NFT as Phygital Heritage

A Decentralized Initiative for Art, Technology & Collective Memory

We're building a decentralized initiative where every token and action contributes to preserving digital and physical heritage. Our mission is to align real-world activation with Web3 culture, staking, and long-term impact.

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Global Park's Long-Term Potential

Phygital NFTs as a New Layer of Digital Heritage

The Relevance of the Concept in 2025

By 2025, the fusion of NFTs with physical objects – known as the phygital format (physical + digital) – has emerged as one of the defining trends in the post-hype Web3 era. While mainstream enthusiasm for NFTs peaked in 2021 and has since cooled, the underlying technology continues to evolve in more grounded and purpose-driven directions.

A growing number of projects are now exploring hybrid NFTs – tokens tied to tangible assets – enabling blockchain-based proof of ownership for real-world objects. In essence, the bridge between digital and physical reality is being rebuilt not for novelty, but for durability, meaning, and utility.

One of the most compelling evolutions of this trend is the concept of digital heritage – the idea that individuals can leave behind a meaningful and immutable message on the blockchain, embodied in a real-world art installation. In a world where our digital identities increasingly define who we are, the question arises: How do we preserve our memory for future generations?

An NFT linked to an on-chain message and a physical sculpture in a park becomes the modern equivalent of a time capsule. Unlike fleeting social media content, NFTs offer permanence, censorship resistance, and on-chain longevity — especially on Ethereum, where the transition to Proof-of-Stake has addressed earlier environmental concerns.

Global Park taps into this shift by offering a platform where memory, identity, and collective presence can be anchored in both digital code and physical space. This aligns with a wider cultural shift toward digital permanence with emotional substance.

At the same time, the broader NFT market has undergone a reckoning. By late 2024, analysts estimated that over 96% of NFT collections were inactive, and nearly half of collectors had suffered losses. This reset forced the industry to move away from speculation and toward real utility, emotional engagement, and cultural meaning.

In that landscape, Global Park stands out — not as a speculative play, but as a project centered on legacy, community, and embodied experience. The idea of leaving a personal message for the world, supported by a sculptural artifact, speaks to a deeper human instinct: the desire to be remembered, to matter, to contribute.

As such, the vision of "embodied NFTs" — digital tokens with tangible presence — holds real promise in 2025. It responds to the market's maturity, resonates emotionally, and elevates NFT technology to its next frontier: lasting significance.

Inspiring Precedents

How the Physical-Digital Fusion Is Shaping the Future of Art and Memory

Several groundbreaking projects in recent years have explored the intersection of physical space and NFT technology — validating the phygital format as more than a passing trend. These examples demonstrate how digital assets gain emotional, cultural, and commercial value when embedded in tangible environments.

Beeple – "HUMAN ONE" (2021)

One of the earliest and most iconic NFT-based sculptures, Beeple's "HUMAN ONE" is a seven-foot dynamic video monolith displaying a digital astronaut walking endlessly across shifting landscapes. The content is updated remotely by the artist, making the sculpture a living dialogue rather than a frozen moment in time. It sold for nearly $29 million at Christie's, proving strong demand for NFT-art hybrids.

Beeple emphasized that NFTs allow art to evolve, remain culturally relevant, and resist temporal obsolescence. "HUMAN ONE" showed the world that people are ready to invest in physical artworks enriched with dynamic, tokenized content.

Jeff Koons – "Moon Phases" (2022–2023)

Legendary artist Jeff Koons partnered with Intuitive Machines and NASA to launch 125 miniature sculptures to the Moon, each paired with an NFT. The result: the first-ever art installation beyond Earth. Collectors own NFTs representing the lunar sculptures, while the physical artifacts remain on the Moon – forever.

Koons described the project as "a historically significant humanitarian statement." The scale may be cosmic, but the essence – linking personal legacy with public art through NFTs – mirrors the philosophy behind Global Park. The project attracted global attention, and part of the proceeds supported charitable causes, reinforcing the value of NFTs with purpose.

Don Diablo – "HƎXAVƎRSE" (2022)

Electronic artist Don Diablo created the world's first traveling outdoor NFT sculpture, a futuristic gateway into his metaverse. It featured screens, remote-controlled content, and a structure that evolved over time. Exhibited in Hong Kong and Shanghai, it toured cities, letting passersby literally step into Web3 through public art.

