



聖若瑟大學
UNIVERSITY OF
SAINT JOSEPH

PUBLIC LECTURE

Hypotheses of interactivity for the cinema
of the future

Prof. Bruno Mendes da Silva

ABOUT THE TALK

Based on the triad film-interactivity-experimentation, the applied research project The Forking Paths, developed at the Centre for Research in Arts and Communication (CIAC), endeavours to find alternative narrative forms in the field of Cinema and, more specifically, in the subfield of Interactive Cinema. The films in the project The Forking Paths invest in the interconnectivity between the film narrative and the viewer, who is given the possibility to be more active and engaged. At same time, the films undertake a research on the development of audio-visual language.

ABOUT THE SPEAKER

Bruno Mendes da Silva is graduated in Cinema and Video in 1995 from School of Arts of Oporto (ESAP), got his post-graduation in Arts Management in 1998 from Macao Institute of European Studies (IEEM), got his PhD in Literature and Cinema (Comparative Literature) in 2008 from University of the Algarve (UALG), and his Post PhD in Interactive Cinema in 2016 also from UAlg.

He was a TV Producer and Director from 1995 to 2000 at Teledifusão de Macau (TDM) and has been invited to International Art and Film Festivals such as Fresh (Thailand), Dokanema (Mozambique), Loop (Spain), Festival de la imagen (Colombia), Ecologias Digitales (Colombia), The Scrip Road Macau (China) and FILE (Brazil).

He has participated in 12 scientific projects (as investigator-in-charge or research member) and is the author of several books, book chapters and other scientific publications (over 60). He has dedicated the last decade to the research of the relations between Communication, Art and Technology and won the Ceratonia Scientific Award.



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