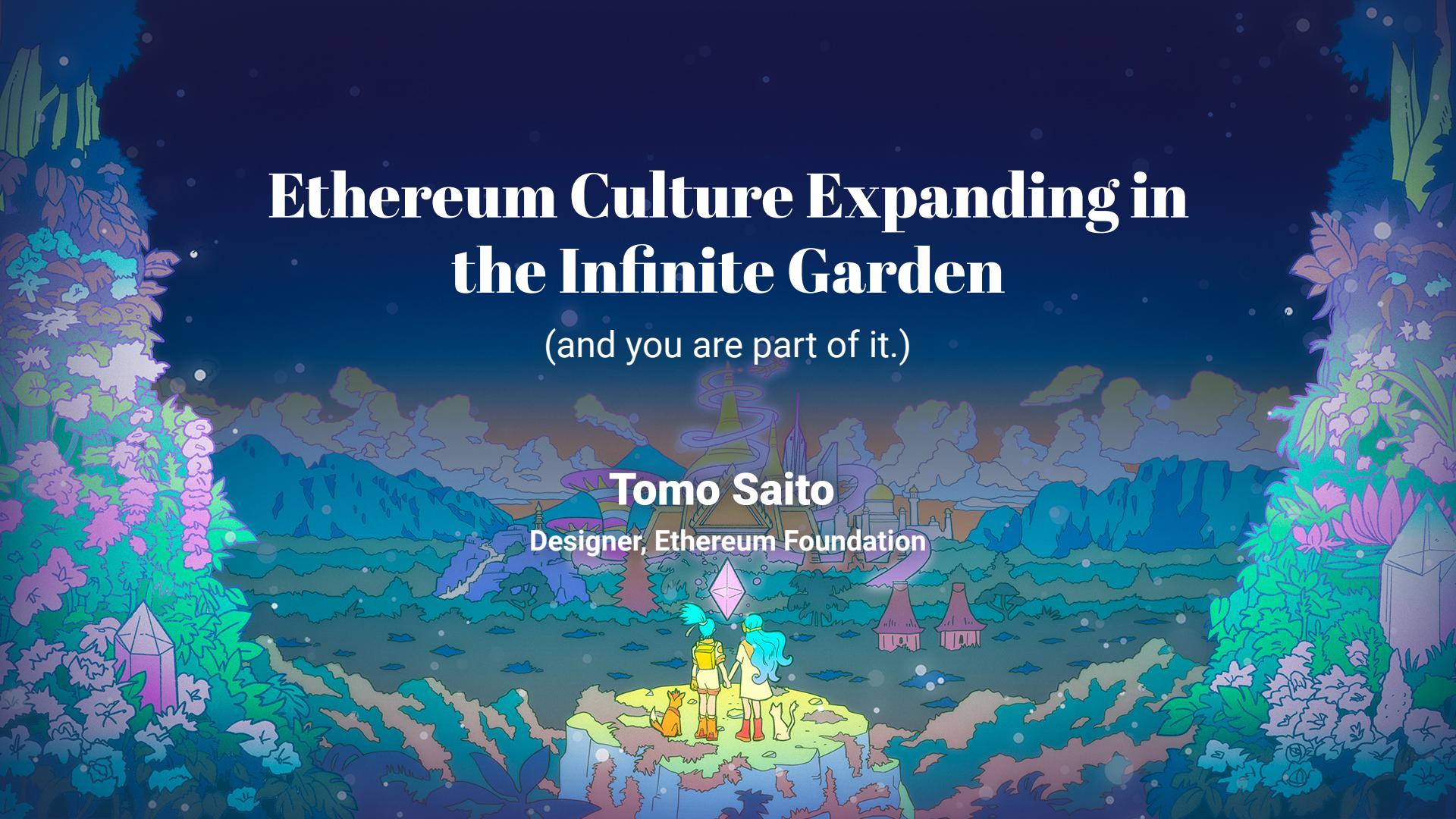


Ethereum Culture Expanding in the Infinite Garden

(and you are part of it.)

