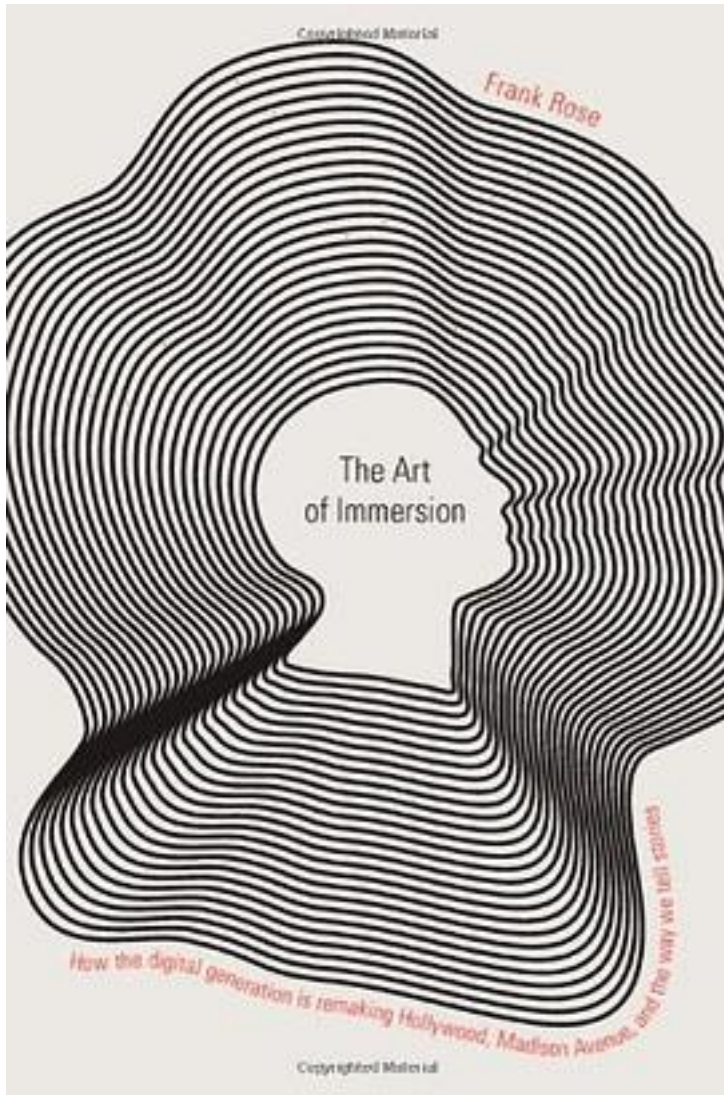


The Art of Immersion



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Not long ago we were spectators, passive consumers of mass media. Now, on YouTube, blogs, Facebook and Twitter, we are media. While we watch more television than ever before, how we watch it is changing in ways we have barely slowed down to register. No longer content in our traditional role as couch potatoes, we approach television shows, films, even advertising as invitations to participate-as experiences to immerse ourselves in at will. In this field guide to the visionaries-and the fans-who are reinventing the art of storytelling, Frank Rose introduces us to people like Will Wright (The Sims), James Cameron (Avatar), Damon Lindelof (Lost) and dozens of others whose ideas are changing how we play, how we relax and even how we think. The Art of Immersion is an eye-opening look at the shifting shape of entertainment today.

作者介绍:

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