

Press Kit

Lusion World, May 2026

A social world where you live another life.

A downloadable persistent social platform built on Unreal Engine 5,
made in Malta, launching in Brazil.

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For media inquiries, please email press@lusion.world. We respond within 48 hours, CET.

01 —

About Lusion

Lusion is a downloadable persistent social platform built on Unreal Engine 5 by Lusion World Limited, a Malta-based studio. Launching first in Brazil, Lusion is centered on digital identity, avatar expression, virtual housing, and a real creator economy.

The platform is not a crypto or Web3 project. There is no token. Social credits are non-transferable; fiat conversion is handled through Tilia, the regulated money-services arm originally built for Linden Lab; adult content is gated by Privado ID. The studio operates a documented Technical Constitution, Rendering Budget and Character Architecture, and engineers against a performance target on M1 MacBook Air baseline.

Co-founded by Hendrikus “Dick” Postel (Director) and Magdalini Giannikos (Creative Director), Lusion is built by a distributed team across Malta, Brazil, the Netherlands, Italy and Poland, with technical advisory from Jan Smolders (Senior Designer, Epic Games, Fortnite).

This press kit is provided for journalists, podcasters and content creators. All boilerplate copy below is approved for direct quotation. For interview requests, asset access beyond what is included here, or a build invitation, contact press@lusion.world.

02 —

Boilerplate descriptions

Three approved company descriptions. Use whichever fits your word count. All three are press-ready and may be quoted verbatim.

50 WORDS

Lusion is a downloadable persistent social platform built on Unreal Engine 5 by Lusion World Limited, based in Malta. Launching in Brazil, Lusion is centered on identity, avatar expression, virtual housing, and a creator economy. Not a crypto project. www.lusion.world.

150 WORDS

Lusion is a downloadable persistent social platform built on Unreal Engine 5 by Lusion World Limited, a Malta-based studio. Launching first in Brazil, Lusion is centered on digital identity, avatar expression, virtual housing, and a real creator economy. The platform is not a crypto or Web3 project: social credits are non-transferable; fiat conversion is handled through Tilia, the regulated money-services arm originally built for Linden Lab; adult content is gated by Privado ID. Co-founded by Hendrikus “Dick” Postel (Director) and Magdalini Giannikos (Creative Director), Lusion is built by a distributed team across Malta, Brazil, the Netherlands, Italy and Poland, with technical advisory from Jan Smolders (Senior Designer, Epic Games, Fortnite) and Antony Arciuolo (engine and memory specialist). Performance target: M1 MacBook Air baseline. www.lusion.world.

300 WORDS

Lusion is a downloadable persistent social platform built on Unreal Engine 5 by Lusion World Limited, a Malta-based studio. Launching first in Brazil, Lusion is centered on the things first-generation virtual worlds proved durable demand for, and rebuilt on modern technology: digital identity, avatar expression, virtual housing, and a real creator economy. The tagline is “A social world where you live another life.”

Lusion is explicitly not a crypto or Web3 project. There is no token. Social credits (Currency A) are non-transferable. Fiat conversion (Currency B) is handled through Tilia, the regulated money-services business originally built for Linden Lab and still used by Second Life. Adult content gating uses Privado ID. The studio operates a documented Technical Constitution, Rendering Budget and Character Architecture, and engineers against a performance target on M1 MacBook Air baseline.

Co-founded by Hendrikus “Dick” Postel (Co-Founder & Director, with 4 decades of aviation command experience including Boeing 787 and 777 captain roles) and Magdalini Giannikos (Co-Founder & Creative Director, Brazilian art director). Technical leadership includes Dario Visaggio (Rendering and Performance) and Ryan Griffin (Character Technical Architect, inheriting the seat originally held by Josh Burton, who authored the foundation of Lusion’s Character Constitution). Advisory from Jan Smolders (Senior Designer at Epic Games, Fortnite) and Antony Arciuolo (engine and memory specialist). Incorporated as Lusion World Limited, 189 Marina Suites, Triq Marina, Pieta, PTA 9041, Malta. Maltese employment, Maltese-registered IP including EU trade mark application 019301533, and a hiring pipeline targeting University of Malta and MCAST graduates. www.lusion.world.

03 —

Team

High-resolution headshots are available in the downloadable press assets bundle. See Section 06.

