



上海交通大学
SHANGHAI JIAO TONG UNIVERSITY



WARWICK
THE UNIVERSITY OF WARWICK

Guest lecture: Professor Geoffrey Rhodes (SJTU) and Dr Jianhua Yang (WMG) – 'A 'Gene Ontology' of Immersive Media for Museums'

In this short talk, Professor Geoffrey Rhodes (Institute of Cultural and Creative Industry, Shanghai Jiao Tong University) will review his own broad experience in art with new technologies, from experimental digital video, to early AR and VR, app publications, and work with immersive displays for museum collections. Rhodes has worked as a creative producer, as well as researcher and educator, with long term partnerships with the Art Institute of Chicago, the Chicago History Museum, and now Shanghai Jiao Tong University. In Shanghai, he leads the Future Museum Media Innovation Studio which has hosted multiple symposia on the subject of museums' digital futures, and new methods for the display of collections. As part of a special SJTU-Warwick seed fund, Rhodes is currently working with Associate Professor Jianhua Yang at Warwick University to experiment with new models for performing audience analysis for new immersive media exhibitions.



Prof. Geoffrey Alan Rhodes (Institute of Cultural and Creative Industry, Shanghai Jiao Tong University)

Geoffrey Alan Rhodes is a tenured professor at Shanghai Jiao Tong University's Institute of Cultural and Creative Industry. He is the director of the Future Museum Media Innovation Studio, a new center for research in augmented and virtual reality. Previously, he led the development of new media design curriculum at the School of the Art Institute of Chicago's department of Visual Communication Design, and new media at the Rochester Institute of Technology's School of Film and Animation. Rhodes' films and media art seek profound combinations of virtual and real. His ongoing project, Chicago00, is an award winning partnership with the Chicago History Museum to produce virtual reality experiences of photographic history.



Dr. Jianhua Yang (WMG)

Dr. Jianhua Yang currently serves as an Associate Professor at WMG, leading the Electrical and Digital Discipline Group. He began his career in higher education in 2006 as a postgraduate research fellow at the School of Engineering, Warwick University, while pursuing his Ph.D. He earned his Ph.D. in Intelligent Systems Engineering in 2010. Subsequently, Dr. Yang worked as a bioinformatics researcher, initially on an FP7 project, and later as a lecturer, teaching a variety of ICT courses at both the undergraduate and postgraduate levels, in addition to supervising Ph.D. research projects. Prior to his return to Warwick in 2018, Jianhua also gained experience in the automotive industry.