Tomo Saito
Designer, Ethereum Foundation



Introduction

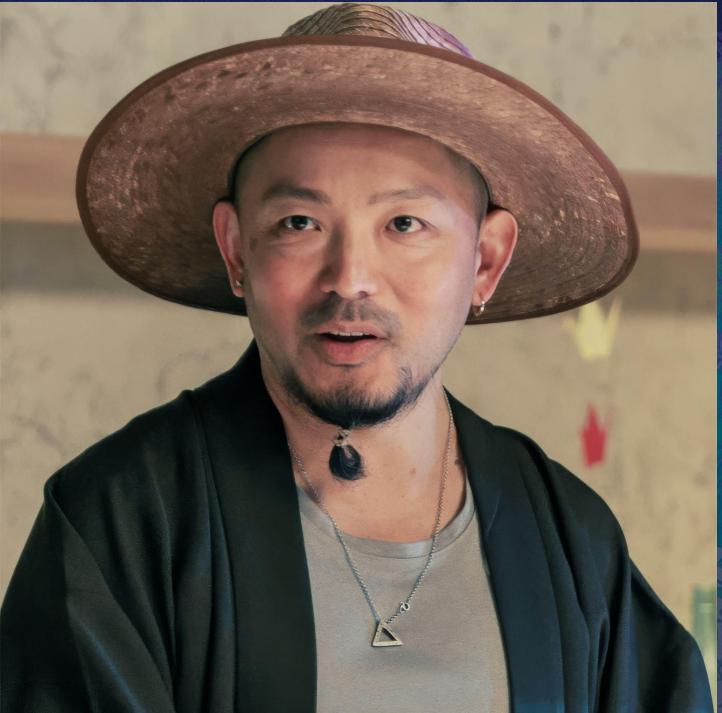
Full name: Tomoyuki Saito

Origin: Japan

Role: A designer @ Ethereum Foundation

Projects: Devcon, Ethereum Foundation website, Devcon Scholars Program Artist Track, etc.

“Visualizing the Infinite Garden”













DC7



SEA





Ethereum is a cultural platform.

My first impression of the Ethereum Community:

**“Devcon is like
Burning Man
for tech nerds!”**















What is “Culture”?



culture

/'kʌltʃə/

noun

1. the arts and other manifestations of human intellectual achievement regarded collectively.
"20th century popular culture"

Similar: the arts the humanities intellectual achievement(s) intellectual activity



2. the ideas, customs, and social behaviour of a particular people or society.
"African-Caribbean culture"

