Masterclass Immersive Virtual Worlds in 2008
Tuesday July 1 9.00 – 12.00 INHOLLAND Haarlem
By: Mark Childs and Emmanuel Gruijs

Mark Childs (Doctoral Student at the Warwick Institute of Education, United Kingdom) and Emmanuel Gruijs (CEO of Activeworlds Europe, Netherlands) will co-present a Master class based on professional, educational and user-generated content in virtual worlds.

Those present at this Master class in Haarlem (both in real life and via the web) will explore different Web Worlds in the central and public Activeworlds Europe Universe, an environment focussed on use of the technology in education, business and enter-/edutainment areas.

Activeworlds is a technology provider, not a “community” provider, its customer’s environments are based on sharing information in real time, and using the fact communities arise only in the right environment. "A community is a (non-commercial) group of people, based on individuals getting together, triggered by communal web-, social- or product-driven developments (E.P. Gruijs. 1999)".

Marc Childs has been researching virtual worlds and related subjects for several years, and his Doctoral studies are partly based on virtual worlds. Emmanuel Gruijs first encountered and researched I(C)T communication between people and computers in 1979 and has been active in this (research) area for more than 28 years.

Together with Marc and Emmanuel, you will be asked to immerse yourself in professional virtual environments, and encounter the possibilities and challenges with which multi-nationals and SMEs are faced. The information given to you during the course by Marc and Emmanuel may give you vital information when planning your strategic decisions regarding 3D worlds.