Question-Answer with Emma-Jane MacKinnon-Lee

You were in SF and NYC early on—what did you do there? Why those cities, and where is the protocol now?

Yeah, I was in SF for about a year—right in the middle of the pandemic, until the end of 2021. It was cool in some ways. Even under lockdown, I got to see the inner machinery of the Valley. But that monolithic, tech-bro culture just isn't it. I realised pretty quickly that all the real cypherpunks had already left quite sometime ago. What's left is mostly visa farms, LARPing execs, and unskilled hype cycles wrapped in venture gloss.

So I left and moved to NYC. That market was different, much more competitive, much more creatively dense. For a while, it was the place to be. I ran events, launched projects, pushed the limits of what fashion in web3 could even mean there. But the political and cultural climate globally started to shift, and NYC—like SF—got flooded by that same derivative culture of bros chasing buzzwords.

At some point, you've just got to move on. And for me, that meant relocating to Europe. But really, the protocol isn't tied to any city. It's not in SF. It's not in NYC. It's not even in Europe. The protocol exists on-chain, in every release, every drop, every smart contract, every agent interaction. It's geographically sovereign.