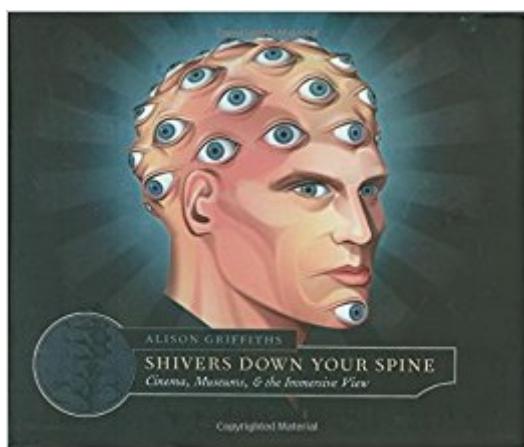


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# Shivers Down Your Spine: Cinema, Museums, And The Immersive View (Film And Culture Series)



## Synopsis

From the architectural spectacle of the medieval cathedral and the romantic sublime of the nineteenth-century panorama to the techno-fetishism of today's London Science Museum, humans have gained a deeper understanding of the natural world through highly illusionistic representations that engender new modes of seeing, listening, and thinking. What unites and defines many of these wondrous spaces is an immersive view—an invitation to step inside the virtual world of the image and become a part of its universe, if only for a short time. Since their inception, museums of science and natural history have mixed education and entertainment, often to incredible, eye-opening effect. Immersive spaces of visual display and modes of exhibition send "shivers" down our spines, engaging the distinct cognitive and embodied mapping skills we bring to spectacular architecture and illusionistic media. They also force us to reconsider traditional models of film spectatorship in the context of a mobile and interactive spectator. Through a series of detailed historical case studies, Alison Griffiths masterfully explores the uncanny and unforgettable visceral power of the medieval cathedral, the panorama, the planetarium, the IMAX theater, and the science museum. Examining these structures as exemplary spaces of immersion and interactivity, Griffiths reveals the sometimes surprising antecedents of modern media forms, suggesting the spectator's deep-seated desire to become immersed in a virtual world. *Shivers Down Your Spine* demonstrates how immersive and interactive museum display techniques such as large video displays, reconstructed environments, and touch-screen computer interactives have redefined the museum space, fueling the opposition between public and private, science and spectacle, civic and corporate interests, voice and text, and life and death. In her remarkable study of sensual spaces, Griffiths explains why, for centuries, we keep coming back for more.

## Book Information

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## Customer Reviews

This is a scholarly, in-depth study of an important aspect of museum exhibitions today... Highly recommended. (Choice)With this volume, Griffiths has established herself as one of the most ambitious scholars now straddling the various fields that comprise visual studies. (Randolph Lewis Museum Anthropology Review)Beautifully illustrated... fascinating... engaging. (Malgorzata Rymsza-Pawlowska Technology and Culture)

Alison Griffiths masterfully explores the uncanny and unforgettable visceral power of the medieval cathedral, the panorama, the planetarium, the IMAX theater, and the science museum. Examining these structures as exemplary spaces of immersion and interactivity, Griffiths reveals the sometimes surprising antecedents of modern media forms, suggesting a deep-seated desire in the spectator to become immersed in a virtual world. *Shivers Down Your Spine* demonstrates how immersive and interactive museum display techniques such as large video displays, reconstructed environments, and touch-screen computer technology have redefined the museum space, fueling the opposition between public and private, science and spectacle, civic and corporate interests, voice and text, and life and death. In this remarkable study, Griffiths explains why, for centuries, we keep coming back for more.

As an emerging museum professional I have found this book to be invaluable. It was the spring board for my thesis research and I continue to turn back to it for both reference and inspiration. If you're the kind of person who loves to read about arcane and obscure exhibition devices like panoramas, pepper's ghosts, or dioramas then you will love this book. If you want to know more about IMAX got it's start and the history of cinematic devices as both entertainment and teaching tools then you will love this book. If you work in a creative field and want inspiration for how to exhibit your work or to know more about how people in the museum world think and approach the presentation of media then you will love this book. It's a shame that more scholarly books that are this comprehensive can't also be as entertaining, but Griffiths manages to take a subject matter that is obscure at best and weaves wonder in to her reader- a wonder which she obviously has herself.

I'm a museologist and I made a PhD about the immersive exhibit and this is the book that I was waiting for...The book is so well organized :1) She uses a language very easy to understand;2) she always explains her logic at the begining of every chapter, so it's very easy to follow her.3) The references, the research, the citations are... golden bars! Congratulation for the Quebec exemples!What else to say, I just really shiver down MY spine during the reading.If you are interessed by : Museum, Immersion, visitor experience... It's a MUST!!!

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