



Researcher: Prof Kate Pullinger

Project Title: Breathe

UOA: 27 - English Language and Literature

Research Questions

The Ambient Literature research project aimed to interrogate and define the situated literary experience. *Breathe* is a practice-based research outcome of this project.

The overarching research question was 'What new forms of literary experience are afforded by locative and pervasive media technologies?'

In asking this question the project defined the field of Ambient Literature. There were four core questions that underpinned this inquiry:

- What forms of literary text are afforded by pervasive media technologies?
- What is the nature of the new kinds of audience experience afforded by the situated literary experience?
- What kinds of writing are most effective for situated literary experience?
- What is the innovation and development potential (creative and commercial) within the wider publishing industry for these newly emergent forms of reading and listening?

This research was concerned with the digital transformations of the writing and publishing industries, looking at how new markets and new reading communities might be built at the intersection of locative and literary cultures. The situated experiences produced at this intersection may include reading, listening, and participation as forms of engagement. The method of the project was to contribute to the development of an emerging cultural field by building a generative network of writers, publishers and creative technologists. The research combined historical and theoretical work with tangible, practice-led inquiry.

The project built on the methodologies in previous AHRC research with users in the Knowledge Transfer Fellowship into Pervasive Media and the REACT Creative Economy Hub Books and Print projects.