

# World's first Irish Pub in the metaverse launches in The Sandbox

NFT Marketplace: <https://www.sandbox.game/en/collections/the-shebeen-irish-pub/229/>

The world's first Web3 metaverse Irish pub, the Irish Shebeen, is launching in *The Sandbox*, a decentralized gaming virtual world, on March 17, St Patrick's Day. It will be live for 12 days. People will be able to visit, undertake quests, mint NFTs, see local artists and find a treasure trove of Irish lore and fun.

The metaverse is an immersive experience inside the digital world, a parallel reality with a structure that is similar to the real world, or not. It is a network of 3D virtual worlds focused on social connection.

*The Sandbox* is a virtual world where players can build, own, and monetize their gaming experiences on the Ethereum blockchain.

The first Irish Pub in the metaverse is reflective of the popularity of Irish-themed pubs across the world. Most cities boast an Irish pub where the craic (Irish for fun) is mighty and the welcome warm. As the metaverse, in all its forms, gathers popularity co-founders Jillian Godsil and Lisa Gibbons knew that it needed an Irish Pub — a place where people could come and be welcome in the metaverse.

*Lisa Gibbons, forager and Web3 journalist said: "Someone said to Jill and I that they felt homeless in the metaverse — that they had no place to go. I thought of the Irish Pub to provide an easy way to discover Irish Culture, artists and support a whole sector of creatives. The Irish pub is a place of comfort in every city around the world. Who knows, maybe there will be an Irish Shebeen in every virtual environment in the future, just like the real world."*

*"It is a space that encourages people to interact, it will include gamification, showcase artists, musicians, poets, dancers and storytellers. We will feature Irish Culture, artists and support a whole sector of creatives," continues Gibbons.*

*Jillian Godsil, Blockleaders co-founder and Web3 journalist said: "As a homelessness activist here in Ireland — and a woman whose home was repossessed by the banks — the idea of being homeless on the internet was a shocking one. We can't give everyone a home but we can give them a place to go and feel welcome and at home."*

The Irish Pub is partnered with Kinahan Whiskey to give away an exclusive bottle of Irish Whiskey as part of the launch.

The experience was developed by Hermit Crab Game Studio, a Brazilian company with significant expertise in metaverse gaming experiences, working with brands such as Warner Music Group, The Walking Dead, and Jamiroquai, among others, just as mobile game development for some of the greatest world-class football teams such as Paris Saint-Germain, Barcelona, and Manchester City, with many more to come.

The Irish Pub is supported by:

Kinahan's Whiskey, Danny O'Brien, comedian, The Wicklow Brewing Company, Mick Flannery, Irish NFT gal, Zade Taher NFT Artist, NOVABLOX, Zodi Apes NFT Artist, Sarah Woods Artist, Techstars Web3 Accelerator, Joyce Moloney NFT Artist, Paddy's Odyssey, NFT Collection, yourPRstrategist, Grafton Barbers, The Irish Horse Welfare Trust, The Bee Sanctuary of Ireland, Údarás na Gaeltachta, The HR Company, G-P, Susan Jefferies photography, The Panel, Power of Words Literary Festival, Wexford GAA, Sigmar Recruitment, Mythical Ireland, Kathrine Geoghegan artist, Arthur Broomfield, Poet, John Lowe, the Money Doctor, Farrelly Irish Paint Company, and the Limerick Writers centre.

To enter the Sandbox — view this two minute video:

The Irish Pub is located at Land -74, -89

<https://www.sandbox.game/en/map/?zoom=4&lat=-89&x=-74&y=-89&lng=-74>

### **About the two co-Founders**

Jillian Godsil is an award winning journalist, broadcaster and author. She changed the law in 2014, ran in the European Parliament Elections earning 11,500 votes and is now an advocate for women in Web3.

Lisa Gibbons is a passionate storyteller with over 15 years experience. She has a Masters in International Tourism. Most recently she spoke at the Women in Technology series in London about the future impact of NFTs.

**Twitter:** <https://twitter.com/IrishShebeenorg>

**Telegram:** <https://t.me/+pAkBN8okhcE3YmQ0>

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