

## **Brazil will have its first show in the metaverse with video**

To celebrate its 68th birthday, Jaguariúna will have an innovative show with the duo Fernando & Sorocaba, which will be broadcast by the metaverse, in a partnership between the Department of Tourism and Culture of Jaguariúna and the Innovation Pole of the Interior Paulista

Next Saturday, the 10th, another event will take place to celebrate the city's anniversary, a show with the duo Fernando & Sorocaba, starting at 7:30 pm, at Parque Santa Maria. For people who can't make it, the show will be broadcast live, through the metaverse. "I live in the present and believe in the future. That's why Jaguariúna's 68th anniversary show is already in the future. Let's have fun beyond the horizons and in a Metaverse environment totally different from anything you've ever seen", declares Graça Albaran, secretary of tourism and culture of Jaguariúna.

It is the first show in Brazil with this format. The duo will interact directly from the stage with the audience in the metaverse. One thousand simultaneous accesses will be made available to the metaverse environment.

One of the objectives of this event is the democratization of new technologies. "We always seek to be at the forefront of innovations, mainly focusing on their application. After all, innovation without application is just an idea. And in this vanguard, we always seek the democratization of innovations so that they can reach as many people as possible, including disseminating popular culture", comments Daniel Pellegrini, president of the Innovation Pole.

"The Nowhere platform has some unique differences, it's not an avatar, people are themselves because this platform allows using web cam video, it will be as if they were actually at a show on the track", explains Pellegrini.

"The live transmission of the show by Fernando and Sorocaba to the metaverse NOWHERE will make this super cultural event be enjoyed by fans from all over the country. We are very happy with the partnership with Polo de Inovação, that together with Escola das Artes de Jaguariúna, and with the avant-garde duo Fernando and Sorocaba will make this experience possible." Says Ana Constantino, Creator of Nowhere.

The duo Fernando & Sorocaba is a reference for new generations and an example of a complete artistic career, which includes music production, composition, entrepreneurship, innovation and advertising. In fact, innovation is the great differential of the duo, which since the first tours was already looking for an interaction with the public and scenery with techniques never seen in Brazil until then.

Tickets are available at the link <https://www.even3.com.br/fernando-e-sorocaba-evento-68-anos-jaguariuna/>