



Tie Zhong

Acting Vice Dean of the School of Art, Technology and Management at Shanghai Theatre Academy;

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Doctoral Supervisor, Professor.

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Ph.D., China Academy of Art

Master's Degree, Peking University

Bachelor's Degree, Henan University

Selected for the Shanghai Oriental Talent Program and Chunshen Pyramid Leading Talent Program;

Works have received awards including the BERLIN KIEZ FILM FESTIVAL, ROMA SHORT FILM FESTIVAL, ASIAN INDEPENDENT FILM FESTIVAL, Shanghai Design 100+, MUSE International Design Gold Award, Shanghai Science and Art Creative Design Award.

Mainly engaged in theoretical and practical research related to digital media and interactive design, focusing on cultural digitization and digital transformation of the cultural and tourism industry.

Participated in and led projects supported by the National Social Science Foundation, the Ministry of Education Humanities and Social Science Foundation, and the Shanghai Art Science Planning Program;

Published over twenty books and textbooks, with multiple papers in CSSCI-indexed journals;

Led projects including “Digital Site of the First National Congress: Journey of the Heart”, “Encountering Su Dongpo (PICO)”, “Into the Painting (PICO)”, “In Search of the Secret Score: Shanghai 1930”, large-scale multi-user VR projects, the digital design project for the Expo Museum at Expo Osaka, the digital design project for the East Hall of Shanghai Library, the interactive design project for the East Hall of Shanghai Museum, the digitization project for Mogao Caves with Dunhuang Academy, and the installation design project for the automotive experience center at Geely Group Headquarters.