



Metaplasticity in Virtual Worlds: Aesthetics and Semantic Concepts

By Gianluca Mura

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The concept of virtual worlds is strongly related to the current innovations of new media communication. As such, it is increasingly imperative to understand the criteria for creating virtual worlds as well as the evolution in system architecture, information visualization and human interaction.

Meta-plasticity in Virtual Worlds: Aesthetics and Semantics Concepts provides in-depth coverage of the state-of-the-art among the best international research experiences of virtual world concept creations from a wide range of media culture fields, at the edge of artistic and scientific inquiry and emerging technologies. Written for professionals, researchers, artists and designers, this text is a perfect companion for those who want to improve their understanding of the strategic role of virtual worlds within the development of digital communication.

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Editorial Review

About the Author

Gianluca Mura is a researcher, architect, and designer at Politecnico di Milano University. His research area is within digital cultures interrelations among art, science, and technology. He holds a Phd in industrial design and multimedia communication from Politecnico di Milano University. He has teaching experience in design university and professional courses. He is doing research, academic publishing, and actively participates in numerous international scientific conferences and symposiums. Dr. Mura is also a scientific member of several international conference committees.

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