

The Apulian start-up justpugliafactory makes its debut in the metaverse world:

A virtual gallery & shop where art and design are intertwined with their product of excellence the EVO OIL



Carovigno, Puglia Jan 6, 2022 ([Issuewire.com](https://www.issuewire.com)) - In the last few months we have been hearing more and more about the virtual world in **the metaverse, such as NFTs, cryptocurrencies, etc...**: terms that were previously accessible only to a few visionaries, but with the persistence of the pandemic are now increasingly present in our communication. An economy and a creative entrepreneurial movement expanding in the ether, waiting to return to the real world.

This is the vision of **justpugliafactory, an agricultural company with a product of excellence, the extra virgin olive oil**, which through the promotion of the product promotes and enhances the territory by immediately linking up with local artisans and artists. This makes the start-up stand out for its **packaging and research design**, for its always innovative communication with a focus on conscious business.

In its 2022 programme, it is planned to present the justpugliafactory EVO olive oil and the history and culture of the Apulian land through a traveling exhibition starting in European capitals, choosing cultural spaces such as foundations, art galleries, etc. in the presence of the interpreters of contemporary Apulian art and culture.

Not being able to realise this format due to the restrictions of the pandemic and not wanting to give up on continuing the vision and realisation of the project, **justpugliafactory seizes the opportunity of the metaverse and creates its gallery & shop in the virtual world**. A space that is continually a work in progress, where past, present, and future work is brought together.

You enter the world of justpugliafactory at first hand. On the walls, **MACRO images of olive oil tins** by Salento artists alternate with **videos of chefs in action** in the kitchen or artistic creations inspired by the territory. Of course, you can also buy EVO oil, and the **justpugliafactory tin in NFT format** is a must...

A stimulating waiting room, to then return to the motherland and savour and experience real life with even more curiosity and value.

[enter the metaverse](#)

<https://justpuglia-factory.com/>



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