

## 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](http://www.intoscana.it), and [www.meetthemediaguru.org](http://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](http://www.internetfestival.it)

See Digitalmeetsculture article for the event