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Theme - CHO.earth: Hybrid Heritage Preservation with a Payout

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CHO.earth: HYBRID HERITAGE PRESERVATION WITH A PAYOUT

Text by Steve Jarvis Visuals courtesy of CHO.earth

CHO.earth：回報可觀的混合傳承保育

Thought owning some famous real estate was just a flight of fancy? Well, the real thing is probably yes, but a virtual version is very much possible. In fact, snapping up some virtual heritage and cultural icons for free could prove a very wise investment if the people behind CHO.earth have anything to do with it.

擁有著名物業是很多人遙不可及的幻想，但捉緊現在，免費收購一些虛擬版本的文化傳承可能會變成明智投資。不妨細聽 CHO.earth 從頭細說。

CHO.earth stands for Cultural Heritage Online, and the Earth part refers to the scale of this 3D virtual recreation of heritage and cultural sites around the globe. The core idea behind CHO.earth is to gamify the virtual promotion and preservation of cultural heritage and landmarks around the planet, but with a twist—the players in this game can get real-world financial benefits. Inspired by the long-running hit board game Monopoly, users of CHO.earth become virtual owners of sites of historical significance and, as in the game, add value to their real estate possession. Value is not determined by plastic houses but achieved by recording their site's historical significance and embellishing their title deed with explanatory multimedia content and real-world retail and event-related options.

In many ways, much of the information contained in each of CHO.earth's virtual properties resembles online travel guide sites or Wikipedia. With the exception that each virtual historical site is registered as an NFT (Non-Fungible Token), known as a vCARD, and becomes part of a blockchain ecosystem of verification and payments tracking.

vCARDS are the core element of CHO.earth, and they contain a basic set of information, including: a digital property sheet outlining ownership history; and the "added value" content relevant to the historical site. The blockchain gives an immutable record of each vCARD, and allows the virtual historical sites to be owned and traded, and players draw upon a cryptocurrency stored in their digital wallet to maximise the promotional, retail, and event potential of a site.

Anybody can visit the CHO.earth platform, view the heritage content on standard digital devices, and register new vCARD locations to be placed in a marketplace for purchase. Either by registering enough vCARDS to earn CHO currency, or by direct purchase, CHO.earth "citizens" can procure heritage sites and upgrade them in value by adding information and hosting events. The market value of a vCARD, its "property value", is periodically updated by an algorithm to reflect its content and activity status. The game objective is to generate profit by renting, buying and selling the NFTs/vCARD digital properties, and each citizen of CHO.earth is able to sell their products and services in the vCards in their

possession. Players are already generating income from vCard rents (a few have sold for USD 15,000) and royalties for the intellectual property rights they accrue from initially registering a vCARD. Financial gains look promising, as in the near future, citizens will be able to redeem cryptocurrency earned in the form of gift cards and become vendors for third-party products and services.

