



SPICE JOURNEYS

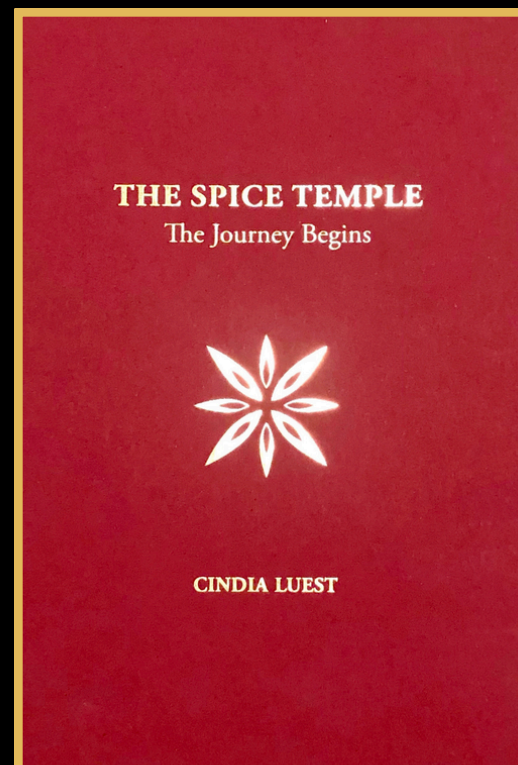


STORYTELLING PLATFORM
An Ecosystem Bridging Web2 & Web3
Redefining Culture, Community and Commerce



AN INVITATION

To the Power of Storytelling



IMAGINE A SPECIAL PLACE WHERE **TIME TICKS** TO A DIFFERENT RHYTHM.

WHERE YOU'LL MEET YOUR FRIENDS AND FOES AND **TRAVEL** WITH CHARACTERS – AS THEY SHARE THEIR WORLDS & SOME OF THEIR **SECRETS**. YOU'LL BE INTRODUCED TO EVOCATIVE **CULTURES** AND TASTE THE UNEXPECTED.

THE WORLD OF THE GRAND VILLA – **THE SPICE TEMPLE** – WILL TAKE YOU THERE.

GET READY TO ESCAPE THE ORDINARY

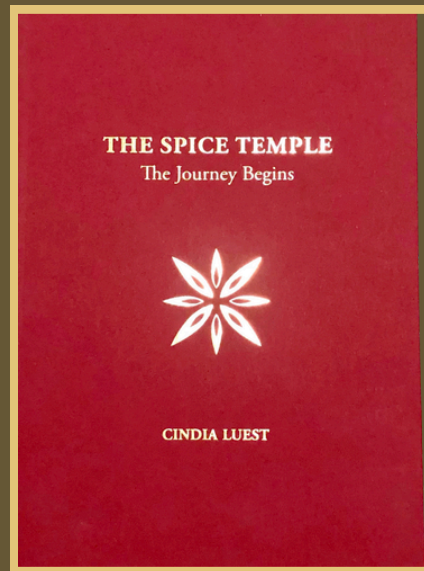


THE NOVEL EXPERIENCE



STORY WORLDS

The Beginning | Building a Storytelling & Experience Ecosystem



STORIES



ART BOOKS



PRINT & DIGITAL



IMMERSIVE

IT BEGINS WITH “THE SPICE TEMPLE” NOVEL

- “The Spice Temple – The Journey Begins” is the first of six novels and shorter works
- Publishing in high-value print and digital versions
- Innovating the art or coffee table book into an experience
- Integrating digital innovation to build community & commerce
- Content from the “Culinary / Art Book” features images from some of the world’s best chefs and resorts, and innovative artists
- This art book also serves as the playbook for the Digital Platform, Network Series, and Events.



REAL INSPIRATIONS



EXPERIENCES CONNECT



IMAGINED WORLDS

WHERE THE REAL MEETS THE IMAGINED

- Real life experiences inspired by evocative destinations and cultural curiosities are woven into the narrative and story world
- Events (IRL) can be mirrored in virtual experiences and events
- Innovative narrative co-creation builds online community
- A unique storytelling platform creates a creative ecosystem

#literaryfiction #culinaryfiction #novelexperience
#sensorystorytelling #escapetheordinary #spicejourneys

CHARACTER JOURNEYS

An international cast with evolving storylines

THE MAIN CHARACTERS IN “THE SPICE TEMPLE” NOVEL



THE SECRETS OF THE GRAND VILLA

- Will The Spice Temple welcome or warn its guests?
- What secrets will it reveal?



