The cultural imaginary is the embodiment of the intangible nature of much of the world’s heritage. It resides in the minds and hearts of those from whom it originates and is passed down generation to generation. How that can be preserved and how it becomes codified into digital form are key research-creation questions in this latter half of the twenty-first century. This presentation provides an overview of the information design process applied to the preservation and re-presentation of cultural heritage via digital media. The materiality of the digital, its embodiment, agency, performativity and the resulting impact on the audiences it seeks to inform, are illustrated by variety of cultural heritage exemplar projects.

PROFESSOR

HAROLD THWAITES

Originally from Canada, Harold Thwaites was a tenured Associate Professor in the Communication Studies Department at Concordia University in Montreal for 31 years. While in Montreal he was the Hexagram Institute Research Director for Immersive Environments, VR and Audience 2003-2005. Here in Malaysia, he was Dean of the Faculty of Creative Multimedia at MMU, (2006 2012) and Director of the Centre for Creative Content and Digital Innovation at UM, (2012-2015). His research/teaching comprise: communication, media production, information design, intermedia, cyberculture and digital humanities. Harold continues to share his enthusiasm to innovate new fields of research-creation with Sunway staff and students.