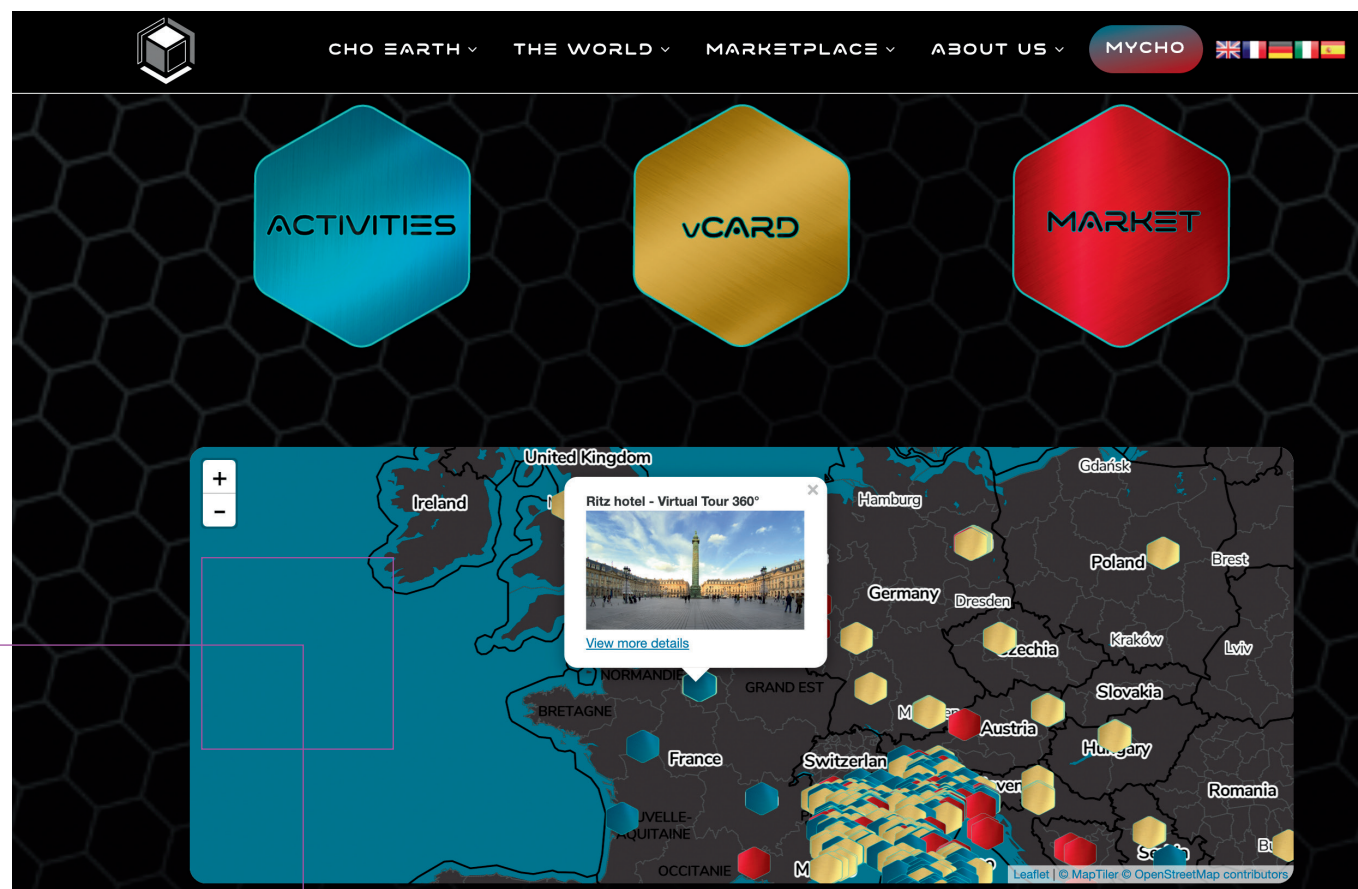
More than just a real estate game

Setting aside the prospects for becoming a virtual real estate mogul, there are real-world advantages for heritage sites with a rich vCARD presence. Essentially, vCARDS become multimedia guides detailing the site and what it contains, covering its history, facilities, and activities visitors can expect to encounter. CHO.earth has the prospect of becoming a virtual alternative to conventional guided tours of sites, as well as offering integrated booking and payment for lodging, goods, and services. Combining virtual and physical spaces into a single business model facilitates promotion and financially supports heritage sites and the economies that surround them. The CHO.earth ecosystem provides entrepreneurial opportunities related to heritage sites. For example, it is becoming

a digital or real-world tour guide, where it is possible to accumulate reviews and credits that will increase the rating of your profile and offer exclusive benefits and concessions. Alternatively, ticketing and creating online and offline events and experiences linked to the vCARD are designed to create a new economy of culture, one that will operate on "Web 3" technologies and blockchain authentication.

While operating at a global scale, CHO.earth has its roots in Beniculturali, an online heritage project out of Italy. A modified version of CHO.earth has been in operation since 2018 and has accumulated more than 5,000 vCard NFTs of notable heritage sites around the world. Lorenzo Renzulli, representing CHO.earth, says they are very happy with the level of growth, and have big plans set in place for the next stages of development. Renzulli anticipates that CHO.earth will have a wide appeal, "Beyond tourists and armchair travellers, CHO.earth is aiming to establish itself as a 'World Digital Archive' protecting and safeguarding cultural heritage in every country".





He continues, "vCARDS can be seen as a multifunctional snapshot of the heritage site, representing it with information, data, photos, videos, 3D scans, and immersive 360° photos, so sites can be observed in detail, a cumulative process that will evolve over time and be of interest for scholars, researchers, technicians, and industry professionals".

