

## **International Symposium on Electronic Art (ISEA)**

### ***Guidelines for Host Candidates***

#### **1. MISSION**

ISEA International is a nonprofit organization fostering interdisciplinary academic discourse and exchange among culturally diverse organizations and individuals working with art, science and emerging technologies.

The ISEA International Foundation Board oversees the selection of host organizations for the annual International Symposium on Electronic Art, (ISEA) a gathering of the international art, science and technology community.

ISEA Headquarters is the operational base of ISEA International and is located at the University of Brighton, United Kingdom.

ISEA International is committed to diversity and supports proposals from both developed and developing countries. ISEA International acknowledges that the circumstances of the Host Organization may vary considerably and these circumstances will be taken into account. It also encourages partnerships between developed and developing countries to submit proposals.

#### **2. BACKGROUND**

The series of symposia known as the International Symposium on Electronic Art was initiated in 1988 to create and maintain an international network of organizations and individuals active in the field of the electronic arts. In 1990 this network took shape as an association, founded in The Netherlands, called the Inter-Society for the Electronic Arts (ISEA).

In 2006 the Inter-Society for the Electronic Arts was discontinued as a membership organization and was replaced with the not for profit organisation ISEA International (registered in the Netherlands). Both ISEA International and the Symposium are dedicated to the interdisciplinary and cross-cultural communication/cooperation between the arts and the fields of technology, science, education, and industry.

The aims of ISEA International and of the ISEA Symposia are

- Promotion of communication between organizations and individuals active in the field of the electronic arts
- Creation of a structured approach towards the problems and potentials of electronic arts
- Promotion of interdisciplinary and cross-cultural communication / cooperation between the arts and the fields of technology, science, education, and industry.
- Research, presentation and exhibition of work related to ISEA International's mission.

#### **3. GENERAL CONDITIONS**

##### ***3a. Host Organization***

The Host Organization is the principal producer of the event. In this capacity, the Host Organization is in charge of creating the necessary Organizing Committees to enable the successful production of the Symposium. The Host Organization should also demonstrate its capacity to develop the symposium in collaboration with its local constituencies. The Host Organization is expected to realize the symposium in regular consultation with the ISEA International Foundation Board. The Host

Organization is responsible for the Symposium's performance according to these guidelines and to the goals of ISEA International. If the Host Organization is co-hosting ISEA with another event, the guidelines below provide a framework for Concurrent Events and Co-Hosting.

### ***3b. Structure and Content***

The Symposium is, by its very nature, thoroughly interdisciplinary comprising of an academic conference, art exhibitions, performances and cognate activities.

The content of the Symposium program is based on the results of an international Call for Papers & Participation, selected by an independent International Program Committee (IPC) that consists of internationally renowned experts in the field (see section 5a). The Host Organization is encouraged to include several invited speakers, performers, exhibitors, etc. in the program in addition to those selected through the jury process.

ISEA International also encourages the Host Organization to incorporate aspects of local culture, history and traditions (as they pertain to arts and technology) to make every Symposium a unique and rewarding socio-cultural experience.

### ***3c. Naming and Timing of the Event***

The name of the Symposium is "International Symposium on Electronic Art", preceded by the number (for example "Tenth"). Abbreviated, the Symposium is called ISEA (no periods), followed by the year of the symposium (for example "ISEA97"). On all symposium announcements, the symposium must be announced in this way: "ISEA[year], [Number] International Symposium on Electronic Art". For example: "ISEA2000, Tenth International Symposium on Electronic Art". This official name can be followed by a translation in the language of the host country. When the Symposium is hosted in conjunction with another festival or event, the name for the combined event(s) shall be "ISEA[year]/name of other event."

The symposia have been held as both biennial and annual events. As of 2008, they are held annually.

### ***3d. Location of the Event***

Organizations or persons from any part of the world may make a submission to host one of the ISEA Symposia. The successful bidder is known as the Host Organization for the event.

### ***3e. Language of the Event***

The official languages of the event will be English and where applicable, also the language of the country of the Host Organization. In the case of dual language presentations, simultaneous translations are encouraged. All communications within and about the event will be in English and where applicable, also in the language of the country of the Host Organization.

### ***3f. Cultural Diversity***

The Host Organization is highly encouraged to adopt mechanisms and strategies that ensure a culturally and geographically diverse submission and assessment process.

### ***3g. Use of ISEA International Name and Logo***

The Host Organization will ensure that ISEA International is acknowledged as a principal partner of the Symposium. The ISEA International logo must appear on par with the logo of the host organization on all published materials and Internet Web sites related to the symposium. The Host Organization will include the aims of ISEA International in the Call for Papers and Participation, the Preliminary Program and in the registration materials provided to delegates of the symposium.