Similar: civilization society way of life lifestyle customs traditions



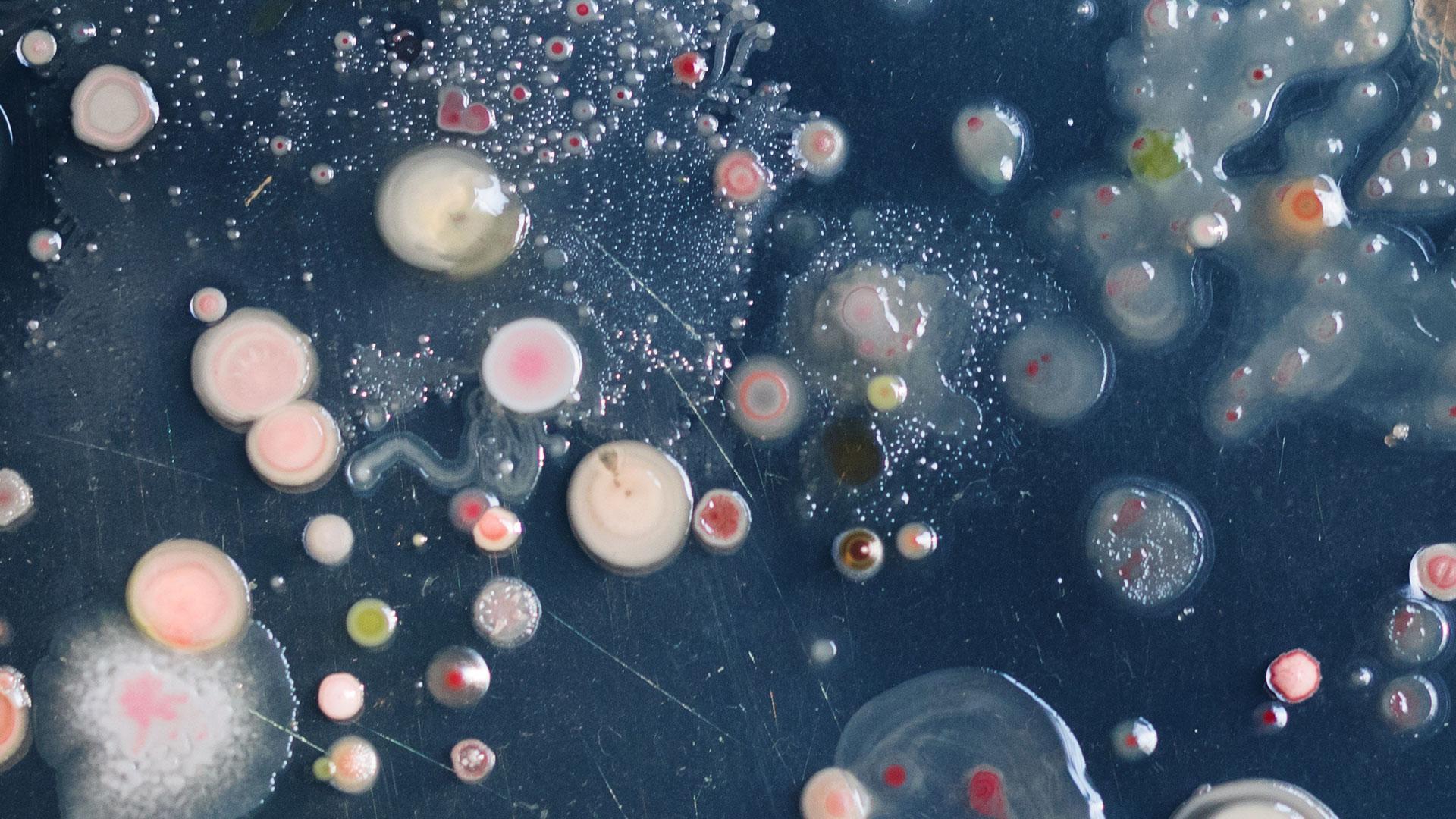
verb

BIOLOGY

maintain (tissue cells, bacteria, etc.) in conditions suitable for growth.
"several investigators have attempted to culture biliary cells"

Soil microorganisms on a petri dish







Soundsystem in Jamaican in the late '60s- '70s





Major Subcultures in Ethereum



Cypherpunk

Cypherpunk is a movement that advocates for privacy, digital freedom, and the use of cryptography to protect individual rights in the digital age. Originating in the late 1980s and early 1990s, cypherpunks believe that encryption and decentralized technologies can empower individuals to maintain their privacy and resist surveillance by governments or corporations. Cypherpunks build Ethereum's infrastructure and tools with a **DIY attitude**, staying neutral on usage. Historically focused on privacy, the neo-cypherpunk movement, lunarpunk, now emphasizes placing privacy back front and center in Ethereum.

Regens

Many influential voices in Ethereum commit to a **regenerative** approach to technology. Regens experiment with governance to improve or replace institutions, focusing on public goods. Playing positive-sum games.

Some examples of the projects: Gitcoin, Commons Stack, BrightID, Curve Labs.





Degens

Users driven purely by speculation and wealth accumulation are called **degens** (degenerates). They take extraordinary risks, focus on trends and hype, and aim to escape contemporary neoliberal capitalism in an ironic, detached way. A common figure that represents degens is Moloch, the Invisible Enemy of Coordination Failure.

Layer 2s as Subculture

A layer 2 is simultaneously (i) an ecosystem, and (ii) organized around building something.

- More willingness to do user outreach
- Diversity of values
- Diversity of participants

Examples of cultural experiences & ideas



Devcon

Devcon is the Ethereum conference for developers, thinkers, and builders.

Devcon's goal is to push the boundaries of the possible in our mission to bring decentralized protocols, tools, and culture to the world.



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Devconnect is a week-long gathering of independent Ethereum events to learn, share, and make progress together.





Local Community Events

Following the principle of decentralization, **local community events** are flourishing globally, just like this ETHTokyo event.

Zuzalu, Edge City, etc.

At its core, **Zuzalu** is a public good community, a pop-up city, a playground for cross-pollination experiments, a debating ground for exciting topics, a testing space for Ethereum-based technology, and a hub for futuristic-sounding disciplines such as longevity, synthetic biology, network states, and more.



Pagoda



In the spirit of the Pagoda,

we gather to weave the diverse threads of Asia's cultures and philosophies
into a united tapestry of Ethereum aiming to shape a decentralized world
that honors our shared heritage and distinct voices.

