

Kalina Kukielko is a sociology of the arts doctoral student at the Polish Academy of Sciences. She is writing her PhD dissertation on the social roles of neo-avant-garde artists according to Marshall McLuhan's and Andy Warhol's theories. Main areas of research: media and communication theory, art of the 20th century, Quality of Life research. Publications: *Komunikacyjna koncepcja sztuki Marshalla McLuhana* (Marshall McLuhan's communication theory of art) 2008; *Relacja z konferencji "Re-Reading McLuhan"* (Report on "Re-Reading McLuhan" conference) 2007; *Zrozumiec McLuhana czterdziestci lat pozniej* (Understanding McLuhan forty years later) 2005; *Artysta w kulturze audiowizualnej. McLuhan, Warhol i widzenie rzeczywistosci* (An Artist in Audiovisual Culture. McLuhan, Warhol, and the Perception of Reality) 2005.

Dr. Barbara Rauch is a research fellow at Chelsea College of Art & Design. She is acting director in SCIRIA (Sensory Computer Interface Research & Innovation for the Arts) research unit at the University of the Arts London. Her research focuses on new technologies and how they alter our current understanding of human consciousness. The research provided the basis for her PhD thesis entitled 'Natural and Digital Virtual Realities – a practice-based exploration of dreaming and online virtual environments'. The research work that followed focused on 3D-surface capturing of animated facial expressions in animals and humans, attempting to map virtual emotions (AHRC Grant in the Creative and Performing Arts scheme, January 2007).

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