BLOCKSPACE

Presented by Tezos

Where blockchain meets culture.

1221 E. 6TH STREET / MARCH 11-14
ABOUT BLOCK/SPACE

Block/Space, presented by Tezos, is an interactive exhibition and speaker series at SXSW exploring how culture is being reimagined in the metaverse and Web3 thanks to a thriving new wave of makers.

Create a 3D digital avatar NFT, try on virtual sneakers from flex, discover new dimensions of fandom at Interpop's comic store, see how Pantone has reimagined its Color of the Year 2022 for the digital era, and of course, collect free NFTs throughout the space by creating a Kukai wallet.
ABOUT TEZOS

An energy-efficient blockchain widely adopted by NFT artists and collectors worldwide, Tezos is an open source and self-upgradeable platform ideal for collaborative innovation.

Secure and truly decentralized, Tezos has become an attractive option for a thriving community of makers and builders. Its Proof of Stake model enables Tezos to operate with minimal energy consumption and its ability to seamlessly self-upgrade without disruption.

Join us at SXSW to see how some of the world’s biggest brands and most innovative creatives are building their futures on Tezos.
INSIDE BLOCK/SPACE

Block/Space will feature four different interactive experiences, showcasing how makers are harnessing the Tezos blockchain to experiment, and reinvent aspects of daily life.

NFT Yourself into the Metaverse.

Here, with a 3D scan, your image can be transformed into a super high resolution avatar that you own as an NFT, and can take with you into the metaverse. Welcome to a new level of digital life — one that opens up huge potential for integration into gaming, fashion, social media, and virtual reality.

Learn more at bluevishnu.io

Go ahead, flex It.

flex is a new footwear NFT marketplace built on Tezos, which is helping to bring the retail experience out of the store and into the metaverse. With a scan of a QR code, you’ll be transported to a virtual marketplace, featuring shoe designs from a collection of artists and brands. Try shoes on virtually using your smartphone camera, and if you like the way they look, you can buy them as NFTs to take with you on your journey into the metaverse.

Learn more at flex.fashion
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Taking fandom to a new dimension.

As our lives move into the metaverse, so do comic books and collectibles, giving fans, creators and collectors all-new levels of fandom to explore.

With Interpop, fans can read NFT comic books, collect them as NFTs, and sell or trade them just like they would in a physical store. True digital ownership also unlocks the ability to help shape the story, giving NFT owners a say in everything from character costumes to major plotlines.

Learn more at interpop.io

Experience art made for the metaverse.

In this space, you can experience Pantone’s Color of the Year 2022, Very Peri (PANTONE® 17-3938) and collect NFTs from digital artist Polygon1993. Inspired by our new digital lives, this violet-blue celebrates “courageous creativity, an altered landscape of possibilities and the merging of our physical and digital lives in new ways.”

Learn more at pantone.com
BLOCK / TALKS

Presented by Tezos

Right now, there is a creative movement happening on Tezos, led by a thriving new wave of makers who are reimagining culture—from art to fashion, collectibles, and even our digital selves.

Join us as we host talks and panel discussions with the artists, makers and builders on this new digital frontier, and discover what’s possible on the blockchain now and in the future.

CURRENT SCHEDULE

Friday, March 11
Saturday, March 12
Sunday, March 13

Explore the full schedule