Pagoda

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d/acc

The "d/acc" concept by Vitalik Buterin promotes advancing technology in a way that prioritizes decentralized, democratic, and **defensive** systems. It emphasizes cautious innovation to protect against risks like authoritarianism, ensuring progress enhances freedom and safety.

Ibiza in 2000 vs 2023



Autonomous Worlds

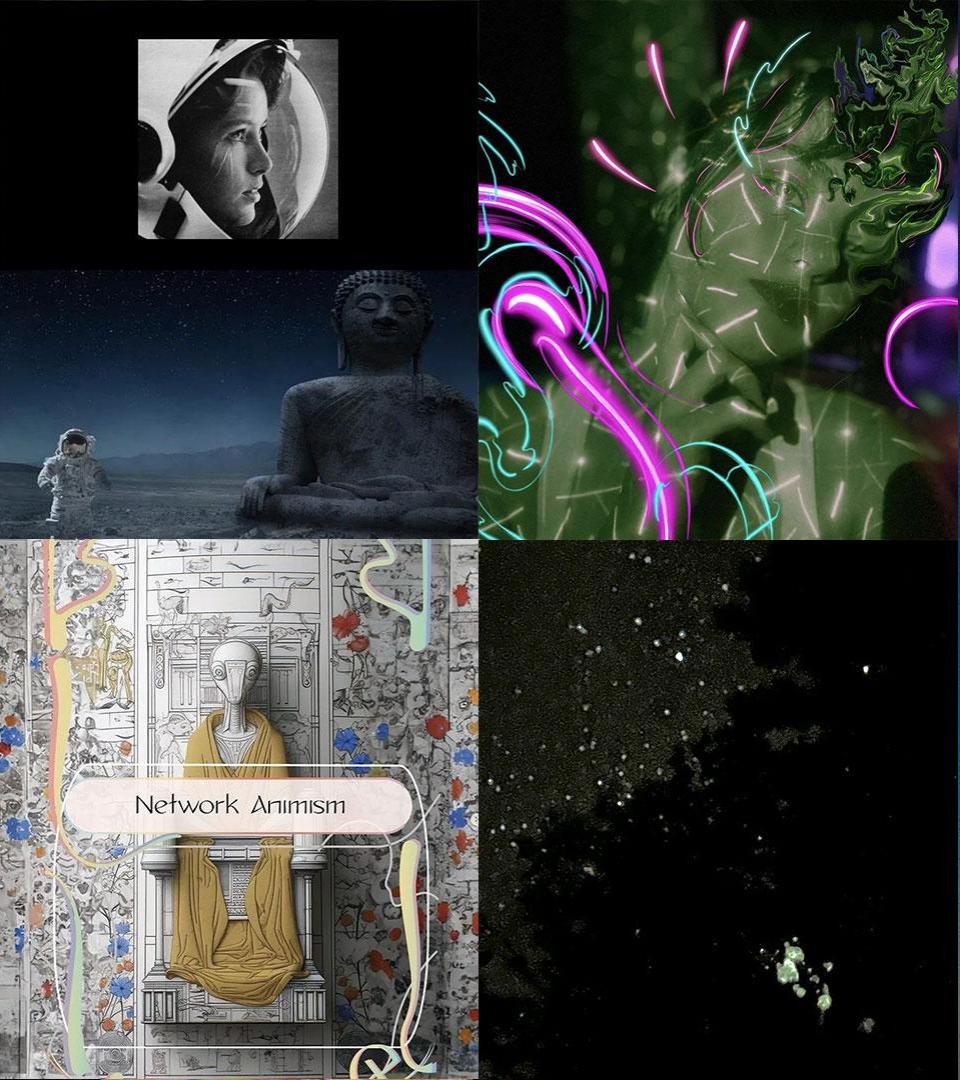
Autonomous Worlds are decentralized environments enabled by blockchain technology and smart contracts as **the introduction rules**. Unlike traditional virtual worlds, AWs couldn't exist without on-chain computing, which transforms them into multi-author, persistent environments. Inhabitants collaborate to shape these worlds through digital consensus, making them a collaborative commons rather than mere private or collective experiences.





