
HAROLD THWAITES**Professor and Advisor to the Faculty of Arts at Sunway University, Malaysia**

Harold Thwaites is Professor and Advisor to the Faculty of Arts at Sunway University in Kuala Lumpur Malaysia. Originally from Canada, he was a tenured Associate Professor in the Communication Studies Department at Concordia University in Montreal for 31 years in addition to a professional 10-year career as an Associate Producer in Children's television at the Canadian Broadcasting Corporation. While in Montreal he was also a founding member of the Hexagram Institute and was Research Director for Immersive Environments, VR and Audience 2003-2005. Here in Malaysia, he was Dean of the Faculty of Creative Multimedia at Multimedia University, from 2006 to 2012 where he established the FCM K-Space Faculty Research Center, 2009, the M.A.L.L. Media Arts Living Lab, 2010, and the iknowmedia University Centre of Excellence in 2011. At University of Malaya he was the Director of the Centre for Creative Content and Digital Innovation (2012-2015). Thwaites served as President of the International Society on Virtual systems and Multimedia (VSMM) 2003-2010), and is currently still serving on the board. His research and teaching comprise: communication studies, media production, information design, digital cultural heritage, biocybernetic research, cyberculture, cinematic and intermedia Arts, audience/user media impact, digital humanities and 3D spatial media. He was the first overseas researcher at NHK Science and Technical Research Labs in Tokyo specializing in 3D HDTV, in addition to being the recipient of a Fellowship from the Telecommunications Advancement Organization of Japan. He now continues to share his experience and passion to innovate new projects and fields of research, as the founding Director of the Centre for Research Creation in Digital Media (CRCDM) at Sunway University.

Performing Heritage: Digital Transformations of the Cultural Imaginary

This presentation provides an overview of the information design process applied to the preservation and re-presentation of cultural heritage via digital media. It applies principles of heritage science in new ways in order to create a matrix of intangible cultural heritage content. The concept of "performing heritage" is discussed within the context of the expanded panel themes of *legacy, transmission and transformation*. 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 for the future are key questions for heritage science to consider in this latter half of the twenty-first century. This talk offers an overview, via various research-creation exemplars, of the materiality of the digital, its embodiment, agency and performativity applied to a variety of intangible heritage and the resulting impact on the audiences it seeks to inform.