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   Nota di contenuto   Introduction -- Data Visualisation and Aesthetics: Cross-Cultural Perspectives -- A Traditional Chinese Aesthetics of Data Visualisation -- Implementing the Aesthetic Model -- Taoist Data Visualisation -- Conclusion -- References -- Appendices.

   Sommario/riassunto This book investigates a new interactive data visualisation concept that employs traditional Chinese aesthetics as a basis for exploring contemporary digital technological contexts. It outlines the aesthetic approach, which draws on non-Western aesthetic concepts, specifically the Yijing and Taoist cosmological principles, and discusses the development of data-based digital practices within a theoretical framework that combines traditional Taoist ideas with the digital humanities. The book also offers a critique of the Western aesthetics underpinning data visualisation, in particular the Kantian sublime, which prioritises the experience of power over the natural world viewed at a distance. Taoist philosophy, in contrast, highlights the integration of the surface of the body and the surface of nature as a Taoist body, rather than promoting an opposition of mind and body. The book then explores the transformational potential between the human body and technology, particularly in creating an aesthetic approach spanning

traditional Chinese aesthetics and gesture-based technology. Representing a valuable contribution to the digital humanities, the book helps readers understand data-based artistic practices, while also bringing the ideas of traditional Chinese aesthetics to Western audiences. In addition, it will be of interest to practitioners in the fields of digital art and data visualisation seeking new models. .