FOUNDERS

Hendrikus “Dick” Postel

Co-Founder & Director

Dick Postel co-founded Lusion World and serves as Director. He brings 4 decades of aviation command experience, including Boeing 787 and 777 captain roles, a background he credits for the operating discipline that shapes Lusion’s engineering culture: documented constitutions, hard performance budgets and review cadences. Dutch, based in Malta, he leads product, fundraising and operations at Lusion.

At Lusion, Dick is responsible for the platform’s long-term vision, the company’s relationships with technical advisors and contracted specialists, and the Brazil-first launch strategy. He works closely with co-founder Magdalini Giannikos on art direction governance and with Jan Smolders on platform architecture.

Magdalini Giannikos

Co-Founder & Creative Director

Magdalini Giannikos co-founded Lusion World and serves as Creative Director. Brazilian, she holds art-direction authority across the platform: avatar design, world look-development, the Style System that governs how identity is expressed in-world, and the visual language of Lusion’s digital Amsterdam setting.

Magdalini leads Lusion’s Brazilian creator-economy work and is the studio’s point of contact for Brazilian press and community partners. She works with the character art and animation teams on the full character pipeline.

ADVISORS

Jan Smolders

Advisor

Senior Designer at Epic Games, working on Fortnite. Over a decade at Epic, including time on Epic's Metaverse team. Advises Lusion on platform architecture and engine direction.

Antony Arciuolo

Advisor

Engine and memory specialist with deep Unreal Engine experience. Provides on-demand architectural review and engine-level guidance to Lusion's engineering team.

CORE TEAM

Dario Visaggio

Rendering and Performance

Authors the Rendering Budget Constitution. Leads Layer 2 oversight and shader governance for the Lusion platform.

Ryan Griffin

Character Technical Architect

Custodian of the Motion Charter and Character Architecture. Inherited the seat originally held by Josh Burton, who authored the foundation of Lusion's Character Constitution.

Lusion is built by a distributed team across Malta, Brazil, the Netherlands, Italy and Poland, with specialists in character art, animation, level design, code governance and engine engineering. Full team detail is provided on request to qualified press contacts.

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Fact sheet

Company	Lusion World Limited
Headquarters	Pieta, Malta
Registered address	189 Marina Suites, Triq Marina, Pieta, PTA 9041, Malta
Founded	2024
Co-founders	Hendrikus “Dick” Postel; Magdalini Giannikos
Product	Lusion
Tagline	A social world where you live another life
Category	Persistent social platform; comparable category to Second Life and IMVU, built on modern engine
Platform	Unreal Engine 5.7.4
Client	Downloadable (Windows, macOS at minimum)
Performance target	M1 MacBook Air baseline
Launch market	Brazil
Languages at launch	English, Portuguese (Brazilian), Spanish, Dutch
Maltese employment	Creative Director onboarding as the first Maltese Jobsplus-registered employee; Community Manager to follow; growth strategy targets University of Malta and MCAST graduates.
Currency model	Dual-currency: non-transferable social credits; regulated fiat conversion via Tilia
Adult content gating	Privado ID (verified identity)
Project status	Phase A1 active
Funding	Privately held; angel and strategic round in progress
Trademark	EUTM application 019301533 (LUSION); opposition handled by BomhardIP, Alicante

Press contact press@lusion.world

Website www.lusion.world

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Quotes

Lusion does not seed the quote bank with fabricated material. Real founder quotes will be added here as they are made publicly, in writing, by Dick Postel and Magdalini Giannikos. Until then, journalists are invited to request an interview directly.

For an on-the-record interview with Dick Postel or Magdalini Giannikos, please email press@lusion.world with your outlet, the angle of the piece and your deadline. We respond within 48 hours.

Press assets

A consolidated press assets bundle is available on the Press page at lusion.world/press. The bundle is delivered as a single ZIP archive (under 250 MB) and contains:

Logo pack	SVG, PNG light, PNG dark, monochrome.
Brand colour palette	Charcoal #1A1D24, Cream #F4EFE6, Gold #D4A853, Teal #2A8A8A. Full palette tokens in the bundle README.
Founder headshots	High-resolution, neutral background. Two each of Dick Postel and Magdalini Giannikos.
In-engine screenshots	8 to 12 images, varied composition: hero, UI, environment, character close-up, social scene, housing, Brazil-themed, daytime, nighttime.
Vertical Slice trailer	MP4 1080p, available once released, with selected still frames.
Team headshots	Four most-credentialed team members.
B-roll loops	5 to 10 second clips suitable for video segments.

