

Design Quarter - District in Decentraland

Revision 1.2

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1. Summary in Context

Quality in Visual Identity and Design elements are crucial toward growth in Decentraland.

Traditional disciplines, as we know them, are undergoing a fundamental shift in converging toward Virtual Reality.

Spacial disciplines in the physical world, such as architecture and engineering, can now be viewed within VR as physically unrestrained. On the other side, traditional 2D disciplines such as graphic design, software and software user interfaces are now able to occupy 3D space.

We believe the successful convergence of these various disciplines toward Virtual Reality hinges on the **single core aspect they all have in common. The Art of design.**

Design Quarter represents each individual commercial entity in its collective and aims to develop into a hive with core values centered around the Art of Design. We aim toward providing inspirations, products and services that influence, refine and even constructively challenge visual representation and identity overall.

2. Legal Description

District Design Quarter is an informal merchant guild in guidance of stakeholders who share in the benefit of collaborating toward our district aims. There would be no fee's involved, nor profit shared between individual stakeholders at district level. Participation is voluntary.

Primary members could include contributing stakeholders to the district, each one having the ability to trade from of his assigned land parcel/s. Owners of adjacent properties or entities that can motivate long-term inclusion into the district could also qualify. Membership could also be extended to other Decentraland stakeholders with mutually aligned interests.

3. Products and services

Art, Art of Design and Design related products and services.

4. Development Plan

The Design Quarter officially consists of 6 land parcels.

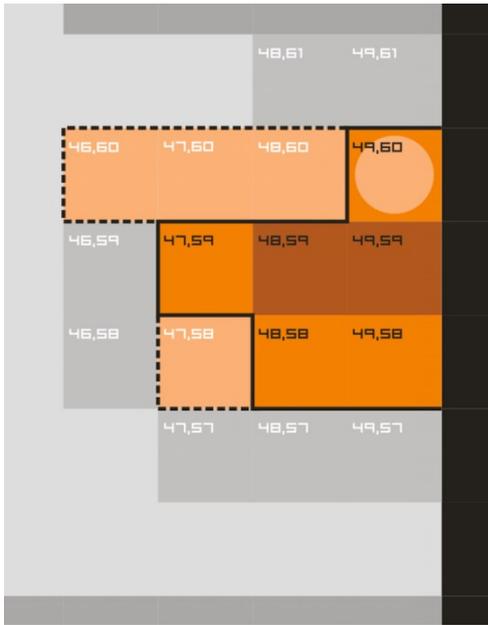
Each land parcel was contributed to at a District level contribution of 1000 MANA per land parcel.

Stakeholder	Qty
Brent Greyling	3
0x4941004320ff4a3b6eda4379fbf47d350f46021e	1
0x96fc6503c1965d7374066c6a62dc75234f02ad74	1
0xb24b768cb274505828be2fb7369d2b3246298e66	1

District stakeholders are requested to introduce and identity themselves by contacting info@dcldq.org or via the [Design District Stakeholder Registration Form](#) which is also available.

In our planning, we also have to consider the potential of our 11 adjacent land parcels, 4 of which we already know to be aligned with the district.

If you have aligned interests. please also feel free to introduce yourself.



DCL Design Quarter and Surrounds

Address Position and Alignment

48,61	Adjacent, Intention unknown
48,61	Adjacent, Intention unknown
46,60	Adjacent, Aligned 3 rd Party
47,60	Adjacent. Aligned 3 rd Party
48,60	Adjacent. Aligned 3 rd Party
49,60	DQ – Proposed Visitors Room
46,59	Adjacent, Intention unknown
47,59	DQ - Unassigned
48,59	DQ - Proposed Open Area
49,59	DQ - Proposed Open Area
46,58	Adjacent, Intention unknown
47,58	Adjacent. Aligned 3 rd Party
48,58	DQ - Unassigned
49,58	DQ - Unassigned
47,57	Adjacent, Intention unknown
48,57	Adjacent, Intention unknown
49,57	Adjacent, Intention unknown

To date the following proposals are under consideration.

- **Open/Increase our access.**

In order to maximise our district’s street front access I propose that we keep 48,59 and 49,59 (brown blocks) open to thoroughfare, perhaps like a central plaza, thereby providing easy access to the 7 land parcels surrounding it. Temporary Design Exhibitions and Design related events could also be held by appointment in a non-obstructive manner in this space.

- **Visitors Room**

A Design Quarter Visitors Room for member/visitor use, which can also be run according to an appointment schedule as a member boardroom. This would be on land parcel 49,60. See our simple [AFrame Mockup](#) to get an idea.



03/04/2018 - Our simple mockup as also evolved into a WebVR experiment.

5. Assigning Stakeholders to Land

Since the initial Design District proposal, we have consistently indicated that district stakeholders can exercise ownership of parcels according to their stake. 1000 mana equals 1 land parcel.

UPDATED: 05/06/2018 – After recent and ongoing communication with Decentraland management we have the following to report:

Regarding our previous intention, vote and proposal to transfer district parcel ownership directly over to individual stakeholders in accordance to their stake - we have been denied our application to do so. This is largely for security reasons and also towards a purposeful effort in preventing the detrimental effects of short-term speculation in district property.

Design Quarter fully understands, accepts and supports the decision, the proposed outcome of which is as follows: We are currently undergoing the process of arranging transfer of district lands to our district multisig wallet. Once this transfer has taken place, to honour the spirit of our initial proposal we commit to granting effective permission to any previous stakeholder who verifies and seeks to use his promised parcel for individual trading related to our district focus. This is in accordance to our original intention and can occur, at our discretion, after verification and some basic KYC is completed between the district and the stakeholder.

If you are a stakeholder and would like to initiate such a request, please complete the [District Stakeholder Registration](#) Form so we can get back to you. If you have any questions, please feel free to contact info@dcldq.org

While stakeholders have yet to identify themselves, we will be moving forward towards the effective and continued development of the district itself in the manner in which we feel most suitable. Thanking you for your support.

6. Revision History

- Version 1.0, released 05/02/2018 in order to expand on and better communicate our basic principles to date.
- Version 1.1, released 03/04/2018 to include district leader feedback and to propose a fair method for practical progress to be made in the continued absence of district contributors. Document now includes further information on and links to the Stakeholder Registration and the Method of Assigning Stakeholder Land Vote Forms.
- Version 1.2 (Current document), released 05/06/2018 to indicate progress made and developments i.t.o. recent voting on the pending transfer of district land into our multisig wallet.

Please lodge objections or indicate your support of the current version of this document by completing the [District Startup Plan Ratification Voting Form](#) within a period of two weeks from the date of the version release.