

# THE DISTRICT VR

PRESSKIT

# THE DISTRICT VR

by Proof of Taste

To empower the human spirit in the digital world by creating the next dimension of virtual life.

What if you could perform a DJ set in front of a live audience anywhere in the world without leaving the comfort of your living room? What if you and your friends could “teleport” to Berlin on a Friday night and experience the best of electronic hip-hop and techno music in virtual reality? And what if you could explore an ever-changing virtual world where you can be who you want to be, regardless of where you come from, or what you look like? Welcome to a vibrant and authentic world that is secure, driven by you the individual, thanks to the power of blockchain. Will you take over the dance floor? Or start a DJ career yourself? Welcome to The District VR.

The District VR [TDVR] is a party district in Virtual Reality with real people, artists, DJs and clubs. A decentralized world combining VR and blockchain technology to enjoy as well as to perform DJ-shows, parties, concerts and events.

For the first time in history, DJ sets in realtime can be played in VR in front of real audiences — no additional equipment required as everything is provided virtually. DJs and vocalists can perform shows together from anywhere in the world without having to be in the same place. In addition, regular players can learn the art of DJing and can build their own fanbases to become VR influencers.

In TDVR people from anywhere in the world and of any cultural background, color, age or gender can be whoever they want to be, to enjoy live events, DJ-shows and concerts together. An evolving virtual world in which the dance floor is never the limit and new forms of interaction will give rise to further use cases in the future.

## FAST FACTS

- Based in Berlin • VR metaverse for music culture
- Multiplayer online game with realtime performance
- Official partner of the LUKSO Network
- Blockchain based accounts and assets
- Developed in close cooperation with high-quality DJs and artists
- Environments developed by award-winning VR studio Another World VR

# FOUNDERS TEAM

We offer tools and platforms  
providing access, inspiration and  
guidance to improve the virtual  
experience for creative economies.

## Dennis Lisk

CEO

Dennis Lisk aka “Denyo” is a gold/platinum award-winning musician, DJ and entrepreneur signed at Universal (Label) and BMG (Publishing). He started his career in 1991 as a founder of german hip hop band “Beginner” (fka “Absolute Beginner”). Dennis helped to shape hip hop music with german lyrics to evolve from a niche subcultural corner and become a relevant and established part of the entertainment industry. In 2018 he started researching decentralized blockchains and virtual reality regarding their future potential for the entire sector. Since 2019 he is blockchain advisor at LUKSO. In 2020 he founded Proof of Taste.

## Fabian Vogelsteller

Technical Advisor • Blockchain

Fabian is a blockchain and software thought leader as well as developer of many widely used Ethereum tools like the Ethereum Mist Browser, the Ethereum Wallet, and web3.js. He developed the ERC20 smart contract standard that redefined investment and crowd ownership as we know it. Since 2017, Fabian is leading the concept, design, and technological development as the CTO and founder of the LUKSO blockchain. Besides that Fabian is a VR enthusiast and music lover.

## Ioulia Isserlis

CTO • VR Content Production

Ioulia is CEO and co-founder of AnotherWorld VR, a virtual reality content production and game development company located in Berlin. Since 2016 she is working as a VR expert authoring and producing internationally known games like Kobold VR and Pagan Peak VR. Both games have thrilled and inspired the international VR market and were called one of the best VR games and experiences of 2019 by Forbes Magazine. Besides that Ioulia has developed applications and VR tools for Balenciaga, Microsoft and more.

## Max Sacker

Art Director • Technical Supervisor • VR Game Development

Max is an award-winning filmmaker and director specializing in VR since 2015. Prior to co-founding AnotherWorld VR he worked as a post-production supervisor for companies like Universal and Warner Brothers. He is the creative director of AnotherWorld VR, where he directed Kobold VR and Co-Directed Pagan Peak VR. He also supervised the development of VR projects for companies like Microsoft, Deutsche Bahn, Siemens and Deutsche Telekom.

You are working on a The District VR Story?  
Feel free to contact [hello@thedistrictvr.club](mailto:hello@thedistrictvr.club) for further information.