Artists & Writers cohort

As part of the Devcon Scholars Program, the Ethereum Foundation has launched an Artists & Writers cohort to create an art-school-like experience for 9 emerging artists and sci-fi writers. We explore the intersection of Ethereum's values with their artistry and creativity to **expand the vision of the Infinite Garden.**



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How it's expanding in the Infinite Garden



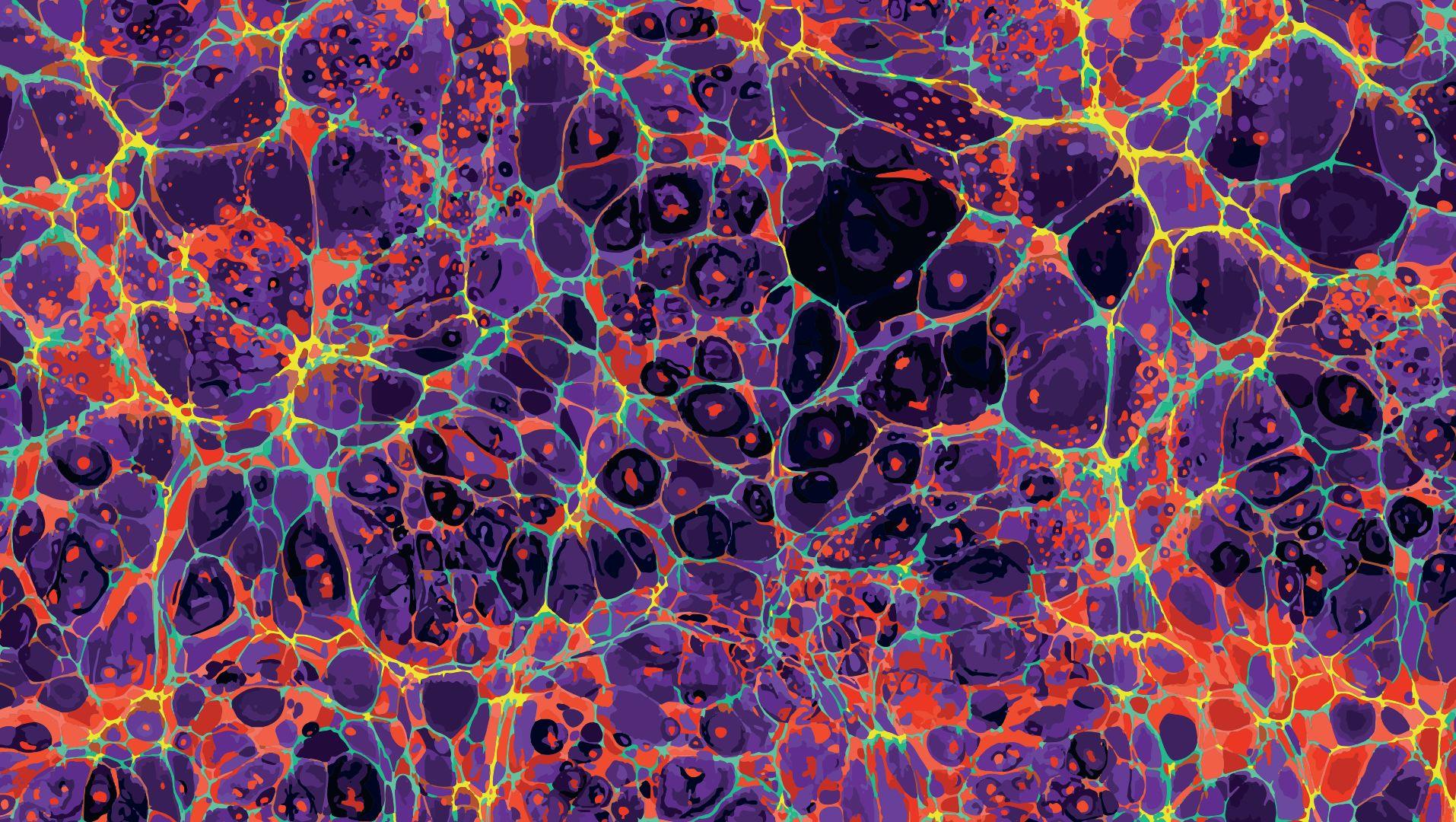
Ethereum Foundation's vision for Ethereum

