

## Brenda Laurel BIO

Brenda Laurel has worked in interactive media since 1976—in the computer game industry from Atari to Activision, and in research labs at Atari, Interval Research, and as a Distinguished Engineer at Sun Labs. At the Banff Centre, she co-designed and produced the ground-breaking VR piece, *Placeholder*. She researched gender and technology at Interval and co-founded Purple Moon—interactive media for girls—in 1996. She designed and chaired the Graduate Media Design Program at Art Center College of Design (2001-2006) and the Graduate Design Program at California College of the Arts (2006-2012). She received the Trailblazer award from Indiecade in 2015 and the Nextant Prize from the Virtual World Society in 2017. She became a fellow of the Higher Education Videogame Alliance in 2018 and was inducted into the inaugural class of the IEEE Virtual Reality Academy in 2022 and the AWE (Augmented World Expo) Hall of Fame in 2024. She earned her B.A. in Theatre from DePauw University and her M.F.A. and Ph.D. in Theatre from the Ohio State University. Her books include *The Art of Human-Computer Interface Design* (1990), *Utopian Entrepreneur* (2001), *Design Research: Methods and Perspectives* (2004), and *Computers as Theatre*, (1991, Second Edition 2014). Her recent papers include “What Is Virtual Reality?” (Medium) and “AR and VR: Cultivating the Garden” (MIT Press Journal *Presence*). She presented “Consciousness in Place” as the keynote address at the Wesleyan University Shasha Seminar on Artificial Intelligence in 2023.