For Global Park, this offers inspiration: interactive, evolving digital installations in public spaces attract both crypto-natives and the general public – proving the feasibility of NFTs as urban attractions.

Museums, Brands & Blended Ownership

From the Seattle NFT Museum to luxury fashion brands, many institutions are experimenting with "phygital" integration:

• Damien Hirst's "The Currency" let collectors choose between keeping an NFT or burning it to receive a physical painting. The result: a near-even split, highlighting the psychological divide – and demand – between digital and physical ownership.

• Prada and Nike tied NFTs to limited-edition merchandise, offering digital-physical pairings (like NFT-linked T-shirts or sneakers).

These cases prove that by 2025, collectors increasingly desire "dual ownership" – where a token grants both a digital identity and a physical artifact.

For Global Park, this confirms market alignment: the idea of owning an NFT tied to a sculpture with your name on it fits this hybrid ownership ethos perfectly.

A Unique Proposition

Unlike the examples above, no known project to date has created a public park of personalized NFT messages at scale. Global Park seeks to pioneer this niche – combining:

- • Public digital art installations

- • Community-governed cultural memory

- • Blockchain permanence and emotional storytelling

The closest analogs are "**NFT time capsules**", like:

- • Ternoa, which creates time-locked NFT messages for future release

- • Chapel of the Metaverse, which stores blockchain memorials for the deceased

These projects show the world is already imagining ways to use blockchain for memory, identity, and emotional continuity.

But Global Park takes it further: envisioning a physical, walkable archive of messages, memories, and monuments – where the blockchain becomes a cultural substrate, not just a trading platform.

There are no scaled precedents for this yet – which means Global Park has the chance to become the world's first phygital park of personal legacy, establishing a new standard in NFT utility and artistic expression.

Strategic Pathways to Success

From Vision to Trend

A great idea alone isn't enough to make Global Park a cultural phenomenon. To enter the Web3 spotlight and capture the hearts of users, the project must execute a multi-dimensional strategy across media, tech, art, and community. Below are the key pillars of that success:

1. Influencer & Thought Leader Collaborations

Global Park spans multiple audiences – crypto natives, artists, and the general public.

To reach them, the project should forge alliances with trusted voices in each domain:

• Web3 icons like NFT artists (Beeple, Pak, Refik Anadol), curators, or prominent collectors could co-create limited sculptures in the park or endorse the concept – signaling cultural relevance to crypto communities.

• Traditional art influencers – curators, sculptors, and gallerists – lend credibility to the physical space. If renowned artists contribute to the initial installations, the art world will take notice.

• Mainstream figures – futurists, tech creators, or celebrities – can communicate the idea of "leaving your mark in history" in relatable language, expanding reach across Instagram, TikTok, and beyond.

Done right, this multi-tiered influencer strategy will generate viral visibility across sectors.

2. PR & Marketing Rooted in Story and Emotion

Global Park is more than NFTs – it's about legacy, identity, and emotional resonance.

The project's storytelling should focus on why people leave messages, what they express, and who they are. Whether it's a memorial, a creative statement, or a philanthropic gesture – these stories can fuel TEDx talks, culture articles, or even TV segments.

Avoid jargon like "NFT" when addressing the mainstream. Instead, say "digital time capsule," "a new kind of monument," or "public memory sculpture." Keep the blockchain architecture transparent for those interested, but lead with human connection.

Use viral formats like:

• A contest for the most inspiring public message (winner gets a free installation)

• A social media campaign: "**What would you leave in Global Park?**"

Also:

• Design a memorable visual identity (logo, slogan, style)

• Build a community hub via Discord/Telegram, where early adopters can co-create and feel ownership

The goal: *build belonging, not just visibility.*

3. Technological Integrations & Phygital Enhancements

To stay ahead, Global Park must embrace cutting-edge tech integrations:

• Metaverse replication: Build a virtual twin of the park in Spatial, Decentraland, or Sandbox, so users can explore sculptures online and read the messages, no matter their location.

• AR activations: Visitors can scan a sculpture with their phone and see an animation, a message, or a 3D visualization of that NFT's backstory – deepening connection.

• Marketplace presence: Let users mint or reserve their space via OpenSea, Rarible, or others – expanding visibility and liquidity.

• Cross-collection collabs: Imagine a BAYC or Azuki-themed zone in Global Park, where holders can install exclusive physical tributes.