MUSICAL SHAPESHIFTER

- Who is Yasmin?
- Where will the notes take her on her exploration of identity through music and fashion?



CULINARY QUEST

- What is Ishan?
- Where will the spices lead him on his quest to become a modern chef?



DEMONS & MYTHOLOGY

- Why is Rafael?
- Will this twisted banker ever be able escape the demons that drive him to evil ways?



THE RICH STORY WORLD AND CONTINUING NARRATIVES CAPTURE AUDIENCES WANTING TO KNOW “WHAT HAPPENS NEXT?”



SPICE JOURNEYS OVERVIEW



OMNI-CHANNEL STORYTELLING

An ecosystem powering creativity, community and commerce

A FLYWHEEL DELIGHTING AUDIENCES, EMPOWERING CREATIVES, AND ENHANCING AI DATA SETS

START *Inspirational and aspirational content that allows audiences to travel and taste the unexpected.*

1 BOOKS & STORIES

Narrative Foundation

→ Novels | Short stories | Audio | Art Books

2 CONTENT & COMMUNITY

Engagement Engine

→ Social Content | Collaborations | AI Data*

3 DIGITAL PLATFORM

Immersive Gateway

→ Narrative Enhancement | Audio-visual | Soundscapes | Art | Music | AR

4 ECOMMERCE

Identity + Revenue

→ Sensual Luxury | Storytelling Merch | Phygital Fashion | Digital Collectibles | Brand Partnerships

**Story creation remains original, human, and culturally relevant.

AI used for promotional content creation and community engagement.

Platform supports artists and enhances data sets / LLMs.



5 EVENTS

Emotional Activation

→ Sensory Storytelling | Immersive Events (IRL & Virtual) | Partnerships

6 GAMING

Participation Layer

→ Telegram micro-games | Interactive decisions | Collectibles | Community

7 YOUTUBE

Global Discovery

→ Travel Teasers | Cultural & Culinary Conversations | AI Films

8 FILM

Apex of Universe

→ Network series | Feature films | Animation

RETURN *Back to restarting the cycle with amplified reach and energy*

How It All Spins

Storytelling → Audience Discovery → Engagement → Immersion → Ownership → Advocacy → Amplification



BRAND ALLIANCES

Select Collaborations & Cultural Alliances | Already Partnered

CHEFS

World's best chefs representing creativity and culture



FERRAN ÁDRIA



PETER GILMORE



MASSIMO BOTTURA



TANJA GRANDITS



MICHÈLE MEIER

RESORTS

Luxury resorts and cultural caretakers



OBEROI RESORTS



SONEVA RESORTS



RESORT RAGAZ



CIRAGAN PALACE



DOLDER GRAND

ARTISTS

Acclaimed innovative artists – traditional and digital



KOOPMANS/WEXELL



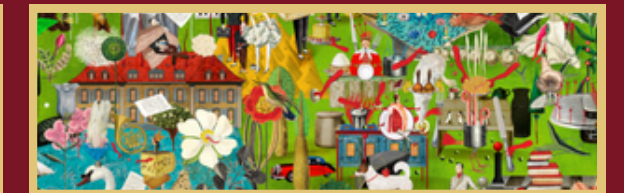
SALUSTIANO



ADA CROW



ANDRÉ WAGNER



VARVARA ALAY

BRANDS

Conscious creators across luxury, heritage & sustainability



FASHION | SILK



FRAGRANCE



TIME PIECES | JEWELRY



CULINARY



AUTOMOTIVE

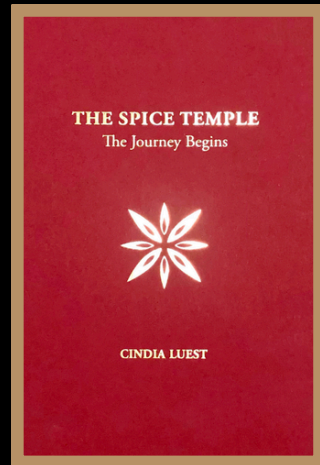
• Note: Indicative - only some brands and partners listed.



