

# **Immersive Strategies for the Embodiment of Culture and Heritage**

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Professor Jeffrey Shaw's keynote will present a number of interactive installations that contributes to the reframing of cultural heritage interpretation and to the reformulation of somatic and embodied experiences in immersive digital environments. The research has been articulated through a series of transdisciplinary experiments in large-scale, interactive, cinematic environments. These immersive architectures and their associated visual, sonic and algorithmic techniques offer compelling means for mapping and remediating the tangible, intangible and abstract aspects of cultural data and heritage landscapes.

Six unique display systems used in this research form the core infrastructure of a new research centre, the Applied Laboratory for Interactive Visualization and Embodiment (ALiVE), which was recently established by CityU at the Hong Kong Science Park. The installations made for these display systems are part of an inquiry in multisensory journeying that addresses perceived challenges in visualizing 'things' in archaeology, people in landscapes and the imaginary of texts. The works act as propositions for the aesthetic reformulation of digital narrative through virtual embodiment and enaction, and the application of omnispatial visual analytics to mass heterogeneous humanities datasets.