Technically, Global Park should:

• Consider Layer 2 solutions (for lower gas fees)

• Explore multi-chain NFTs

• Offer AI-powered personalization (generate sculpture ideas based on text prompts)

These moves position Global Park as a living, evolving cultural protocol, not a static monument.

4. Partnerships & Cultural Events

To truly trend, Global Park must show up offline, at the intersection of art, Web3, and urban life:

• Present at events like NFT.NYC, Art Basel, Venice Biennale, SXSW – even as a booth or micro-installation

• Host a launch event in the park: invite press, influencers, collectors, and allow early message-holders to speak

• Partner with local governments and tourism boards: promote Global Park as a city landmark ("the world's first park of digital memory")

For cultural embedding:

- • Launch student competitions (design a sculpture, win a grant)

- • Collaborate with eco or 3D-printing brands for co-branded zones

- • Create an educational program around Web3 heritage

The outcome: Global Park appears in crypto media, art journals, city guides – and people's hearts.

That's when a project becomes a movement.

Risks and Resilience

How Global Park Anticipates and Mitigates Strategic Challenges

Every meaningful innovation walks a fine line between visionary and risky. Global Park, with its ambition to fuse art, technology, and public memory, is no exception. While the opportunity is vast, the path forward demands strategic foresight. Below are key areas of potential friction – and how the project is designed to navigate them.

Reframing NFT Fatigue as Meaningful Utility

The NFT space has evolved beyond its hype cycle. Many casual users now associate the term "NFT" with speculation or overexposure – a challenge for any new project using the technology. Global Park embraces this reality by shifting the narrative:

• We don't sell "NFTs" – we offer a cultural artifact and an invitation to legacy.

• The NFT is simply a tool under the hood, powering ownership, permanence, and verification.

• The messaging focuses on storytelling, not speculation: "Leave your message for the world" resonates more than "Buy a token."

Additionally, Global Park commits to:

> • Full transparency of its roadmap and treasury management
>
> • Public-facing updates and DAO governance
>
> • Emphasis on permanence, meaning, and physical interaction – not quick flips

This repositions the project from a market trend to a civic initiative, creating lasting appeal.

Managing Cost & Scale Through Phased Execution

Building a physical park – especially one linked to thousands of custom digital assets – is a capital-intensive mission. Global Park approaches this with a modular, step-by-step strategy:

> • Start small: Launch with a pilot site featuring a limited number of installations (e.g., 50–100 messages)
>
> • Validate demand, then expand gradually
>
> • Introduce diverse revenue streams:
>
> • Ticketed access or guided tours
>
> • Merchandising (sculpture replicas, artbooks)
>
> • Event rentals (as an IRL DAO space)

The NFT price will include embedded service costs (maintenance, hosting), and a sustainability treasury will be managed on-chain to cover long-term expenses. DAO governance will guide resource allocation, ensuring the park remains not only beautiful – but operational.

Scalability: Keeping Space Sacred

What if thousands want to participate? How do we prevent overcrowding or devaluation?

Global Park's answer lies in intentional scarcity and creative spatial design:

 • Limited annual editions: Only a set number of new NFTs (e.g., 100/year) will be released

 • Rotational exhibitions: Some messages may shift into archival status after a decade, with full transparency upfront

 • Multi-format installations: Rather than one sculpture per NFT, messages can be arranged as clusters, wall engravings, or pillars – preserving quality and density

Future growth may include:

 • Satellite parks in new cities

 • Metaverse extensions (for remote access)

 • Seasonal or themed "epochs"

This ensures that legacy remains meaningful, not diluted.

Content Moderation: Honoring Expression, Protecting Integrity

Empowering people to leave public, immutable messages is powerful – but not without boundaries.

To protect the project's values and social legitimacy, Global Park will implement:

 • A clear content policy, disallowing hate speech, extremism, and profanity

 • A curatorial review before minting or installation

 • A DAO-backed moderation model (optional): questionable cases can be reviewed by the community

While decentralization is a core value, public space brings public responsibility. These safeguards ensure that Global Park remains a safe, inspiring, and civic-friendly initiative – aligned with art institutions, city partners, and global audiences.

Final Thought: Risk as a Feature of Innovation

Global Park doesn't shy away from complexity — it integrates it. Every challenge listed above is not a deterrent, but a design prompt. The project embraces:

- Transparency over hype

- Phased growth over speculative scale

- Public accountability over total anonymity

In a world flooded with short-lived crypto ideas, Global Park offers something rare: a commitment to permanence.

