

Mexicans win international architecture competition in the metaverse



Final semester architecture students at the Tec's **State of Mexico campus** have won the international **'Next Top Metaverse Build'** competition.

This competition is both a **virtual development** marathon and an accelerator program that seeks to **promote** entrepreneurs and builders **within the metaverse**.

José Cruz, director of the architecture program at the campus, explained that there are four categories within the contest: **architecture, freestyle, event spaces, and exhibition spaces**.

*"This contest is **organized** by the **Renovi** company and sponsored by various organizations, including the **Decentraland** platform, one of the world's **fastest growing virtual environments**,"* he explained.

"Getting architects to participate in the metaverse allows them to reflect upon and explore immaterial architecture." - José Cruz

Winning projects

Five teams from the **'Final Degree Project'** group, taught by professors **Carlos Pascal and José Cruz**, participated in different categories of the **metaverse contest**.

*“Their goal was to **develop an iconic building** within the virtual world. The evaluation criteria were **originality and creativity**, functionality and interaction, and the design process.*

*“This also means we’re venturing into a **virtual field still little explored** by architects,” said José.*

There were two prize-winning projects: [‘Adaraverse’](#) from the team consisting of **Brenda Pintor, Mariana Meza, and Mario Reyes** and [‘Cumulus,’](#) developed by **Diego Gaona, Julio González, and Tania Olvera.**

Metaverso, arquitectura, Tec CEM width="900" loading="lazy">

Selling NFTs

‘Cumulus’ won **first place** in the event spaces category. It consists of a **virtual space in which to exhibit and sell NFTs.**

*“NFTs are **resources or digital content** such as images, videos, etc. These are **sold as unique pieces** supported by **blockchain**, which certifies the **authenticity** of specific NFTs,” explained Tania Olvera.*

Diego Gaona said they had concluded after arduous **research** that it was important to be aware of how people were going to have an **experience through digital devices.**

*“Our proposal resulted in **new ergonomics**, spaces with **changing dimensions**, and other new concepts which allowed us to create a virtual world **without spatial limits**,” he shared.*

Julio González believes that architecture needs to **create new spaces** with different characteristics for users all over the world.

*“We see the metaverse as an **opportunity and a challenge** to create a **new type of architecture** that, as well as being exempt from certain laws of physics and space, has the possibility to respond to **new needs**,” he stressed.*

Metaverso, arquitectura, Tec CEM width="900" loading="lazy">

Holographic memories

The ‘Adaraverse’ project came **fifth** in the architecture category and **fourth** in the freestyle category.

*“We designed a space **for memories**. This began with the geometry of a cube and the **juxtaposition of lines**, in which colors, textures, and visual games generate various **sensory experiences** for the user”, explained Mariana Meza.*

Brenda Pintor shared her opinion about the importance of architecture within the metaverse.

*“It’s the **future of architecture**, and **new typologies** can be created at a higher level for any type of user. This is in addition to being able to **monetize** it and generate **exclusive experiences**,”* she said.

Mario Reyes explained the creative process behind the team’s design proposal and how they arrived at the **final product**.

*“We spent several months **going backwards and forwards with our ideas**. The end result was just a small part of all the work we did and the **possibilities** that were considered,”* he said.

<https://www.youtube.com/watch?v=BNmDvCaEDv8>

Finally, Professor **Cruz** explained that another part of the students’ final degree projects included the **design of a physical building**.

*“Each team developed a proposal for a **physical portal to the metaverse**, which consists of a **temporary physical** building providing access to new digital environments from **public spaces across the country**.”*

*“The Tec is **increasing the presence** of our students in the metaverse through this project. In addition to being **users, connoisseurs, and investors**, they are actively participating in the **creation of virtual spaces**,”* he explained.

ALSO READ:

<https://conecta.tec.mx/en/news/national/education/what-do-tec-professors-whove-tried-classes-metaverse-think>