Meet the Media Guru in Pisa: Beth Coleman

During the Internet Festival in Pisa (4-7 October 2012), a special edition of **Meet the Media Guru** event will take place at **Cinema Teatro Lux, Saturday 6th October 6 pm - 8 pm, free entrance.** Meet the Media Guru is an initiative born in 2005: a programme of meetings with international leaders in digital culture and innovation, aimed at both the professionals and the generale public. Special guest of the Pisa event is **Beth Coleman,** one of the most prominent voices in new media culture. Professor Beth Coleman researches and creates media design on virtual worlds, x-reality, geofilms, machinima animation, and race as technology. She is teaching in the fall on transmedia storytelling/ARG design, geolocative media, and the history of media and technology.

Her most recent book, Hello Avatar, provides a comprehensive look at contemporary uses of virtual world and augmented reality platforms. It addresses the recent (2004-2008) public interest in virtual worlds? three-dimensional interactive online platforms? that has moved the subject beyond research lab and niche-user communities.

Hello Avatar walks the reader through several virtual world platforms, giving the book's audience a first-hand experience of this new medium.

The event will be live streaming on www.intoscana.it, and www.meetthemediaguru.org.

Further information:

Beth Coleman's officiale website: http://cms.mit.edu/people/bcoleman/index.html

Meet the Media Guru official website: http://www.meetthemediaguru.org/ (italian language)

Internet Festival official website: www.internetfestival.it

See Digitalmeetsculture article for the event