

What are 3D-Virtual Events?

Technologies that provide immersive audiovisual and tactile adventure are the future. When you hear the word **event**, what comes to your mind is location, people, entertainment, yes? We agree with you too.

Sadly, with the onset of the Covid-19 virus, physical events and gatherings have been placed on hold. Today, it's normal for people to hold virtual conferences, seminars, shows, and the likes using video conferencing tools.

With technology and innovation, virtual events are much more than "sitting in front of your device and having a meeting," now, it's about experiences, bringing imaginations to life in a virtual space. So, what are 3D virtual events? What is their use? Do they have an advantage over physical events? We will discuss this in this article.

What is a 3D event?

Simply put, a 3D event is an occasion that is organized, designed, and anchored in a **three-dimensional** space or environment.

One of the beauties of 3D space is its ability to spin a formal occasion into great fun, educational or entertaining event right from the comfort of your office or couch. So what makes a 3D event unique and different from a physical one?

3D events vs. Physical events

3D events have these advantages when compared to physical events:

- **No venues:** A colossal stress factor in preparing for a physical event is finding the right platform or location. A 3D virtual event takes away this hassle; it allows limitless access to places. So you could be sitting in front of your desk in the office in South Africa, but you're having a 3D meeting in a conference room in Texas, or you could be in a 3D bar somewhere in Las Vegas. Cool, right?
- **No live appearances:** The best part about 3D is you do not have to bother about "what to wear." Unlike physical events where you have to appear in person and look your best (even if your outfit may be highly uncomfortable), 3D events make use of customizable 3D avatars that are adapted to suit the occasion.

- **Broader coverage:** Unlike physical events where most persons might be unable to attend due to location or time factors, anyone, anywhere, can follow a 3D event and have a better experience as the use of a 3D space is endless.

An important thing to note about 3D events is that they bring your fantasy or imagination to focus. They evoke feelings by creating unique experiences based on what you imagine.

Now, what are examples of 3D events existing today?

Examples of 3D Events

The concept of virtual reality and three-dimensional concepts can be used in:

- **Virtual fashion shows**

The fashion industry has been digitized worldwide in recent times. Fashion runway shows are held virtually. A virtual runway show is a presentation done online. It could involve live streaming fashion events or 3D simulations to showcase designs.

Congolese designer [Anifa Mvuemba](#) Pink Label Congo show is an excellent example. Anifa is the first black woman to introduce a groundbreaking use of technology into the fashion industry. She created a 3D presentation of her designs, expressing her Congolese culture as seen in her color choice for one of the dresses and style of another, showing the Congo River's flow.

Her fashion showed digital catwalks of her dresses; there were no models, everything in the presentation, from the fabric to the models, was computer-generated. Mind-blowing and unique production!

- **Virtual Concerts**

The concept of a virtual concert is no longer new. It allows fans to connect to a virtual space with their favorite stars and enjoy the show without worrying about location. Virtual concerts are usually phenomenal as they leave the fans feeling fired up with the simulations and designs in the virtual space.

Travis Scott and Fortnite's virtual presentation of Astronomical is a fantastic example of a virtual concert. The show was a total combination of entertainment and technology; it can be described as not just a concert but an experience.

- **Virtual Cooking shows**

Some restaurants have imbibed video conferencing tools to showcase culinary skills. Restaurants also use virtual reality to create immersive experiences for their customers. They use virtual reality headsets to create cooking shows where the "foodies" can see clearly what the ingredients in the front are, walk through the show virtually like they were there, and even use immersive 3D cooking games.

- **Virtual Candle Making classes**

If you love making scented candles, the pandemic does not prevent you from learning. Many candle creation experts have online courses with detailed videos and DIY tutorials. Some candle-making classes even attach a scented candle kit for their students. Cool, right?

- **Virtual baby showers**

The fun that comes from gathering friends and giving gifts to that expectant mum seemed to have been dampened by the pandemic. But thankfully, the use of video conferencing tools makes it possible for mum and friends to dress up and still enjoy the shower. You can still send gifts over to the expectant mum.

- **Virtual Tours**

When it comes to making tours, you don't have to be in the location physically. Some companies or resorts have accepted virtual reality glasses to take a tour of their premises, giving them a great experience even though they aren't there physically.

The evolution of technology, the use of virtual classes, or virtual reality is an excellent proof that, despite the turn of events, there would always be ways to enjoy our activities.