

Keynote on Inventing a real-world metaverse - How to build the LOCALVERSE?

Contents

In 2022 everyone talked about the metaverse. And now? What's next? Is it a real-world metaverse that we should call the LOCALVERSE? What comes after Google Maps? Will digital map design merge with digital social networks and if so, what might be the design principles? How do influencers tell stories about local happenings and local brands? Might local print journalism join the party of digital map design? Eva Balmaks looks at location-based content from a fresh perspective and offers us idea-bouncing and inspiration.

The speaker



Eva Balmaks is the co-founder & managing director of the Berlin-based Startup Winkt. She works passionately with a dedicated team to bring forward the next level of social networking: building connections based on your location. Topics, content, and group characteristics can be filtered by proximity. Such a new digital social network is instant, inclusive, and interactive. The Winkt app attracts local businesses, residents, and explorers of the neighborhood alike. Hence, Eva is on her way to innovating previously independent concepts taking the best of Twitter, Google Maps, messenger chats, and news tickers in order to offer a forum for instant and relevant communication and information sharing. As a next-generation thought leader in the industry, Eva wants to drive location-based digital networks and human-centered app design from a European perspective.