



MK2 and *The Sandbox* team up to create a home for independent films and cinema experiences in the metaverse

Leading French film company with new and historical films and innovative film theatres to bring art-house flair to its LAND in The Sandbox

HONG KONG and PARIS – 25 October 2022 – [The Sandbox](#), a leading decentralized gaming virtual world and a subsidiary of [Animoca Brands](#), and [MK2](#), a leading French art-house film company, today announced they have partnered to create new film-oriented experiences set on MK2's LAND in *The Sandbox*, named "mk2 Park".

The mk2 Park will function as a cinematic carnival experience, with an open-air cinema set among the clouds above a giant carousel. The multiplayer social hub will also be populated with film-themed minigames, rides, and iconic film references. The goal is to provide film lovers with a place to play, experience, and socialize around a love of cinema in all its aspects – including the idea of a movie house as a beloved meeting spot.

"We envision the metaverse as a gathering place of diverse entertainment and culture, and it's a pleasure to welcome MK2 as our first art-house film partner," said **Sebastien Borget, COO and Co-Founder of *The Sandbox***. "Together, we plan to create an entertainment destination for cinema lovers to enjoy together in the metaverse."

MK2 is known for creating, preserving, distributing, and exhibiting new and classic films in France and around the world. Its collection includes films by Charles Chaplin, François Truffaut, Agnès Varda, David Lynch, Céline Sciamma, Mati Diop, and many others. Noteworthy in world art-house cinema, both in supporting films and creating innovative movie theatres, MK2 promotes quality filmmaking, multi-faceted vibrant hubs, and creative discovery. Designed as living and creative discovery places, MK2 cinemas include meeting spaces and discussion areas.

Always committed to bringing cinema into dialogue with all creative fields, MK2 has been a pioneer in immersive technologies with the opening in 2016 of MK2 VR, the first virtual reality venue in Europe.

The Sandbox now offers a new space for creation, expression, and social interaction and thus extends the cinema experience in a place open to all where to celebrate cinephilia without borders.

“We have always promoted another idea of cinema, as a universal art open to all audiences,” said **Elisha Karmitz, CEO of MK2**. “Bringing our vision into the metaverse with *The Sandbox* through a unique experience that celebrates cinema, is an fascinating opportunity to gather film lovers from around the world in a new space for creation and discoveries.”

Part virtual real estate, part amusement park, *The Sandbox* fully embraces the idea of the metaverse as a continuous shared digital space where worlds and heroes collide to make magic. MK2 join over 400 existing partners in *The Sandbox*, including Warner Music Group, Ubisoft, The Rabbids, Tony Hawk, Gucci Vault, The Walking Dead, Snoop Dogg, Adidas, Deadmau5, Steve Aoki, Richie Hawtin, The Smurfs, Care Bears, Atari, ZEPETO, and CryptoKitties, all following *The Sandbox* team’s vision of empowering players to create their own experiences using both original and well-known characters and worlds.

Find more information on *The Sandbox* on our Medium page: <https://medium.com/sandbox-game>

Follow us on Twitter: <https://twitter.com/TheSandboxGame>

Like us on Facebook: <https://www.facebook.com/voxedit>

Message us on Telegram: <https://t.me/sandboxgame>

Join our Discord channel: <https://discordapp.com/invite/vAe4zvY>

About The Sandbox

The Sandbox, a subsidiary of Animoca Brands, is one of the decentralized virtual worlds that has been fueling the recent growth of virtual real estate demand, having partnered with major IPs and brands including Warner Music Group, Ubisoft, The Rabbids, Gucci Vault, The Walking Dead, Snoop Dogg, Adidas, Deadmau5, Steve Aoki, Richie Hawtin, The Smurfs, Care Bears, Atari, ZEPETO, CryptoKitties, and more. Building on existing The Sandbox IP that has more than 40 million global installs on mobile, The Sandbox metaverse offers players and creators a decentralized and intuitive platform to create immersive 3D worlds and game experiences and to safely store, trade, and monetize their creations. For more information, please visit www.sandbox.game and follow the regular updates on [Twitter](#), [Medium](#), and [Discord](#).

About Animoca Brands

Animoca Brands, a [Deloitte Tech Fast](#) winner and ranked in the Financial Times list of [High Growth Companies Asia-Pacific 2021](#), is a leader in digital entertainment, blockchain, and gamification that is working to advance digital property rights and contribute to the establishment of the open metaverse. The company develops and publishes a broad portfolio of products including the [REVV token](#) and [SAND token](#); original games including *The Sandbox*, *Crazy Kings*, and *Crazy Defense Heroes*; and products utilizing popular intellectual properties including Disney, WWE, Snoop Dogg, The Walking Dead, Power Rangers, MotoGP™, and Formula E. It has multiple subsidiaries, including [The Sandbox](#), [Blowfish Studios](#), [Quidd](#), [GAMEE](#), [nWay](#), [Pixowl](#), [Fori](#), [Lympo](#), [Grease Monkey Games](#), [Eden Games](#), [Darewise Entertainment](#), [Notre Game](#), [TinyTap](#), and [Be Media](#). Animoca Brands has a growing portfolio of more than 380 investments, including Colossal, Axie Infinity, OpenSea, Dapper Labs (NBA Top Shot), Yield Guild Games, Harmony, Alien Worlds, Star Atlas, and others. For more information visit www.animocabrands.com or follow on [Twitter](#) or [Facebook](#).

About MK2

A reference in world art-house cinema, mk2 is a family-owned company founded by Marin Karmitz in 1974 and now run by his sons Nathanaël and Elisha Karmitz. mk2 promotes quality filmmaking, operates its cinemas as modern agoras and supports creative discovery. mk2 operates 27 sites (200 screens) in France and Spain, hosting 10 million spectators every year. Every year, mk2 films coproduces, sells, and distributes a dozen new films by established or promising directors such as *Portrait of a Lady on Fire*, *Atlantics*, *Cold War*, and *Ash is Purest White*. mk2 films distributes a unique library of 800 films in France and around the world, including both fictions and documentaries. A rich collection which includes films from Charles Chaplin, François Truffaut, Abbas Kiarostami, Agnès Varda, Jacques Demy, Claude Chabrol, Alain Resnais, Krzysztof Kieślowski, David Lynch, Gus Van Sant... In the early 2010s, mk2 launched the Paradiso brand to create life experiences based around cinema. It has become

a creative lab that mixes new uses of cinema and reinvents the before and after screening time with Cinema Paradiso events in the Grand Palais and in the Louvre Museum, and with Hotel Paradiso, the first Cinema-Hotel opened in 2021 in Paris.

www.mk2pro.com/en/

#

Media contact mk2 :

Monica Donati

MK2 | 55 rue traversière 75012 Paris | + 33 (0) 1 44 67 30 64 | monica.donati@mk2.com

Media contact The Sandbox :

Clément Colaneri

RESET PUBLIC RELATIONS | 17 rue du Cygne 75001 Paris | + 33 (0)1 41 14 34 36 | clc@resetpr.com