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Pop Art Lab - An immersive music project in Second Life

The presentation will give an overview of the concepts and how Pop Art Lab was started two years ago. How the team expanded, how the community and management developed. It will focus on the powers of virtual worlds versus real world and how the real world organizations can benefit but also show how fragile and insecure it is to run a virtual company. Further more it will give examples of content creation, branding and networking in virtual environments.

To summarize what lessons have been learned and where are we going now after merely 3 years of research and living in a virtual world.

About Pop Art Lab

Pop Art Lab was founded start of 2008 in the virtual world of Second Life. It provides a dynamic immersive environment within which avatars can gather together to share their interest in music, movies & machinima, and attend live concerts and events occurring both entirely within the virtual environment and in mixed realities that merge reality with the metaverse. The global team consists of a wide variety of talents with the unified aim toward producing content of highest quality with a strong respect of each others skills. There are no limits in artistic freedom other than the connection of various mindsets that have been build up through years of immersive virtual living.