



GOING DIGITAL: INNOVATION IN ART, ARCHITECTURE, SCIENCE AND TECHNOLOGY



2 – 3 June 2016, Museum of Applied Art, 18 Vuka Karadzica, Belgrade, Serbia

About Conference

The theme of the conference is innovation and creativity in modern society, with the focus on art, architecture, technology, and science as being among the leading proponents of innovative change. Innovation has always been present in human endeavors to solve problems, organize community better, improve the quality of life, work more efficiently, and so on. However, the digital age has brought about unprecedented challenges as well as possibilities of innovation in all spheres of daily life, resulting in a growing need for inter-, multi- and trans-disciplinary approach in, art, architecture, science and technology.

As Lucas Dietrich explained in the preface of *60: Innovators Shaping Our Creative Future* "...The future of innovation is no longer in the hands of the scientist, artist or designer working alone in a lab, loft or studio... It is a creative, collective, humanist enterprise that seeks to find new solutions to the problems of our planet and its future." More and more, we are seeing the blurring of boundaries between art and science, architecture and computational design, physical and virtual spaces and selves, fiction and reality, all due to the development of new media technologies and innovations they introduce in modern society. Thus, Warren Steinkraus identifies five types of artistic innovation: "the exploration of new technique or materials deriving from technology; the inclusion of 'incidental novelties' or doing something new with something old; the application of self-imposed rules for creation; radical departure from tradition; and finally a creative advance within a tradition of such magnitude that it transcends the four previous categories." These types or principles of innovation also apply to other fields, giving rise to new, hybrid or liminal disciplines in both sciences and humanities.

The call is addressed to researchers and professionals in the following fields: art (visual art, applied art, performance art, new media art, biogenetic and transgenic art), photography, graphic design, fashion, and advertizing; architecture (green architecture, sustainable architecture, wet architecture, digital architectural design, smart interior design); emerging communication and information technologies (ICT), AI research, neuroscience, and biotechnology; culture studies, theory of art, philosophy, and communication studies. We invite the submission of original papers related to (but not limited to) the following topics.

Topics

- New media arts, computational design and architecture
- Creative space: the interior, green space, built world / street world, augmented space
- Living architecture
- Cyber space / cyber art / cyber culture studies
- Virtual and augmented reality in art and architecture
- Innovation in IT / enhanced use
- Globalization and new media
- Rethinking the "New" in "New Media" / Remedialization
- Neuroscience and/in art
- Innovation and creativity in AI and AL
- Trans- and posthumanism in art
- Fashion and new media technologies
- Advertizing in the digital age
- Philosophy and theory of new media

Scientific Board

Prof. Miodrag Šuvaković, contemporary aestheticist, art theorist and conceptual artist, Serbia

Prof. Rachel Armstrong, Department of Architecture, Planning & Landscape, Newcastle University, UK

Prof. Elif Ayiter, Sabanci University in Istanbul, Turkey

Prof. Paul Verschure, SPECS Group, Department of Information and Communication Technologies at Universitat Pompeu Fabra in Barcelona, Spain

Prof. Vladan Devedžić, Faculty of Organizational Sciences, University of Belgrade, Serbia

Dr Anna Mura, SPECS Group, Department of Information and Communication Technologies at Universitat Pompeu Fabra in Barcelona, Spain

Dr Carmelo Zappulla, Faculty of Master in Advanced Architecture at IAAC, Institute for Advanced Architecture of Catalonia, Barcelona

Prof. Stanko Gaković, the Art Institute of Houston, USA

Andrea Graziano, computational designer, digital explorer, Co-de-iT, Turin, Italy

Vera Parlać, Assistant Professor of Architecture at the University of Calgary, Canada

Prof. Ružica Bogdanović, FCM, Faculty of Architecture, Belgrade

Prof. Aleksandra Stupar, Faculty of Architecture, University of Belgrade, Serbia

Dr Jelena Guga, independent researcher, Belgrade, Serbia

Conference Concept

Dr Jelena Guga, independent researcher, Belgrade, Serbia

Prof. Ružica Bogdanović, Faculty of Architecture, Serbia

International Coordination

Dr Jelena Guga, independent researcher, Belgrade, Serbia

Support

European Council of Spatial Planners (ECTP), EU, Belgium

Serbian Chamber of Engineers, Belgrade, Serbia

Museum of Applied Art, Belgrade, Serbia

Realization

STRAND – Sustainable Urban Society Association, Belgrade, Serbia

Key Dates

Abstracts and Inquiries please send by email at info@strand.rs

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| 18 January | First Call |
| 18 February | Abstract Submission (250-300 words) |
| 5 March | Acceptance Notification |
| 20 April | Paper Submission |
| 29 May | Final Paper Submission |

Registration

STRAND offers the following conditions for participation (each fee is valid for one person):

| Type of participation | For registration and payment until 20 April | For registration and payment after 20 April | For registration and payment on site |
|---|---|---|--------------------------------------|
| Registration for Author of 1 contributed paper | EUR 120 | EUR 170 | not feasible |
| Registration for Author of 2 contributed papers | EUR 180 | EUR 250 | not feasible |
| Registration for PhD Student Author* of 1 contributed paper | EUR 70 | EUR 100 | not feasible |
| Participation Only | EUR 70 | EUR 100 | EUR 100 |
| Student** Participation Only | EUR 30 | EUR 50 | EUR 50 |
| Conference Dinner | EUR 35 | | |

*PhD Student under 27 years of age. Proof of Student status will be required, e.g. scanned copy of institutional letter confirming student status, sent to info@strand.rs.

** Student and PhD Student under 27 years of age, that are not Paper Authors; Proof of Student status will be required, e.g. scanned copy of institutional letter confirming student status, sent to info@strand.rs.

www.strand.rs/conference.html