WEB2 TO WEB3

OMNI-CHANNEL APPROACH

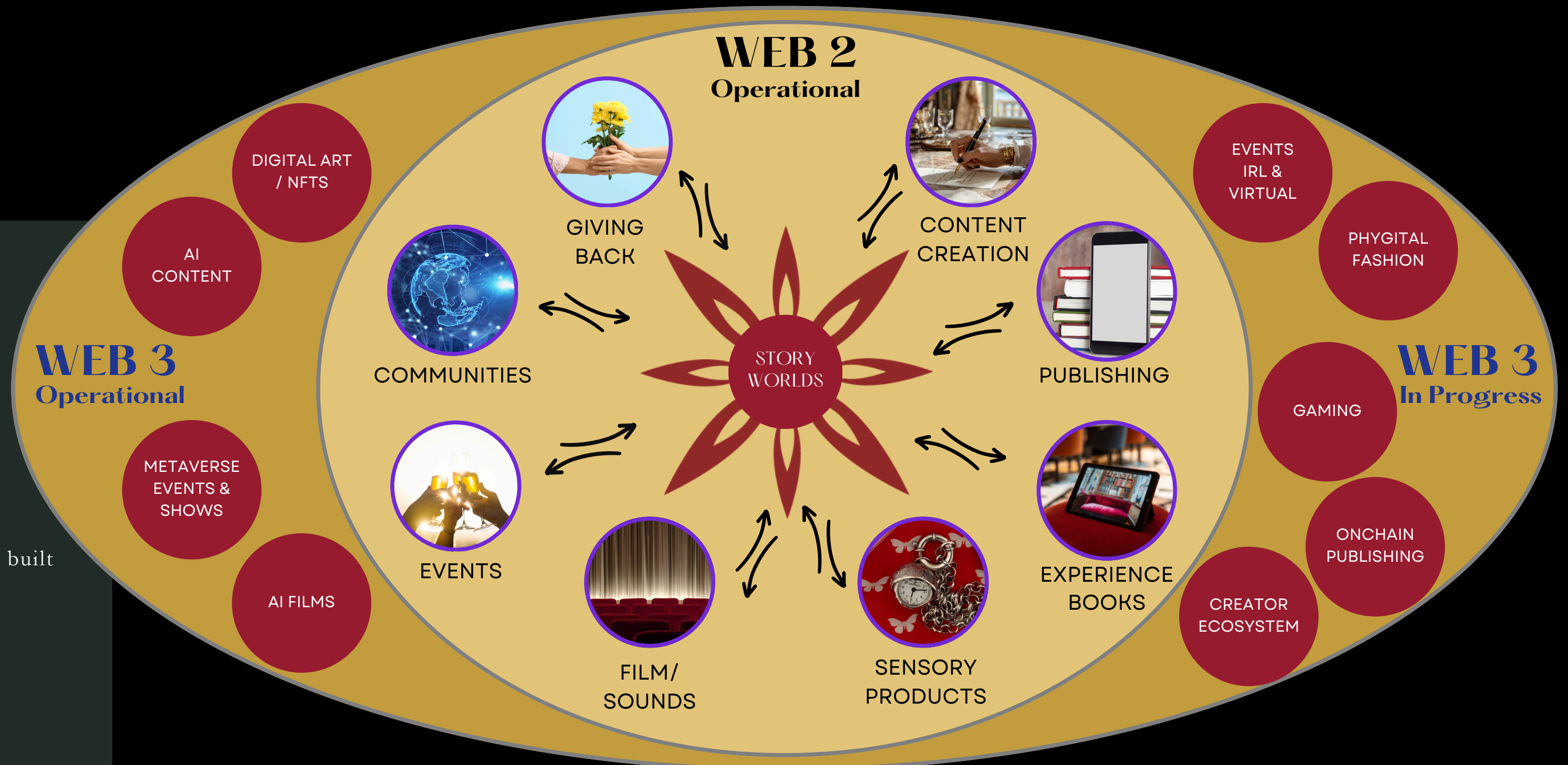
Audience Engagement & Expansion – From Web2 to Web3



