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Professor Jeffrey SHAW has been a leading figure in new media art since the 1960s.

In a prolific body of critically acclaimed works he pioneered and set benchmarks for the creative use of digital media technologies in the fields of virtual and augmented reality, immersive visualisation environments, digital cultural heritage and interactive narrative. Prof. SHAW was the founding director of the ZKM Institute for Visual Media Karlsruhe, Germany (1991–2002), co-founding director of the University of New South Wales Australia iCinema Centre for Interactive Cinema Research (2003-) and Dean of the CityU Hong Kong School of Creative Media.

He is currently the Chair Professor of Academy of Visual Arts, Hong Kong Baptist University, and Visiting Professor at CAFA Beijing and EPFL Switzerland. Visiting Professor at CAFA Beijing and EPFL Switzerland.