### ***3h. Archives***

The term "archives" refers to all audiovisual and printed material issuing from the symposium. These include, but are not limited to, support documentation sent with artist submissions, Symposium web site, Symposium Proceedings, catalogue, poster, promotional material, and audio-visual documentation of the event. The Host Organization provides the

ISEA Headquarters with these documents (originals or copies) for the ISEA archives. The artists and presenters will be made aware and sign a release/agreement on the Call for Proposals permitting their material to be included in the archives. This material will only be used for ISEA promotion and/or non-commercial education and research purposes.

### ***3i. Proceedings***

The Host Organization agrees to prepare a publication either in conjunction with or following from the symposium that provides documentation of papers and projects. The Proceedings should be in English and where applicable in the language of the country of the Host Organization.

The Host Organization shall secure ISBN numbers and other relevant systems for ensuring that the proceedings are recognized as an academic and archival publication.

The Host Organization shall ensure that the author provides written permissions for the work to be reproduced by the Host Organization, ISEA International and ISEA Headquarters for the purpose of online and printed archives.

The Host Organization will provide ISEA Headquarters with 10 copies of the Symposium Proceedings and other publications free of charge for archival purposes and limited distribution.

ISEA International maintains an online archive of previous Symposia proceedings and materials. The Host Organization shall work with ISEA Headquarters on ensuring materials are made available digitally in file forms compatible with the ISEA online archive.

### ***3j. Concurrent Events and Co-Hosting***

When ISEA is held in conjunction with other festivals or events, these events must be completely integrated. All promotional media, publications, proceedings, announcements, and conference schedules shall integrate the events mentioned above. Arts and technology events organized by the Host Organization during the period (30 days prior to, and after, the posted dates) of ISEA are deemed to be part of the Symposium and must adhere to the present guidelines.

The Hosting Organization may publicize and participate in events offered by regional organizations, but ensure that publicity of and participation in these events do not dilute the branding, integrity or quality of the ISEA symposium itself.

The Host Organization must discuss the specific details of these regional events with ISEA International at the planning stage to ensure the above.

ISEA International reserves the right to organize events directly related to ISEA's objectives, including but not limited to a general membership meeting.

### ***3k. Role of ISEA International Foundation Board at Symposia***

The Host Organization shall designate a role for individual ISEA International Board members, either for chairing sessions, introducing speakers, or facilitating panels.

## **4. THE SYMPOSIUM PROGRAM**

The content of the Symposium is developed as follows:

- The Host Organization circulates a Call for Papers & Participation for the Symposium on a worldwide scale.
- The Host Organization sends each proposal anonymously ('blind') to at least two members of the IPC (according to their expertise).
- The role of the IPC is to jury, rank, and select proposals and papers.

- The Host Organization is encouraged to include several invited speakers, performers, exhibitors, etc. in the program in addition to those selected through the jury process.
- A Preliminary Program is proposed to the entire IPC. The IPC must have the chance to comment before the official Preliminary Program is printed.
- Following acceptance by the IPC, the Host Organization circulates the Preliminary Program for public distribution. Since this is the main announcement for registration, it is recommended to distribute this information at least six months in advance of the event, in order for the potential participants to make the necessary arrangements,

## 5. ELEMENTS OF THE SYMPOSIUM

### *5a. General Guide to Symposium Program*

Each Host Organization proposes and coordinates its own program structure. However, the following provides a general guide for developing the ISEA symposium program:

#### *1-Academic Conference*

- offers an open platform for themes relating to each Symposium

#### **2-Electronic Art / New Media Exhibition**

- offers a juried selection of electronic and new media art works

#### 1 **The Academic Conference** consists of:

##### *-Papers and Panels Sessions*

- Offer the actual state of the (electronic) art(s)

##### *-Workshops*

- Offer hands-on training for new technologies, software and information

##### *-Tutorials*

- Offer introductions to diverse fields of electronic art for newcomers to that field

##### *-Artistic Project Presentations*

- Presentations providing background on works, which are part of the ISEA exhibition and performances. These presentations may be invited after the appropriate juries have made their selection.
- Presentations on works, which are not technically possible to exhibit/perform at the particular ISEA. These presentations are to be selected from open call, and from recommendations from the jury of works that could not be included because of technical limitations.
- Presentations of works in progress that would benefit from feedback, call for collaborations, etc.