Legal & Regulatory Landscape: Bridging Physical and Digital Domains

As Global Park blends real-world installations with global token issuance, it operates at the intersection of physical and digital jurisdictions. This introduces potential challenges:

- Local regulations may require permits for physical park structures, zoning approvals, or land use contracts.

- International NFT sales may fall under different classifications — in some regions, NFTs risk being seen as securities or digital financial assets.

To navigate this landscape, Global Park adopts a proactive legal strategy:

- Legal incorporation and registration for physical operations

- Full permits and insurance for sculpture installations, including public liability coverage

- Exploration of partnerships with municipalities or private campuses to reduce red tape (e.g., framing installations as long-term exhibitions)

- Continuous legal review of NFT sales policies across jurisdictions to ensure compliance with emerging anti-money laundering (AML) and tax laws

Global Park positions its NFTs as cultural certificates, not investment products — anchoring them in the realm of public art. This distinction reduces the likelihood of regulatory classification as financial securities.

By engaging local authorities and participating in blockchain industry associations, the project demonstrates transparency, alignment with cultural frameworks, and long-term accountability.

Technical Security & Trust Infrastructure

Preserving public trust is paramount — especially when participants are leaving behind personal, long-term messages and digital heritage. While Ethereum provides a secure base layer, the supporting infrastructure must also meet the highest standards.

Risks include:

- Loss of media assets (e.g., 3D sculpture files) due to centralized server issues

- Smart contract bugs or hidden functions

- User-level threats: phishing scams, fake marketplaces, stolen NFTs

To mitigate these risks, Global Park commits to:

- Hosting metadata and messages on decentralized, redundant storage systems (e.g., IPFS or Arweave)

- Making all smart contract code public and audited, ensuring immutability and no hidden logic

- Offering educational content on safe NFT handling, phishing awareness, and official communication channels

- (Optionally) Providing custodial wallet support for non-technical users, with the ability to transfer to self-custody later

- Exploring social recovery features for lost access, while remaining aligned with decentralized principles

Security isn't just technical — it's cultural. That's why Global Park treats cybersecurity as part of its core value of public trust. Every token must be as reliable as the stone it represents.

Environmental & Societal Factors

As a real-world destination, Global Park naturally faces external influences – from weather to public interaction. While these factors introduce operational complexity, they are well within the scope of proactive design.

Security risks include:

　　• Potential vandalism or theft of physical objects (especially if they are small or made of valuable materials)

　　• Climatic wear: rain, snow, extreme heat

　　• Broader emergencies (e.g., pandemics) limiting park accessibility

Global Park's response:

　　• Durable materials: installations designed with weather- and tamper-resistant components – stainless steel, reinforced glass, anti-vandal coatings

　　• Smart mounting: plaques or objects installed in ways that deter removal or tampering

　　• Security systems: 24/7 surveillance, motion detectors, and (optionally) robotic patrols for cost-efficient coverage

　　• Selective access: situating the park within semi-protected areas – such as campuses, museum grounds, or gated cultural zones – to control nighttime entry

　　• Indoor curation: Certain sculptures can rotate between outdoor and indoor pavilions, particularly in harsh seasons or during special events

　　• Insurance coverage: Physical assets covered against damage or loss to ensure long-term protection

In the event of unforeseen global disruptions – such as travel bans or public health crises – the virtual twin of the park ensures continued accessibility. Visitors can explore Global Park remotely, and NFT owners retain visibility and symbolic permanence for their messages.

These design measures are not just operational – they're emotional assurances. People invest in legacy. They want to know that their piece of memory is preserved – not only digitally, but physically, for years to come.

Final Thoughts: Anchored in Meaning

With the right execution, Global Park is poised to become a landmark cultural and technological initiative. The fusion of NFT permanence with physical expression speaks to a deeper trend – the human need to leave a mark, to be remembered, to shape a narrative that outlasts us.

By prioritizing:

- Long-term utility over hype

- Emotional resonance over speculation

- Transparency, partnerships, and inclusive storytelling

…Global Park is not just reacting to trends – it is shaping them. The project stands as a bridge between what we build on-chain and what we leave on Earth.

And that is a legacy worth protecting.

GLOBAL PARK DAO

A Decentralized Initiative for Art, Technology & Collective Memory
Ratified by the DAO Council

✦ *Document issued under the authority of DAO Assembly*