



**The First YIC ** Arts, Culture, New Media, and Entertainment **
Workshop**
(EITC-New Media 2011 at Harvard)

"New Media in Art, Technology, and Heritage"

Harvard University
Cambridge, MA, U.S.A.

Friday, August 19, 2011

<DRAFT>

Invitation

The EITC-New Media 2011 at Harvard --The first EITC YIC workshop on Arts, Culture, New Media, and Entertainment will be held on Friday, August 19, 2011 at Harvard University, Cambridge, MA, U.S.A. The theme for the workshop is "New Media in Art, Technology, and Heritage". Please visit the website at <http://www.eitc.org/> for more conference details.

Heritage is all the things that make up our national identity. Our heritage is a legacy from our past, a living, integral part of life today, and what we pass on to future generations. We can know our identity through our cultural heritage.

The rise of new media has increased communication between people all over the world and the Internet. It has allowed people to express themselves through (at least for now) Internet, blogs, websites, computer multimedia, pictures, and other user-generated media. Cultural heritage shapes relationships with our neighbors and with other communities around the world. We believe that respect for, and celebration of, our diverse cultural heritage promotes human understanding and economic development in an increasingly interdependent world.

The use of new media in the service of cultural heritage is a fast growing field, known as virtual heritage. Virtual heritage is a mix of cultural heritage with information/communication technologies. The aim of the EITC-YIC New Media 2011 is to explore the opportunities and challenges of using digital media in the research, preservation, management, interpretation, and representation of cultural heritage.

We are pleased to invite you to attend the EITC-YIC New Media 2011 and submit proposals for papers, panels, demonstrations, and SIG discussions. The Conference Review Policy requires that each proposal will be peer-reviewed by for inclusion in the conference program, and CD-ROM proceedings.

Possible Workshop Topics

The workshop is structured around a number of sub-themes that include -but are not limited to, the following topics as they relate to the research and development aspects of New Media in Art, Technology, and Heritage. **The long list is not meant to be all-inclusive. Rather, it should be used to stimulate and encourage other ideas and possibilities.**

1. Cloud Computing Technology and Services

- Cloud culture
- Cloud computing architecture
- Infrastructure/software/application/business cloud
- Service-Oriented Architecture (SOA) in cloud computing
- Virtualization of hardware/software resources
- Cloud computing consulting methods
- Design tool for cloud computing
- Maintenance and management of cloud computing
- Cloud applications in vertical industries

2. Transmedia and Technology

- Transmedia theory and design
- Transmedia, art and content
- Transmedia and future computing/IT convergence/creative industry

3. Virtual Reality/Augmented Reality/Mixed Reality (VR/AR/MR)

- Ubiquitous mixed/augmented reality (MR/AR)
- Wearable and mobile mixed/augmented reality (MR/AR)
- Distributed and collaborative mixed/augmented reality (MR/AR)
- Industrial/medical mixed/augmented reality (MR/AR) applications
- Mixed/augmented reality (MR/AR) for entertainment and training
- Interactive, virtual and augmented environments
- Avatars and virtual community
- Robotics and telepresence

4. Virtual Heritage

- Mixed/augmented reality (MR/AR) for cultural heritage
- Computer animation for cultural heritage applications and virtual heritage
- Virtual reality (VR) applications in conservation research and practice
- Intelligent description of cultural heritage content (in multiple languages)
- Novel Internet-based cultural heritage applications
- Encyclopedias in cultural heritage
- Digital libraries and archives
- National digital libraries and aggregators as cross-domain systems
- E-libraries and e-learning in cultural heritage
- Cultural heritage and edutainment
- Knowledge systems for heritage management
- Virtual heritage, virtual tourism, and virtual museum applications (e-museums and e-exhibitions)
- 3D data capture and processing in cultural heritage
- Digital reconstructions and 3D modeling
- Digital media and commodification of cultural heritage
- Digital heritage tools and systems

- The economics of cultural informatics and tourism
- 5. Media Art and Technology**
 - Ubiquitous/pervasive media and art
 - Media arts and creative technologies
 - Computer music
 - Interactive and mobile media & art
 - Museum art and exhibitions
 - Digital storytelling
 - Applications of serious gaming technologies
 - Affective computing
- 6. Entertainment and Education**
 - Mixed/augmented reality (MR/AR) for entertainment
 - Education, virtual classroom and virtual collaborative learning
 - Social impact, social networking, sound and music
 - Social and interactive computing and media
 - Mobile entertainment

Presentation Categories

The Technical Program includes a wide range of interesting and useful activities designed to facilitate the exchange of ideas and information.

- Keynote/Plenary Speakers
- Invited Panels/Speakers
- Papers
- Panels
- Demonstrations

Proceedings

Accepted papers will be published in the Proceedings (CD-ROM formats) as well as on the EITC-YIC New Media 2011 website. You may download the Proceedings through the Internet. These proceedings serve as major sources in the global high-tech community, reflecting the current state of the art in the disciplines.

(drafted by Michael Hwa-Han Wang, 2/20/11)