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Welcome to the Age of 3D3C: Digital, Design, Development, Community, Creation, & Commerce

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Welcome to 2021 — the age of 3D3C: Digital, Design, Development, Community, Creation, & Commerce. This issue marks both the last issue of the Journal of Virtual Worlds Research (JVWR) in its current format and the launch of our 2021 drive towards 3D3C. Over the last 12 years, we have published 38 issues with 371 published papers, our jvwr.net site was accessed 21,289 times, and as per November 2020, we received 1252 redirections of our DOI system.

During 2020 — accelerated by COVID-19 — we revisited our mission as well as our method of operation. Together with the community of 2000-strong members, we reflected on the future of the publication. On 01-Jul-2020, we conducted a community meeting entitled "Let's Design Our Future." Headed by myself and Dr. Angie Cox. Together we brainstormed with the community on challenges like increasing readership, expanding our purpose, and exploring our central theme/scope.

The key conclusion and choice we made were to reorient our focus from pure virtual worlds to 3D3C which stands for:

- **Digital:** A key force in the 21st-century which has become the #1 force for change.
- **Design:** The idea that we can control the future by "wanting" and "forming."
- **Development:** The realization that we are all changing/moving at respective maturity levels.
- **Community:** the people-oriented power to build, show, generate, and share.
- **Creation:** The need to create
- **Commerce:** Gaining monetary value from the above for long term sustainability

In its nascent form, 3D3C – which also builds upon 3D (three dimensional), a core of JVWR – will be further developed in 2021. We will refine this concept and then develop our role in serving the 3D3C community. Technically, together with Texas Digital Library (TDL), we are also replacing our backend, a process set for completion at the end of Q1-2021. Please stay tuned for our CfP (call for people :-), where we will share more of our plans and call for collaborators.

Lastly, this is a great chance to thank Tzafnat Shpak, our departing coordinating editor who meticulously managed us for the last decade. Tzafnat will stay around to help as Udi Vishengrad takes on his role as 2021 coordinating editor, leading the 3D3C re-focus.