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## Hublot taps AI for metaverse stadium, highlighting football ties

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*Hublot debuts its first AI stadium, partnering with experts in virtual reality and design. Image credit: Hublot*

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker Hublot is unveiling a virtual sports stadium, marking its official entrance into the metaverse.

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The newly-launched "Hublot Loves Football Metaverse Stadium" hosts 90,000 virtual spectators, highlighting the brand's football fanfare and creativity. Hublot has partnered with American stadium builder MEIS and metaverse architect Spatial for the project.

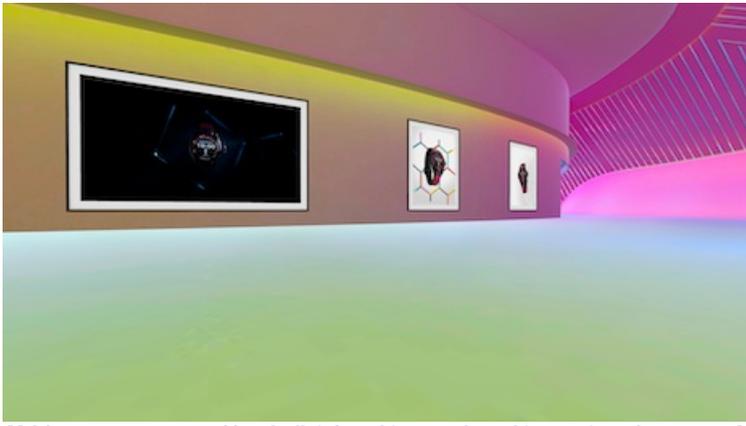
"Bold and forward-thinking approaches to design are part of our DNA, and the Hublot Loves Football Metaverse Stadium is a natural progression for our brand," said Ricardo Guadalupe, CEO of [Hublot](#), in a statement.

"Continuing our legacy as the trusted timekeeper of world football, this initiative allows us to place a timestamp in metaverse history when the intersection of luxury, fashion, sport and virtual worlds is beginning to take off."

Off with a bang

Hublot's virtual stadium is a 0.62-mile-long communal space.

The venue is dedicated to ambassadors and fans of the brand and will host sporting, arts and general community events in the metaverse. The project is among the largest spaces on metaverse platform Spatial.



*Hublot, a proponent of football, infused its own brand image into the space. Image credit: LVMH*

"We are proud to be working with Hublot on this important sporting and metaverse milestone creating our biggest space to date," said Jinha Lee, cofounder and chief product officer of Spatial, in a statement.

"At its core, the metaverse represents a new dimension for creativity, innovation, and inclusion," Mr. Lee said. "We channeled that vision into a unique immersive experience where people from all over the world can come together and celebrate the world's game.

"To do this we created a world that showcases our mutual love for football, art, and community."

Access to Hublot's stadium is free, available by smartphone. Visitors can also visit the attraction on their Oculus headsets, or via computers.

While the sheer size of the metaverse venue is ambitious, its look was also carefully created, turning to the brand's place in the sports world for inspiration.



*The free stadium venue brings together community, sports, technology and the art of watchmaking. Image credit: Hublot*

As football's official timekeeper, according to the brand, partner MEIS drew upon the company's watches when considering the design.

Hublot's "Big Bang E" wristwatch ended up being the muse.

"In designing this stadium, we took inspiration from Hublot's brave, unapologetic, and unparalleled approach to design," said Dan Meis, founder and managing principal of MEIS Studios, in a statement.

"By referencing the Big Bang E, the project mirrors Hublot's storied history of introducing new dimensions of design to new audiences," Mr. Meis said. "This partnership encapsulates all the world has come to know from Hublot and MEIS: a forward-thinking design philosophy paired with an attention to detail that is timeless and without equal."

Previously, Hublot showcased its "Big Bang E" in honor of the FIFA World Cup, tapping an athletic ambassador of the brand ([see story](#)) for the execution.