the 2023 academic year and a scholarship covering 20% of the program tuition fees.

## Partners

 **AUTODESK**

**AECOM**

## Jury



**Elvira Muñoz**  
Director and Principal Interior Design EMEA AECOM and Director of the Diploma in Strategic Interior Design



**Cristina Mateo**  
Associate Dean at IE School of Architecture and Design



**Fatemeh Monfared**☒  
Founder and Chief Metaverse Architect at Spaces DAO