Assets are provided for editorial use covering Lusion World and the Lusion platform. Please credit “Lusion World” or “Lusion” where attribution is shown.

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Frequently asked questions

Is Lusion a metaverse?

Lusion is a persistent social platform comparable in category to Second Life and IMVU, rebuilt on modern engine technology. We avoid the word “metaverse” in our own communications because it has come to mean too many incompatible things and is no longer useful as a description.

Is Lusion a crypto, NFT or Web3 project?

No. There is no token. Social credits (Currency A) are non-transferable. Real-money conversion (Currency B) is handled through Tilia, a regulated money-services provider.

Why is the launch market Brazil?

Brazil has a large and growing audience for social and creator-driven platforms, with Roblox reporting 181% Brazilian user growth between 2020 and 2024 (Roblox Economic Impact Report 2024). The Brazilian gaming market is forecast to include 87.4 million players by 2030 (Allcorrect Games Brazil report). Lusion's Creative Director is Brazilian, and the studio has Brazilian level-design and creator-partnership work in-house.

What technology runs Lusion?

Unreal Engine 5.7.4. Engineering operates against a documented Rendering Budget Constitution, Character Architecture v1.4 and Motion Charter. Performance target: M1 MacBook Air baseline.

How is Lusion different from Second Life?

Modern engine; adult-grade verified-identity layer; performance baseline aware of commodity hardware; Brazil-first creator economy; and a documented, governance-led engineering culture from the outset.

How does Lusion compare to FiveM and other downloadable social worlds?

FiveM, alongside Second Life, IMVU and VRChat, is part of the precedent that proves durable adult demand for downloadable persistent social platforms with creator economies. Lusion differs in that it is an original IP built from the ground up on Unreal Engine 5 for identity-first social presence, with a regulated dual-currency model and a Brazil-first launch.

Is Lusion publicly playable today?

Not yet. Lusion is in Phase A1, closed testing. Patreon supporters receive priority consideration for early access. A public alpha is planned in Brazil first.

How can I get a press build?

Email press@lusion.world with your outlet and intended coverage. Press builds are distributed on a case-by-case basis once the Vertical Slice is press-ready.

Who is on the team?

Co-founders Dick Postel (Co-Founder and Director) and Magdalini Giannikos (Co-Founder and Creative Director). Advisors Jan Smolders (Senior Designer at Epic Games, Fortnite) and Antony Arciuolo (engine and memory specialist). Core technical leads Dario Visaggio (Rendering and Performance) and Ryan Griffin (Character Technical Architect, inheriting the seat originally held by Josh Burton). The rest of the team works across Malta, Brazil, the Netherlands, Italy and Poland; specifics are provided on request to qualified press contacts.

Where is the company based?

Lusion World Limited is incorporated in Malta and operates as a Maltese studio, not a postbox. The Creative Director will be the first Maltese Jobsplus-registered employee, with onboarding underway. The Community Manager will follow. The company is VAT-registered in Malta. Phase B hiring targets University of Malta and MCAST graduates first. The distributed team works across Malta, Brazil, the Netherlands, Italy and Poland.

Why Malta?

Malta is the legal, tax and IP home of Lusion World. Corporation tax is paid in Malta. The LUSION trade mark is filed in Malta under EU trade mark application 019301533. The dynamic character mesh streaming technology that sits at the core of the platform is owned by a Maltese company and is licensable to third-party studios worldwide. International revenue from Brazil and subsequent markets flows through the Maltese entity. Growth is structured to stay in Malta.

Has Lusion raised funding?

Lusion is privately held. An angel and strategic round is in progress. We do not comment publicly on specific investors or valuation.

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Press contact

For all media inquiries

press@lusion.world

Response within 48 hours, CET.

For interview requests, please include your outlet, the angle of your piece and your deadline.

For Brazilian-language press, please note that Magdalini Giannikos (Creative Director) is available for interview in Portuguese.

Company correspondence

Lusion World Limited

189 Marina Suites, Triq Marina

Pieta, PTA 9041

Malta

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Newsroom

Selected press coverage of Lusion World will be listed here in reverse chronological order. The newsroom is intentionally empty until coverage exists. We do not seed it.

To submit a published piece for inclusion, email press@lusion.world with the link, headline, date and outlet.

End of press kit. Last updated May 2026. Current version available at lusion.world/press.