THE NOVEL EXPERIENCE

- A roadmap and phased approach – execution in stages
- Scalable solutions
- An ecosystem being built for the future of storytelling across channels

Web 2 - Operational
 Web 3 - Operational and In Progress



ENTERTAINMENT IN WEB3

Past Examples of Digital Assets and Experiences

BRIDGING WEB 2 AND WEB 3

ART OF STORYTELLING

Digital art show demonstrates how to build rich story worlds

*Unpaired Gallery
Zug, Switzerland
November 2023*



*Sale on NIFTY GATEWAY
CURATED; Partnered with
exhibited.at (founder previously
with Christie's)*

AVATAR XINDIA

A storytelling avatar opens art show and events

*Premiered at the art show
at Unpaired Gallery
November 2023*



*Produced in collaboration
with Xavatar,
a metaverse company*

AUGMENTED REALITY

"Positivity" AR experience brings a page from the "Culinary / Art Book" to life

*Prototype released at
Unpaired Gallery
November 2023*



*Produced with
Gianfranco Bianchi
(AR applications for
Opera Lausanne)*

IRL PANELS SHORT FILMS

Art film premiered after panel on art & tokenization

*WISe.ART | WISeKey event
Davos during WEF
January 2024*

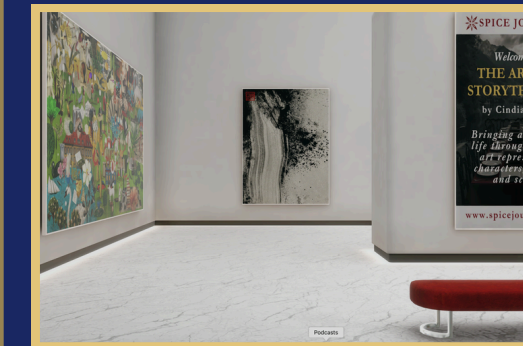


*Film produced in
collaboration with Oxford
University through the
internship program*

METAVVERSE GALLERY

"Art of Storytelling" presented in a metaverse art gallery

*Gallery created to keep the
collection together and to
feature new works*



*Created with Spatial Port;
Gallery will expand as the
story world grows & other
cultural creators are invited*

METAVVERSE EVENTS

Presented as an avatar in a Metaverse event on art, community and diversity

*Marthaverse in the
Metaverse
2024*



*Presented a short film on the
metaverse gallery and art
collection. International panel
and participants*

PHYGITAL ENHANCEMENTS

B2C & B2B | Sensory Storytelling through Phygital Merchandise

WHERE MERCH MEETS COLLECTABLES, UTILITY, REVEALS, TOKENS

PHYGITAL FASHION



Physical and digital fashion related to character journeys. Characters as avatars & influencers.

NFT ART & PUBLISHING



Phygital collections in art and design.

Disrupt traditional publishing with NFTs and tokenization.

LITERARY FRAGRANCES



Literary fragrances bring the senses alive through sensory storytelling.

SILK STORYTELLING



Wearable stories in sensuous silk created to remind of sensory scenes.

TEA SPICE CULINARY



Tea, spices and culinary commodities explore cultural rituals, provenance, and travel journeys.

WELLNESS HOME|HOTELS



Wellness items related to story and special storytelling moments.

JEWELRY TIME PIECES



Historical and bespoke storytelling jewelry and time pieces related to the narrative.



UNIQUE STORYTELLING GIFTS AND EXPERIENCES
BOTH B2C (PHYGITAL, COLLECTABLES) AND B2B (HOSPITALITY, LUXURY, EVENTS)



PROJECTS

PROJECTS & SERVICES

Expanding to Partners and Platforms

PROJECTS: IN PROGRESS



DIGITAL PLATFORM

Community & Commerce

Project Status: Building
Seeking Strategic & Tech Partners

A digital hub and entertainment ecosystem, blending culture, community and commerce

- MVP ready – existing content & platforms
- Building community and experiences, bridging Web2 & Web3
- Expands to next stories & integrates other content creators
- Campaigns and ongoing narrative keep audiences engaged to find out *What happens next?*



