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# The Big Reveal

With Futurist Amelia Kallman

# Introduction

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Welcome to issue #44 of [The Big Reveal](#), my innovation newsletter. You can also watch or listen on YouTube [here](#).

Really enjoyed hosting the Smart Workplace Summit and Influencer's Lounge at ISE 2022, curating a 'House of Tomorrow', speaking on the 'Future of Smart Buildings', and covering Paris Blockchain & NFT Week.

Proud to announce I've just launched a new YouTube series, '[Blockchain in the Metaverse](#)'! Check out all my latest videos [here](#) and please support me by [subscribing](#) - Thanks!

Looking forward to speaking at [SQUARE 2022](#) in Ibiza, ASM Connect 2022, and the [Couchbase Roadshow](#) on:

- Real Estate & the Metaverse
- Web 3 & the Future of the Customer Relationship
- New Technologies & Data in a Web 3 World

Check out the latest episodes of [XR Star](#) all about '[Music in the Metaverse](#)' and '[XR of ISE 2022](#)'.

Thanks!

Amelia

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Image by Bob Whitfield

# 01 Casa Batlló

Barcelona's [Casa Batlló](#) recently partnered with pioneering AI artist and digital architect, [Refik Anadol](#), to showcase the most impressive, psychedelic work of public art I've ever seen! Opening ISE 2022, Refik's 'Living Architecture: Casa Batlló' was projection mapped onto the front of the famous Gaudi landmark and sold later that week as an NFT for [\\$1.38 million](#). Check out the video in the link. The museum itself uses AR, holographics, and sensory technology to create a truly memorable immersive experience.

[Watch.](#)



Image by Casa Batlló

# 02 NF2Ts

NFT tattoos are here! Ethernaal have launched NF2Ts - Non-Fungible Tattoo Tokens that allow tattoo artists to easily convert their flashes into NFTs, no technical skills required. Ethernaal was born from the vision of a decentralised and collective organisation for the tattoo industry built to offer new artistic and financial possibilities. And of course this also means that soon you'll be able to tattoo your avatars in the metaverse!

[Website.](#)



# 03

# DAO

If you haven't heard the term DAO yet, you will soon. Pronounced "Dow" as in Dow Jones, it is the acronym for Decentralised Autonomous Organization. A DAO is a group of people who come together without a central leader or company dictating any decisions. Built on a blockchain using smart contracts, members often buy their way in by purchasing a governance token that gives them voting rights around how the pooled money is spent and managed. Groups are not bound by geography and often communicate via Discord. DAOs are being used to fund projects, issue grants, buy real estate, and more.

[Learn More.](#)



# 04

## ss-PCM

Frankly, I think we'd all like to reduce our energy bills right about now, and this new material might help make it happen. Researchers have developed a shape-stabilized phase change material, or ss-PCM, that can change state from solid to liquid and absorb thermal energy in the process. This stored heat is then re-released when the material hardens, similar to the chemical process of disposable hand warmers. Stable and eco-friendly, the new material could be ideal for use in the construction industry storing up to 24 times more heat than conventional concrete or wallboard.

[Article.](#)



# 05

## MyndHub

MyndHub allows you to move, power and control electrical gadgets or devices with your mind. Using your brain as a controller, things act or react based on your concentration in real-time. Bringing “Jedi-like training to the masses”, MyndHub can be used to improve attention, mental health, and cut down on screen time. Or you can use their SDK to come up with your own MyndHacks. For inspiration, check out their lightsaber and Thor’s hammer examples. Kickstarting now - delivering this fall.

[Kickstarter.](#)



Image by MyndHUB

# 06 CleverPoint

CleverPoint is a hardware+software VR-integrated wearable technology that collects and analyses biofeedback to understand user response to VR content. Compatible with all major VR headsets, CleverPoint adds a facemask of sensors that uses electromyography (EMG) to measure subtle muscle responses and extract emotional data. Applications include healthcare, education, defense, science, entertainment, and marketing.

[Website.](#)





# 07

# CitizenM

Hotel developer CitizenM is building a hotel in the metaverse by creating their own DAO. Set in The Sandbox, they are acquiring a "LAND site", or a digital piece of real estate backed by NFTs on which they plan to build a virtual hotel where avatars can "work, sleep and play." They will finance the construction through the sale of 2,000 tiered-NFTs that are attached to rewards redeemable at their real-world locations.

[Article.](#)



# 08 Cove.Tool

Cove.tool is an automated sustainability consultant. The software provides developers, architects, and project managers tools to help optimise buildings for energy and material efficiency from inception through construction. Redefining building performance modeling, this tool builds smarter, more accurate models in one-tenth of the time, while enabling the ability to analyse projects for energy, daylight, water, climate, and cost.

