Interview with Mike Rosen: How can The Cubiverse replace art galleries?



Romaric Saint Aubert Editor
Last updated:23 August 2023 | 13:00

Share



Join our *Telegram* group to stay up to date with the latest live crypto news.

Replacing art galleries, combining realities, and offering a new vision of the internet, this is **The Cubiverse's** ambitious project. Mike Rosen agreed to give an interview to Cryptonaute to explain the heart of the project and its direction.

Mike Rosen is the co-founder of The Cubiverse, a pre-launch project that could **eventually replace art galleries around the world**. Thanks to an ingenious system of cubes, use of space and a good dose of creativity, The Cubiverse offers users the possibility to create without limits.

Looking at the project from another angle, it also becomes clear that The Cubiverse tends to imitate reality, and even enrich it through the **use of 3 ubiquitous realities**: the real world, the digital world, and the metaverse.

A project that is not new

The Cubiverse is a 25-year-old project. At the time, Mike Rosen was working on a project for the city of Philadelphia. Already at the time, the architect was working on **a virtual reality model** to visualize the city. It was then possible to move around and navigate throughout the city.

Subsequently, it will be a question of working on the underground networks of Philadelphia using the same tools. Mike Rosen then decided on a **cubic model that would serve as a graphical interface for the user**. That's when the idea of the cube was born.

Later, in early 2001, man launched **a 3-dimensional web browser**. It remains primitive, representing several instances of Internet Explorer, distributed within a cube. Each wall of the cube was then used to display a page.

However, the "real power" of the cube, as Mise Rosen claims, is **the organization of Big Data**:

"You can literally take an entire city and divide it into small cubes, and in each cube insert all the GIS (Geographic Information System) data you want. Today, with the amount of GIS data available to us through Digital Twins, we have an unlimited amount of information that can be inserted into a cube. »



The Cubiverse: a complex approach



If each wall of the cube actually allows content to be displayed, then comes **the question of storage**. What is the limit of information that can be displayed and stored within a single cube? According to Mike Rosen, it is simply unlimited.

Instead of storing information on a server and coming back to it later, The Cubiverse opts for **a live approach**. Thus, each instance, each wall, each element of the space of a cube is updated in real time, in the same way as on this example cube of the main page of Cryptonaute.

In addition, Mike Rosen adds that it is even possible to **add videos, streaming, music, and just about any media imaginable** within a cube.

Between art and technology, The Cubiverse already has some alliances



The project is already working with Yakov Smirnoff in an official way, an American and Ukrainian artist. In parallel, the platform is also looking to win the favor of **Cage The Elephant and Infected Mushroom**, two rock and psychedelic bands.

In the long term, it will be a question of **reaching an agreement with other artists** so that they can also participate in the promotion of the project. Eventually, several different hubs will emerge, all categorized by theme. Thus, users will have the choice between sports, art, entertainment, science, etc. For now, only hubs focused on entertainment and art are the subject of further work.

The goal on launch day, as Rosen explains, is to have about **12 hubs**. Everyone will be able to participate in the project and propose their own cube. Each cube will be linked to another and this series of cubes will be part of a hub specific to what it represents.

"We want our cubes to grow organically. We want artists to connect their cubes and works to these hubs in order to make them grow as naturally as possible. In this way, by the time the project is officially launched, several thousand cubes will already be available for visitors. »

The Cubiverse: a bridge between 3 realities



The favorite argument of many metaverse projects boils down to being a bridge between web2 and web3. If the cause is noble, **The Cubiverse goes much further than that**:

"It does not integrate the entire metaverse within the Cubiverse, but not only. At present, we can define 3 different realities: the real world, the digital world (2D internet, the metaverse, etc.) and the Digital Twin. The notion of Digital Twin refers to the duplication of real art in 3D with the ability to navigate within it. Let's say a QR code, on a building, that you can scan. This QR code then refers you to

***the Cube that represents this building in the Digital Twin. This cube then exists in the 3 realities. This is called a gateway*. »**

It is therefore possible to **navigate through all dimensions of the cube and link any object to any other**. In the case of an artist, one of the walls of the cube could be used to display the works of the latter, but it is also possible to link a purchase page allowing the user to consult the price of the work and buy it if he wishes.

A possible marriage with virtual reality?

The project is still in pre-launch, and yet, **the idea of an alliance with virtual reality is obvious** as soon as immersion occurs. The environment is conducive to discovery, navigation and learning. The visual experience is original. Mike Rosen says VR in the Cubiverse is a possibility:

"In 1997, I was one of the pioneers of VR technology. We had a partner who took care of the technological aspect of VR for the Swedish government. So I was among the first to work on VR. With the metaverse, it is a question of immersing the use in a universe through an avatar. It is therefore quite possible to put your avatar in a cube and make it travel from one cube to another. »

Between Cubiverse and blockchain



The economy in the Cubiverse does not yet exist. However, there are **many similarities between blockchain and the Cubiverse**:

"We see the Cubiverse as a tool. If you create an environment, the cubes are stored on a Cube-chain. They are sequenced, dated, recorded, and documented. It is a tamper-proof chest. The difference is that it is possible to add, modify or remove elements from this cube. So you have created an NFT, but also a model that has value. If you create a cube so unique that people are willing to pay to get in, then you've created your own business model. We could also imagine a talk show, watching a basketball game, or a concert in a cube. »

Unlimited potential

An original demonstration by the CEO allowed us to **go from the galaxy to the depths of Mike Rosen's microwave** and analyze the molecules present inside it. The Cubiverse has such potential in terms that it is also possible to imagine interactive courses on just about every possible topic.

The Cubiverse therefore **solves the problem of data organization**. With the amount of information everyone has to deal with today, it is important to opt for a coherent and logical system. In parallel, the Cubiverse also offers a**gateway to travel between the 3 realities defined by Mike Rosen**: the real world, the digital world, and the Digital Twin.

The project team would like to be able to launch the project around the end of October, **during the Christmas shopping season**. In the meantime, a cube creation contest is organized by the platform. A demonstration of the Cubiverse is also available.

Source: Interview with Mike Rosen (CEO of The Cubiverse), official website of the project