FILM – NETWORK SERIES

Network Series that Connects

Project Status: In Production
Building Team & Partnerships

A mix of drama and culinary documentary series inspired by the novel

- Featuring world-class chefs and resorts — Massimo Bottura, Ferran Àdria, Oberoi & Soneva Resorts, etc.
- The *novel experience* expands into events and brand collaborations
- Youtube teasers build audiences
- Metaverse storytelling / NFTs integrated

SERVICES: OPERATIONAL



IMMERSIVE EVENTS

Escape the Ordinary

Service Status: Ongoing
Building Brand Partnerships

Immersive culinary & cultural storytelling events

- Culinary adventures integrate a mix of readings, film, art, music, fashion, XR
- Designed for hotels, cultural & experiential spaces
- Scalable model – assets can travel
- Bespoke storytelling for venues or locations
- Metaverse integrations expand reach



BRAND ALLIANCES

Omni-channel Storytelling

Service Status: Operational
Brand Alliances Expanding

Lifestyle & luxury brands come to life through sensory storytelling

- Integrating carefully-crafted lifestyle and artisan products
- Product placement opportunities with the network series, Culinary / Art Book and other events and experiences
- Expanding offering to hospitality and tourism

DIGITAL PLATFORM – MVP

Redefining Entertainment & Book Experiences

FEATURES – MVP IN SCOPE

LEVERAGE WHAT EXISTS

- Existing content, legal, and platform integrations ready
- Build quickly to test content and MVP (min. viable product)
- Build community and commerce
- Design with scalability in mind
- Add new features and experiences as the story world grows



● 1 Culinary / Art Book Content

Start with the content and rich imagery of the “Culinary / Art Book.” Content exists, including all image rights & agreements. Layer in audio-visual.

● 2 eCommerce Shopify (link only)

Shopify already established as the eCommerce platform. Operational.

● 3 NFT Platforms (link only)

Link to existing NFT platforms. Collaborating with a number of platforms. Operational and potential to partner.

● 4 Metaverse Art Gallery (link only)

Link to existing metaverse art gallery. Operational and connected to number of platforms.



DIGITAL PLATFORM – PHASE 2

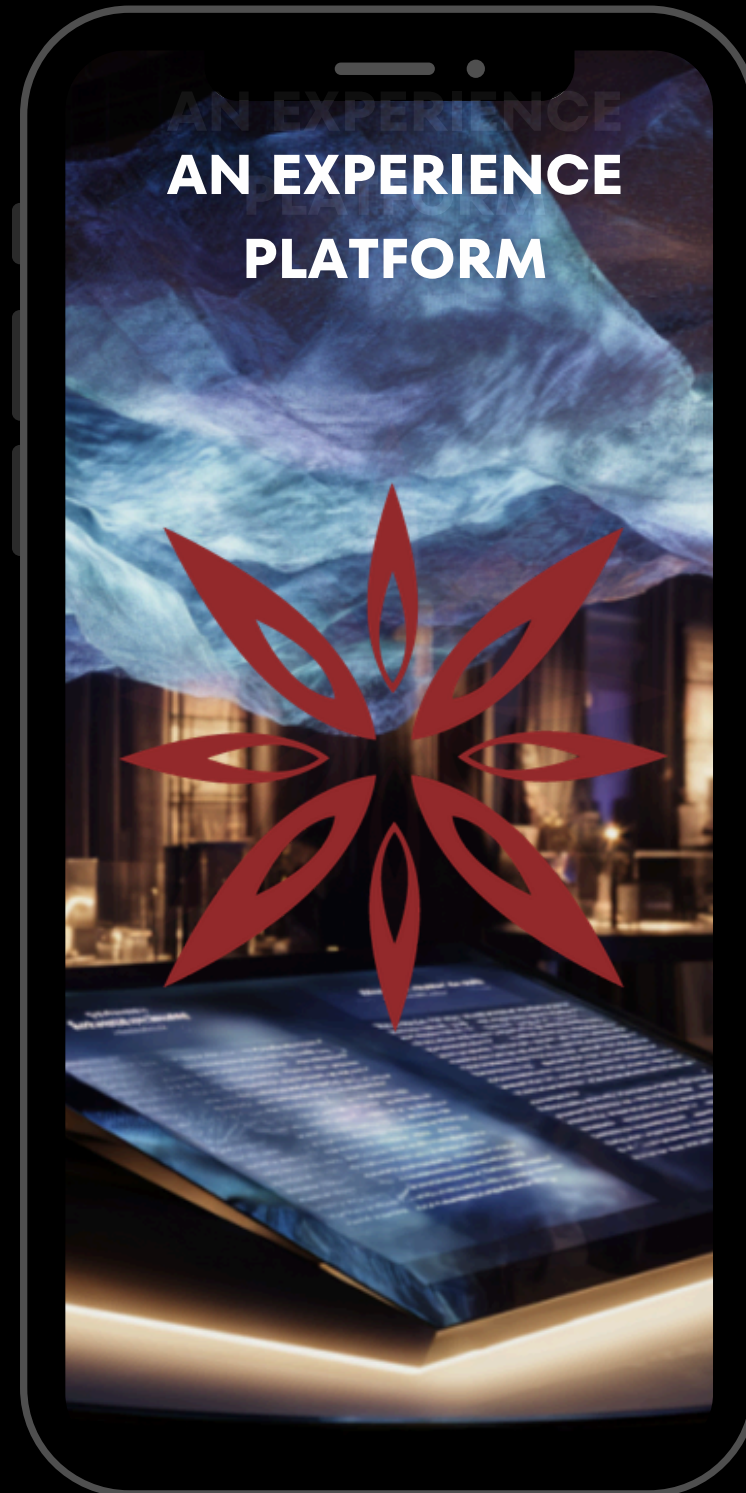
Redefining Entertainment & Book Experiences