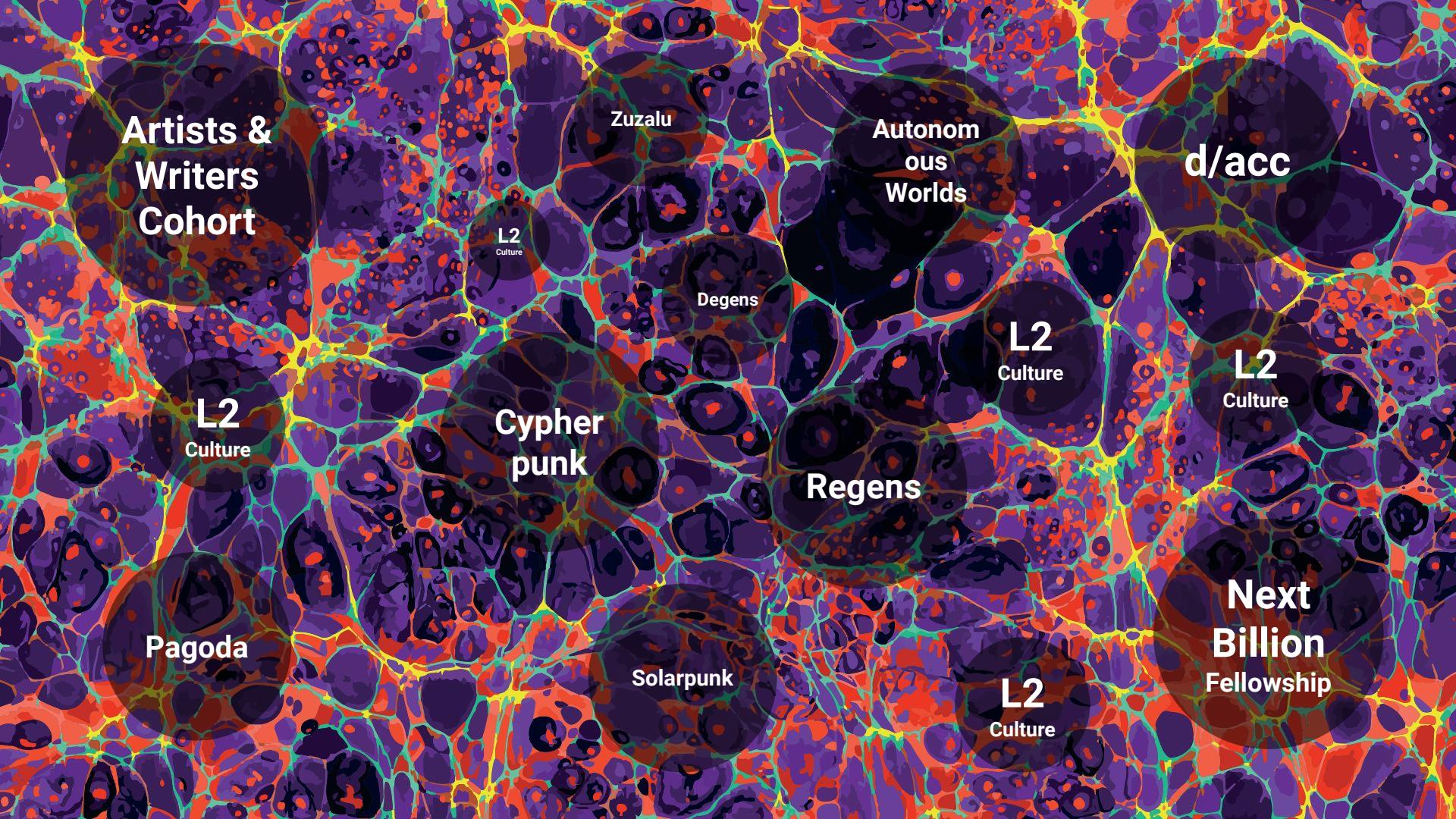
Infinite Garden

“A finite game is played for the purpose of winning. An infinite game for the purpose of continuing the play.”