##### *-Round Tables, Break-out and Networking Sessions*

- Informal sessions that expand on the themes of the symposium

##### *-Posters sessions*

- Allowing artists and researchers to showcase new projects and works

##### *-Institutional Presentations*

- Short presentations by institutions involved in promoting, funding, or education in the electronic arts.
- Institutional presenters pay the normal registration fees.
- Institutional presentations are intended to be general overviews of an organization. Specific artistic projects, collaborative or individually developed should be submitted

as artistic project presentations.

*- ISEA International General Assembly and Reception*

The Host Organization should ensure that the Symposium program includes the ISEA International 1) Reception and 2) General Meeting. The times and locations of the Meeting and Reception shall be clearly publicized. The ISEA Reception shall occur prior to the official opening of the ISEA event. The ISEA General Meeting should be scheduled at a 'prime time and place' during the symposium. To ensure this, the organizing party must consult with ISEA International Foundation Board before setting the time and place. Experience suggests that the Meeting should not occur on the last day of the Symposium, since many participants would be traveling. The ISEA General Meeting shall include an update on current ISEA International and ISEA Headquarter activities as well as presentations from bidding ISEA Host Organizations for the Symposia to be held in 2 years time.

## **2. Electronic Art / New Media Exhibition**

Complemented by:

*-Electronic Theater*

- screening a selection of computer animation, single-channel video and film works

*-Concerts and Performances*

- including a range of music, dance, performance and mixed media public events

### **5b. Vetting and Selection Process**

Initial jurying of Papers/Panels/Presentations shall be by double-blind review by an international jury.

The Organizing Committee for the review may engage in direct correspondence with authors after their submissions have been selected. It may suggest appropriate modifications or grouping for panels and round-tables.

The Organizing Committee can invite respondents, session chairs, and keynote speakers. When possible, these should be drawn from the pool of those who submitted proposals for the Symposium. Invited participation should not exceed 20% of the presentations.

A procedure should be established to review submissions from non-native English speakers, and to work with authors in advance to provide clear abstracts for jurying.

## **6. AGENCIES**

### **6a. The International Program Committee (IPC)**

The Host Organization, in consultation with ISEA International, is responsible for appointing International Program Committees (IPC) consisting of the best experts in their field. The role of the IPC is to jury applications submitted for inclusion in the event.

Recommended Structure of the IPC:

1. There can be more than one IPC designated to consider submissions.
2. Each IPC should comprise of at least three experts in the relevant fields.
3. The expertise of the IPC members will be specifically suited to the disciplinary themes and sub-topics of the Symposium.
4. The Host shall compile a list of IPC candidates in consultation with the ISEA International Foundation Board. The Host Organization shall invite IPC members and will advise ISEA Headquarters of the finalized IPC membership.,
5. The selection of IPC members should take into account: gender, cultural, economic and geographical diversity.

Operation of the IPC:

The specific operations of the IPC shall be determined by the Host Organization in consultation with ISEA International Foundation Board prior to the commencement of the jury process. However, it is useful to note the following in the operations of the IPC:

- 1 IPC members shall be permitted to submit work in the category for which they are selecting proposals. However, they will not be eligible to vote on or speak for their own submissions.
- 2 Timing and announcement of preliminary and final selection will be determined in concert with the host to ensure that those selected will have adequate time to secure funding.
- 3 The names of the IPC members shall be prominently published in the proceedings indicating their fields of expertise and the sub-topics they represented at the symposium.

#### ***6b. ISEA and ISEA Headquarters***

ISEA Headquarters works with the Host Organization on the development and implementation of the Symposium. ISEA International Foundation Board may be contacted through its headquarters staff. ISEA International is responsible for the following:

1. Coordinate the continued occurrence of the symposia.
2. Work with the Host Organization in the selection of the members of the IPC.
3. Supply its electronic networks and database of addresses to the Host Organization.
2. Actively promote the Symposium, and will acknowledge the Host Organization as the Producer of the event in all communication related to the Symposium.
3. Assist in the distribution of the Preliminary Program (print and electronic form).
4. Through its Board and advisory committees provide advice, guidance, and consultation.
7. Hold a General Meeting during the Symposium. Time and site are decided in consultation with ISEA International. This meeting is to be announced in the Preliminary and the Final Programs.

### **7. INCOME**

The Host Organization is the producer of the event. In this capacity, it is required to do its utmost to gather the necessary means to organize the Symposium. In doing so, it may solicit any and all public and private funding organizations, institutions, sponsors and partners in any country. The Host Organization also has the right to sales of catalogues, advertising, derivative products, and registration fees.

