

Title:

How intimate can digital reading practices become?

Abstract:

This paper sets out to consider and position current thinking traverse two main threads.

First, whether the terms and conditions of *intimacy* in digital reading practices needs a reevaluation in view of how we handle the expectations of the reader. Second, to develop an understanding of how onscreen digital reading practices are mediated *in* and *through* aesthetic form, and how *intimate* that aesthetic experience may be.

Ways of reading in the physical form are often talked about in terms of the warmth and intimacy that prevails – thus increasing its emotive value and worth. This paper intends to consider whether *intimacy* in the digital realm can move beyond notions of say, bespoke virtual typography, and consider whether *intimacy* in digital reading requires a fundamental shift in design thinking.

The idea is to map *an aesthetics of intimacy* in digital reading praxis through positioning historical, conceptual and theoretical frameworks. The paper argues that digital reading practices and aesthetic form co-evolve through technogenesis - reciprocated immaterial relations between the human condition in reading and the neural networks in the brain [Hayles, 2012]. The paper will look at how some of these digital reading processes unfurl.

Keywords:

digital reading practices, aesthetic paradigms, neuro-aesthetics, technogenesis, reader intimacy, reader expectation

Biography:

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PhD title: *Mapping the aestheticisation of digital reading practices*