

The image is a split-screen composition. The left half shows a dense, grey point cloud of a city's architecture, representing a digital scan or reconstruction. The right half shows a rendered scene from a video game, featuring a character in a brown and white outfit with a glider, flying over a destroyed city with rubble and a lighthouse in the background. The background is a dark grid pattern.

PLAY

THE

PRESERVATION

INFORMATION DECK

WORLD HERITAGE SITES

ARE IN CRISIS.

War, natural disasters, and time erase invaluable history. The biggest challenge is funding. Preservation still relies on donations and public funding, making sustainability nearly impossible. The number of endangered heritage sites keeps rising, with more added to UNESCO's "Heritage in Danger" list each year. Without a new approach, many sites will be lost forever.

The number of World Heritage sites in Danger.



"Funding cuts threaten ancient sites, warn Mexican archaeologists"

The Guardian

"Lack of funding puts the preservation of France's historic monuments at risk"

Le Monde

"Obviously, funding is an enormous challenge, but that's out of UNESCO's hands for the most part."

Stanford Report



GUNKANJIMA

A UNESCO WORLD HERITAGE SITE IN JAPAN

Gunkanjima, also known as Battleship Island, is an uninhabited island located in Nagasaki, Japan. It was inscribed as a UNESCO World Heritage site in 2015 as part of the "Sites of Japan's Meiji Industrial Revolution" for its historical significance as a coal mining island. Surrounded by the sea, the island has been rapidly deteriorating, with studies predicting its collapse within a few years. However, preservation remains a major challenge, primarily due to severe funding constraints.

A photograph of a Gothic cathedral under renovation. The left side shows the intricate stone facade with pointed arches and flying buttresses. The right side is completely covered in a dense network of metal scaffolding. A construction crane is visible on the left side of the image.

CHALLENGE:

**Transform heritage conservation
from charity-dependent efforts
into a data-driven entertainment business.**

WE FOCUSED ON “DIGITAL ARCHIVING”

Digital archiving preserves heritage sites by capturing high-resolution 3D data, creating a digital twin before deterioration progresses.

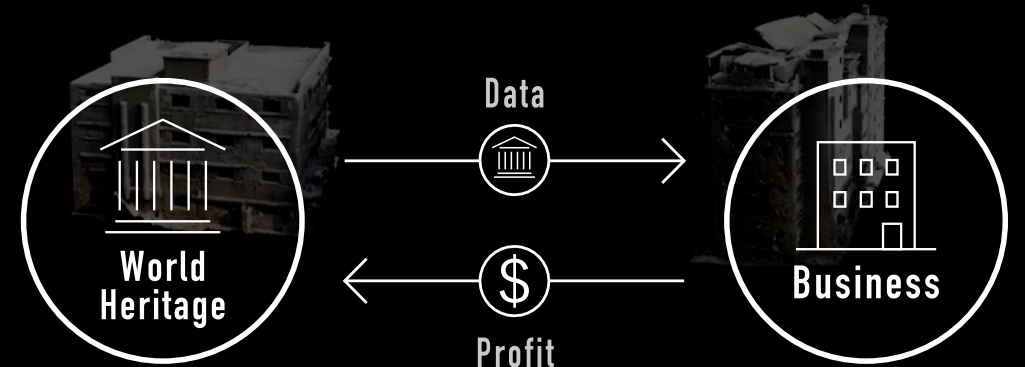
While this technology enables precise documentation for future conservation, its high costs make it inaccessible for many sites.

Most archived data remains unused, stored passively rather than actively contributing to preservation.

We transformed archive data into content data, turning preservation into a data-driven entertainment business.



We conducted the data archiving of Gunkanjima.



A new preservation monetization model.

**WE UNLOCKED FORTNITE'S
"CREATOR ECONOMY 2.0"**

CREATOR ECONOMY 2.0



Creator Economy 2.0 is Fortnite's new system that rewards island creators based on player engagement. Epic allocates 40% of its in-game revenue and pays creators monthly. Payments depend on the number of new and returning players visiting an island and how frequently they come back. We have unlocked this system for heritage preservation.



THE MORE YOU PLAY, THE MORE WE PRESERVE.

We used 3D archive data of Gunkanjima, a UNESCO World Heritage site in Japan, to recreate the island within Fortnite. Additionally, by registering a World Heritage organization as a recognized creator, we established a system where gameplay revenue is directly funneled into preservation funds.

This groundbreaking model allows users to actively contribute to heritage preservation simply by playing—a revolutionary approach that makes conservation both engaging and self-sustaining.



WE TURNED HERITAGE PRESERVATION INTO AN ENTERTAINMENT BUSINESS

This initiative gained massive media attention, turning Fortnite players into supporters of Gunkanjima, contributing directly to its preservation funding.

Furthermore, the use of archive data extended beyond gaming into film, museums, and other entertainment industries.

With a budget of just 5 million yen (\$35,000 USD), we successfully combined digital archiving with revenue generation to sustain heritage preservation.

And now, this model has begun expanding to other World Heritage sites.

40M+

TOTAL MEDIA REACH

45%

INCREASE IN DONATION

160h+

PLAYTIME DAILY

800+

NEW SUPPORTERS DAILY

10+

COMPANIES ADOPTING ARCHIVE DATA

5+

WORLD HERITAGE SITES ADOPTING THE MODEL



World Heritage preservation is a serious issue.
We believe the key is not a one-time campaign,
but a sustainable solution.