#### ***7a. Symposium Registration Fees***

These should be established in consultation with ISEA International Foundation Board, and should be set commensurate with previous symposia. The Host Organization however is encouraged to set the registration fees with due consideration of the target audience. A reduced registration cost will be made available to:

- Students
- Individuals and Institutions deemed appropriate by the Host Organization (e.g. sponsors, local societies, etc.)

The Host Organization should make special concessions available for the participation of economically disadvantaged participants.

In principle, invited speakers and artists selected to participate in exhibitions receive free admission. ISEA International Foundation Board and ISEA Headquarters Staff are also granted free admission.

If volunteers are engaged, ISEA International encourages the Host Organization to waive registration fees for volunteers.

#### ***7b. Subsidies***

The name of the subsidizing party may be mentioned in all printed materials related to the Symposium. As the sole intermediary with financial partners and sponsors, the Host Organization reserves the right to decide the order, size and placement of partner logos and acknowledgments on all Symposium-related documents.

#### ***7c. Commercial Sponsoring***

The name of the sponsoring party may be mentioned in all printed materials related to the Symposium, although naming rights to the sponsor is not permitted. In instances where heavy exposure of a sponsor is planned, permission from the ISEA International Foundation Board is necessary.

#### ***7d. Global Insurance***

The Host Organization will take out a global insurance policy for the Symposium. A copy of the policy should be forwarded to ISEA Headquarters.

### **8. PROPOSAL SUBMISSION**

Proposals to host an ISEA symposium are to be submitted to ISEA Headquarters approximately two years in advance of the event. A signed copy of these ISEA Symposium Guidelines must accompany the proposal. Any deviations from the guidelines must be explicitly stated and explained by the potential conference organizers within their proposal. After due consideration of competing proposals, ISEA International will select the host and notify the successful conference organizer in writing. ISEA International will make the final selection on the basis of submission quality, the proposed location and its conformance with ISEA Symposium goals and guidelines. Prospective Host Organizations will be invited to make a presentation of their bid at the ISEA Symposium held 2 years in advance of the year of the prospective bid.

Each proposal must include the following:

1. A designated individual (the ISEA liaison), through whom all communication between ISEA and the organizers will be channeled.
2. An Organizational Structure of the Host Organization outlining clearly the roles and responsibilities of specific individuals and lines of reporting.
3. A Financial Plan – including budget, proposed sources of funding, strategies for fund raising, and proposed earned income (including registration fees).
4. A Symposium theme.
5. A timetable, including months from the call for papers to the end of the conference.
6. A preliminary conference schedule.
7. A list of institutions participating in the organization of the ISEA symposium, together with a plan outlining the symposium organizational structure.
8. A description of facilities and resources for display of work, performances, display and performance spaces, technical support for these spaces.
9. Demonstration of the capacity for developing and organizing the Symposium.
10. Demonstration of the capacity to work with local constituencies.
11. Confirmation of prominent ISEA branding on all print and online public communication and promotion materials connected to the symposium
12. In case the Symposium is held in conjunction with another event a detailed outline is required clarifying the relationship between the ISEA symposium and the co-hosted event.
13. A list of any additional private and/or public organizations, educational institutions to be engaged in the development of the symposium.
14. Letters of Support from organizations and individuals who are likely to be affiliated with the event.

## **9. AGREEMENT BETWEEN THE HOST ORGANIZATION AND ISEA INTERNATIONAL**

The Host Organization shall designate an appropriate representative to sign an agreement with ISEA International. The Host agrees that it will:

- Do everything in its power to ensure that the symposium is organized in accordance with the accepted proposal and these Guidelines and inform ISEA International immediately of any planned changes to the accepted proposal.
- Pay the agreed fee, currently 10.000 EURO to ISEA International within six months of being selected to host the event.
- Commit to submitting a financial report and an activity report after the event.
- Submit all materials and the updated database for the event to the ISEA Headquarters.

Signed

Representative of the bidding organization

Date

## ATTACHMENT 1

### Notice regarding proposed ISEA Subscription Programme

In 2009, the University of Brighton, United Kingdom shall establish ISEA Headquarters. It is the aim of the ISEA Headquarters to initiate a paid Subscription Programme to ISEA. Potential Host Organizations for the International Symposium on Electronic Art should be aware that the Subscription Programme would involve a surcharge to be added to (or included in) Symposium registration fees. All delegates would subsequently receive ISEA subscription for one year.

This fee would be collected by the Host Organization then paid on conclusion of the Symposium to ISEA Headquarters.

Further details regarding this proposal can be discussed with ISEA Headquarters at a later stage.