FEATURES NEXT PHASE

BUILD FOR SCALABILITY

Integrate after MVP

- Features here are works in progress
- Partnerships and potential solutions already exist
- Each new feature enhances the storytelling experience, grows the community, and expands revenue streams



● 5 Micro-games

Micro-games based on character journeys or culinary creativity.

● 6 AI Character Journeys

Allow the community to help decide what should happen to the characters. Apply AI. Enhance LLMs.

● 7 Metaverse Storytelling & Events

Storytelling in the metaverse, linked to IRL events and merch / NFTs.

● 8 Next Cultural NFT Shows

Next shows related to art, fashion, music, phygital products & literary NFTs.



ABOUT CINDIA

AUTHOR, PRODUCER & CULTURE CURATOR



CINDIA LUEST IS AN AUTHOR AND THE FOUNDER OF SPICE JOURNEYS. SHE IS ALSO THE CREATOR OF NOVEL EXPERIENCES.

Having worked in management and IT consulting, and in senior roles for the United Nations and in Swiss Banking, she left the large organizations behind to pursue her dream of writing and innovating storytelling.

Spice Journeys has been producing and publishing culture-rich content and experiences. It begins with books, short films, and sensory storytelling products. A network series is underway with a related innovative platform and ecosystem designed to build community for the culturally curious. The omni-channel approach has embraced Web3 experiences, including digital art, XR, metaverse experiences, IRL (in real life) sensory storytelling events, gaming, and is applying AI to content creation and enhancing data sets.

Spice Journeys' mission is to find new ways for audiences to connect, support culture and the creative economy, and promote inspirational narratives and experiences that entertain and also create impact.



IN CLOSING

Are you ready to innovate storytelling?



THIS PLATFORM IS MORE THAN THE NEXT
PRODUCT, SERVICE OR AI INNOVATION.
IT IS JUST THE BEGINNING OF –

 A VIBRANT ECOSYSTEM OF CULTURE
CREATORS AND IMMERSIVE EXPERIENCES

– THAT WILL NOT ONLY LEAD TO THE
ADOPTION OF WEB3 TECHNOLOGIES BUT
ALSO NEW ECONOMIES AND CULTURES.

LET THE WORLD OF THE GRAND VILLA –
THE SPICE TEMPLE – TAKE YOU THERE.



WELCOME TO THE JOURNEY



SPICE JOURNEYS

THANK YOU

And Welcome to the Journey!

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