

THE LOBBY

Another Dimension

With the metaverse causing a sensation in the design world, Dubai-based studio Roar has announced its first commercial venture in the virtual realm with the purchase of two plots in Decentraland. The forward-thinking firm plans to develop the plots into a multi-functional space incorporating a furniture showroom, art gallery and an experimental hotel of the future. “The metaverse is clearly a lasting commercial phenomenon, not a passing fad, so we want – and need – to be there,” comments founder and Creative Director, Pallavi Dean. “By launching Roar Meta Space, we’re creating a one-stop-shop to design and develop property in the virtual realm.”

Located close to the fashion district, the plots cost

approximately 18,600 Mana – or US\$36,000 – and Dean is said to already be in discussions with clients about potential projects. “This is not uncharted territory for us. Designing with AR and VR is second nature, it’s how we work, they’re the tools of our trade. Traditionally, we would hand the designs to engineers and builders to create a physical space – the metaverse simply cuts out that part of the process.”

While Dean believes the metaverse presents the opportunity to work without the two main barriers to creativity in architecture – safety regulations and budget – she stresses that designers cannot lose sight of what’s important – making spaces relatable rather than ultra-futuristic.