James P. Carse, Finite and Infinite Games, 1986







Artists &
Writers
Cohort

L2
Culture

Pagoda

Cypher
punk

L2
Culture

Zuzalu

Degens

Solarpunk

Autonom
ous
Worlds

Regens

L2
Culture

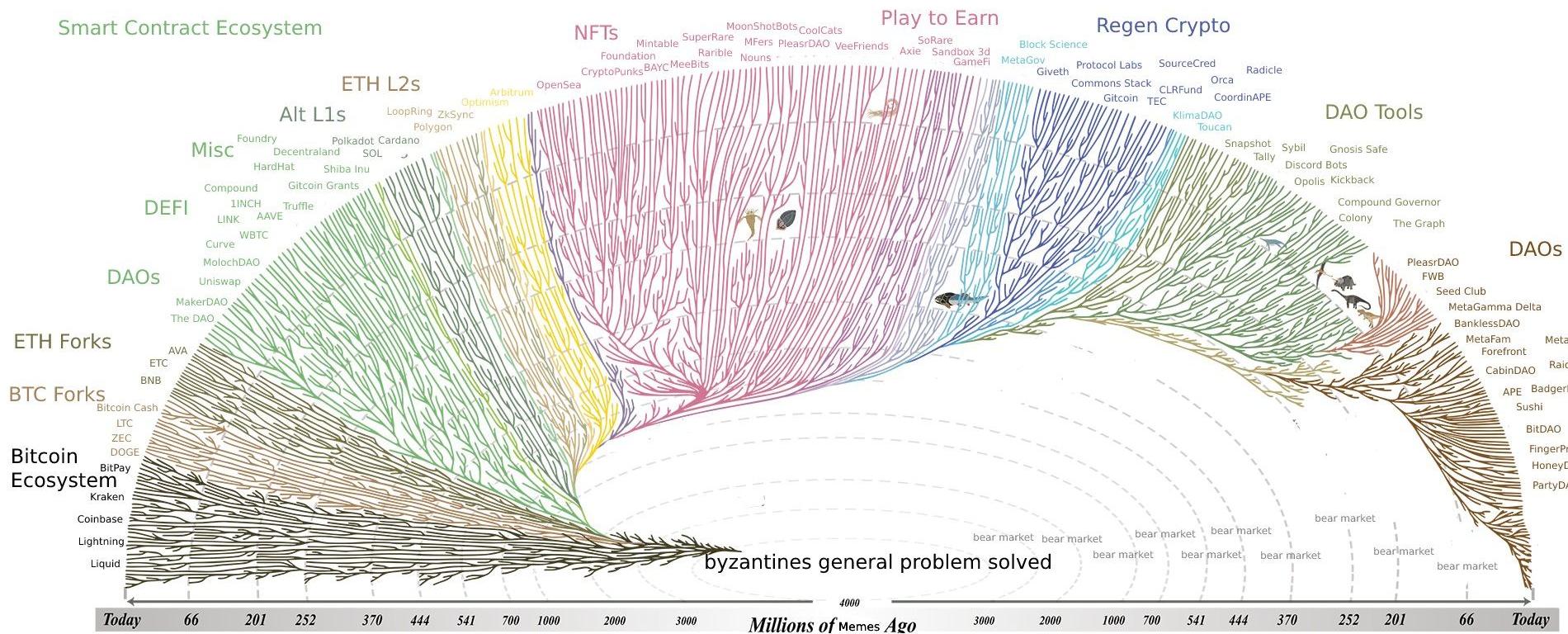
d/acc

L2
Culture

Next
Billion
Fellowship

L2
Culture

Web3: An Evolutionary Perspective



Kevin Owocki's Twitter post on April 1, 2022: <https://x.com/owocki/status/1509939046230872068>



Again...

Ethereum is a Cultural platform.



When you are building something on Ethereum,

You are also building Culture!



How to build Culture in the Infinite Garden?

How to build Culture?

Step 1: Learn core values

- Open global participation
- Decentralization
- Censorship resistance
- Auditability
- Credible neutrality
- Building tools, not empires
- Cooperative mindset

Reference: Vitalik's blog "[Make Ethereum Cypherpunk Again](#)"

How to build Culture?

Step 2: Define your values

- Privacy?
- Financial inclusivity?
- Creators first?
- Security first?
- Newcomer friendly?
- Non-financial focus?
- etc. etc.

How to build Culture?

**Step 3:
Translate the values to your practice
and product so you can keep playing
the infinite games.**



Culture > Feature

Impact

Process

Culture → Feature

How to build Culture?

Step 4: Share your values





STONE LOVE

STONE LOVE

STONE LOVE

STONE LOVE



And, lastly...

**Remember, we are building
a global culture together.**

Thank you!

Tomo Saito

Designer, Ethereum Foundation

@tomosaito