[Website.](#)



Image by Cove.Tool

# 09 CFS

As a solution to climate change, Commonwealth Fusion Systems (CFS) aims to commercialise fusion energy. They've recently received capital to construct, commission, and operate SPARC, the world's first commercially relevant net energy fusion machine, and to begin work on ARC, the first commercial fusion power plant to open in the 2030s. New groundbreaking high-temperature superconducting magnets will enable compact fusion power plants that can be constructed faster and at lower cost. The goal is to deploy fusion power plants to meet global decarbonisation goals as fast as possible to combat climate change.

[Website.](#)

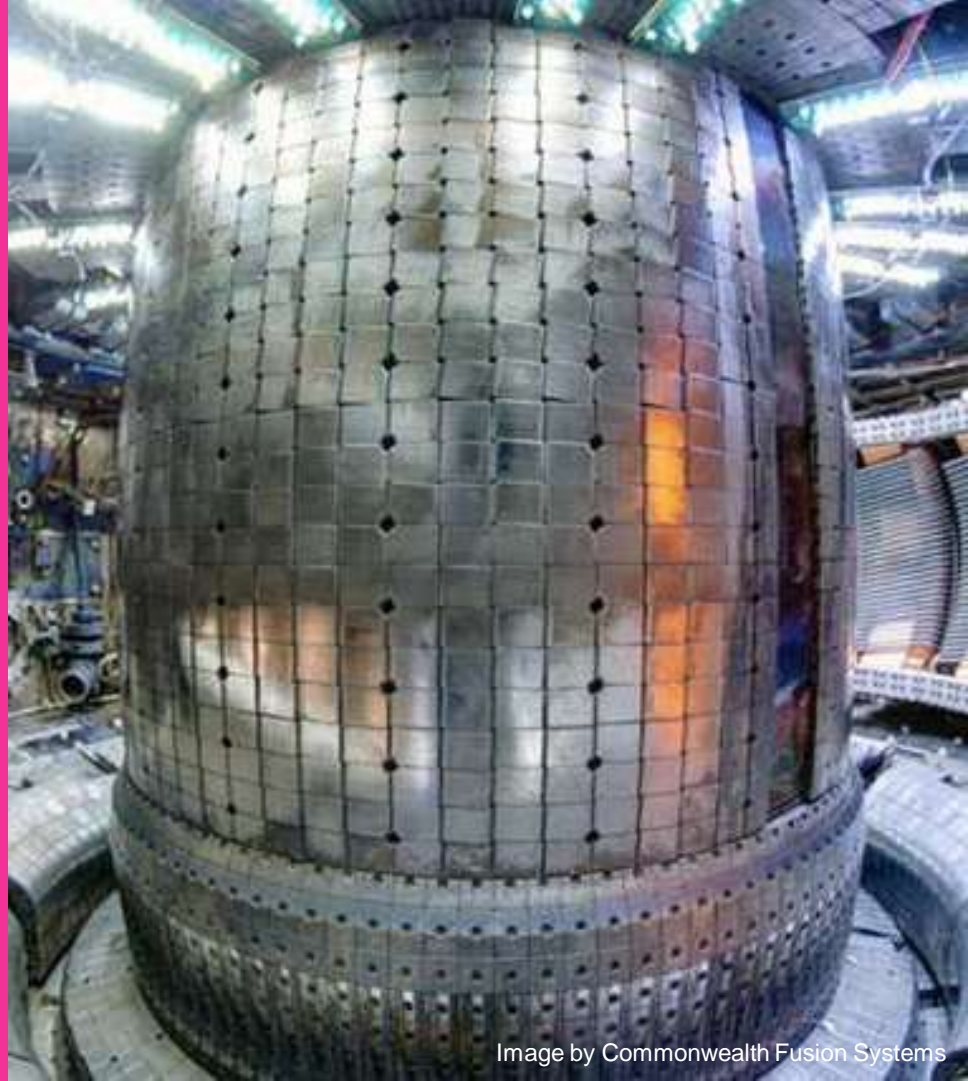


Image by Commonwealth Fusion Systems

# 10 The Brook

To commemorate what would have been Biggie's 50th birthday, Burst Live and the Notorious B.I.G. estate have created "The Brook," a gamified virtual metaverse. This photorealistic 3D environment will take us back to 1990s Brooklyn where visitors can step into Biggie's world and experience the roots of hip hop-culture like never before. And of course, no metaverse project would be complete without an NFT drop: The B.I.G VIP tokens are available from 3rd June.

[Enter The Brook.](#)



Image by Burst Live

# Thank you

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