CHO.earth is an approach to digital heritage preservation that integrates physical and virtual elements, enriches the cultural experience and provides fresh ways of interacting with heritage and places of interest. The development team at CHO.earth see this as a virtuous circle relationship, one that will not only help the service grow, but increase the value of the information provided and, importantly, will keep a permanent digital record of our precious and often precarious cultural and heritage capital for future generations.

CHO.earth之名由「線上文化傳承」的縮寫和「地球」組成，是一個把全球各歷史文化遺址以3D虛擬化的平台，透過遊戲形式推廣保育文化和地標，更讓玩家從中獲利。平台靈感源自經典桌面遊戲「大富翁」，CHO.earth玩家化身虛擬地主，需要為手上物業增值，方法包括紀錄地點的歷史意義、攝製多媒體內容，加入實體零售和活動資訊等。

雖然CHO.earth虛擬物業的資料與線上旅遊指南或維基百科相似，但是每一個虛擬遺跡都被註冊為NFT（非同質性代幣），在平台上稱為vCARD。vCARD是平台的核心元素，由其組成的區塊鏈生態能核實資產和追蹤支付，更備有業主買賣的數碼紀錄，還有旗下各項「增值」內容。區塊鏈為每一張vCARD提供不可篡改的憑證，方便玩家從自己的數碼錢包以加密貨幣進行虛擬交易，又或提升地點的宣傳、零售和活動潛質。

入籍CHO.earth只需一部數碼裝置，公民可以在平台上查閱遺址內容、註冊新的vCARD位置 and 推出市場交易，還可以把vCARD兌換為CHO貨幣，又或直接課金購買遺址地段。添加資訊和舉辦活動都可為vCARD增值，其市價正可反映內容和活動狀態，並由演算法定期更新。遊戲目標是通過出租和買賣NFT/vCARD來賺取盈利，CHO.earth公民都可以出售手上vCARD名下的產品和服務。不少玩家已經從租金和初始vCARD獲得智識產權版權收入，少數vCARD更以15,000美元的價格售出，財務收益相當可觀。另外，公民很快便可以把加密貨幣換成禮品卡，成為第三方產品和服務的供應商。

超越地產遊戲

除了有望產生虛擬地產大亨，vCARD還能充當遺址的多媒體指南，收錄所有資料，歷史、設施和未來活動。CHO.earth有潛力取代傳統景點導遊，發展為一站式的預訂及支付平台，提供相關住宿、商品和服務。這種商業模式結合了虛擬和實體空間，有助推廣遺址和周邊經濟，

帶來相關創業機會和經濟效益。以其數碼或實體導遊的身份為例，平台可以透過用家留言和評分來提高導遊知名度，更可提供獨家禮遇和優惠。此外，Web 3科技和區塊鏈驗證更可推動票務收入，支持vCARD相關的在線和離線活動，形成全新的文化經濟。

CHO.earth的全球業務源於意大利的線上遺址項目Beniculturali。CHO.earth的進階版本自2018年開始營運，至今已積累5,000多個著名歷史遺跡的vCard NFT。平台代表Lorenzo Renzulli表示公司非常滿意成長速度，並已訂下發展藍圖：「CHO.earth的目標是成為世界數碼檔案，為所有國家守護文化遺產。vCARD就是多功能快照，以資訊、數據、照片、視頻、3D掃描和沉浸式360°照片紀錄遺跡。日積月累後，將成為學者、研究人員、技術人員和專業人士的寶庫。」

CHO.earth以實體結合虛擬元素來保育數碼遺產，提供更豐富的文化體驗和與名勝古跡互動的新方式。CHO.earth的研發團隊認為這種新關係能促進服務發展，而且提升信息的價值。最重要的，是為下一代守住彌足珍貴的數碼傳承，讓歷史文化瑰寶流芳百世。



Led by architect Luigi de Marchi, CEO of OASIS srl, CHO.earth has been created by a team of digital innovators with deep experience in the Tourism, Trade Fair, and Cultural sectors.

CHO.earth由OASIS srl的行政總裁兼建築師Luigi de Marchi領導，是一群數碼創新者的傑作，團隊包括經驗豐富的旅遊、商業展覽和文化業界人士。