



Digital Immersive Art in China

Rejuvenation and Cultural Presence

By *Xinyang Zhao*

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Explores the role of virtual reality and augmented reality in China's rejuvenation, especially in relation to cultural displays, performances and art exhibitions

This book explores the role of virtual reality and augmented reality in China's rejuvenation, especially in relation to cultural displays, performances and art exhibitions. It examines how audiences, both in China and globally, respond to Digital China through digital immersive art.

Readership

The possible readership can include a wide range of individuals and groups interested in art and cultural studies of China and the role of digital technology, including scholars and researchers, students and educators, professionals in the cultural and arts sectors, technology enthusiasts, and general readers interested in China.

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About the Author(s) / Editor(s)

Xinyang Zhao earned his PhD in media, culture and creative arts from Curtin University. He currently works as a postdoctoral fellow at the School of Humanities, Tongji University in Shanghai.

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