Immersive technologies, coupled with superior virtual environments, artificial intelligence algorithms, faster processors, and biometrics, are launching a new era in virtual experiences, entertainment and interactive storytelling. At the same time, these technologies have the potential for invasive monitoring and control. What are the present and future artistic strategies that deal with this? Combined with the acceleration of VR/AR and technologies of immersion, how will societies react?
The first chapter of this book ‘re-approaches immersion’ by looking at artistic practices in VR environments, non-linear storytelling, 360-degree video, and brain sensor interfaces used in film, performances and art.

The second chapter, on ‘technologies of the ecological’, discusses the role of arts in tackling climate change and creating augmentable experiences by combining digital with biological.
The third chapter, ‘beyond interactivity’, shapes new theories for post-digital practices, while the fourth chapter addresses new economies of virtual experiences and questions artistic values.
The volume also features a review of the exhibition – *Virtualities and Realities* (Riga, 2017), presenting cutting edge artworks that explore complex relations between the ‘virtual’ and ‘real’ in our post-media society and create new immersive experiences.


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