

# Official Press Release



ISEA2014, FOR THE FIRST TIME IN THE UNITED ARAB EMIRATES, OPENS  
REGISTRATION

*October 30 – November 8, main location Dubai*

The 20<sup>th</sup> International Symposium on Electronic Art (ISEA2014) will be taking place from 30 October to 8 November 2014 in Dubai, Abu Dhabi, and Sharjah, and the rest of the United Arab Emirates, hosted by Zayed University.

ISEA is the major annual nomadic international academic gathering of artists and scientists in the field of the electronic and emergent arts. It has been held in 4 continents and over 20 cities, world-wide, since 1988. It consists of an academic conference, accompanied by many art events like exhibitions, concerts, performances, public events etc. A number of workshops and tutorials are organised, especially to have east and west meet and find the connections between local culture and modern media arts.

Keynote presentations will be given by:

- kinetic artist **Theo Jansen**
- media archaeologist **Erkki Huhtamo**
- .cultural theorist **Sally-Jane Norman** (pending)

Under the overarching theme of ISEA2014—*Location*— the Conference deliberations will focus on the following themes:

- ***Technology, Science, and Art: East Meets West***
- ***Emerging Economies/Emerging Identities***
- ***Nomadic Shifts & Digital Archaeology***
- ***Nomadic Highway—Bridging Media***
- ***Collaborative Spaces and Fibers & Sensory Mediation***

Over 200 scholars, artists, and institutions will present at ISEA2014's Academic Conference. There will be more than 50 sessions and related events throughout the 3-day conference.

Some panel / research paper discussions include:

Seth Thompson : ***"The Jazeera Al Hamra Digital Heritage Project: A Model for Digitally Preserving the Heritage of the Arabian Peninsula"***,

Tiago Franklin Rodrigues Lucena, Cristiano Jacques Miosso & Diana Maria Gallicchio Domingues: ***"Enactive Affective Systems in Art and TechnoScience: Vital Experiences of Displacement in the City"***,

Kirsty Boyle & Angela Ndalians: ***"Locating East West Robot Culture"***,

Glen Lowry, Henry Tsang, M. Simon Levin: ***“Maraya, where is here? reflections on practice-based research as engagement strategy”*** .

In the context of the **ISEA2014 Education Forum** the *Location* theme indicates a site of pedagogical variance including cultural similarities/differences, and diverse socio-political issues. Global education systems are presently under a considerable amount of pressure. The last decade has seen an exceptional interest and rapid growth in higher education in the Middle East. Several countries have invested in developing new or invited education institutions from the U.S., Canada and Europe to establish local campuses. How should we define the process called the internationalization of higher education ubiquitous presently around the world?

For the full Preliminary ISEA2014 Conference Program see:

[http://www.isea2014.org/files/contents/082014\\_SymposiumProgram\\_Web\\_Conference.pdf](http://www.isea2014.org/files/contents/082014_SymposiumProgram_Web_Conference.pdf)

Some background information is enclosed

ISEA2014, <http://www.isea2014.org>, [isea2014edu@zu.ac.ae](mailto:isea2014edu@zu.ac.ae)

Some More Background Info for the press:

One of the dedicated themes, Public Space: *My Location, My Sense of Belonging*, recognizes the importance of public space and the interrelationship of art, technology, and design in the city. This program aims to discuss the role and influence of creative disciplines and technology on public interactions and the possibilities for enhancing urban spaces. This program will host a series of short paper presentations, poster presentation, workshops (2-3hrs) and public programming along with external events such as a public round table discussion on Public Space and Public Art.

ISEA2014 marks the 20<sup>th</sup> edition of the ISEA symposium and consists of three aspects of peer-reviewed conference, juried exhibitions, and various in-conjunction and other partner events. As the conference will examine research and development, both locally and internationally, it is our intention, through the theme *Location*, to bridge and highlight ideas presented in previous editions, and highlight local innovation or ideas that have made an impact in the United Arab Emirates.

For presenters and attendees of ISEA2014, it will be an experience like no other. The UAE is built on visionary thinking and explorative initiatives as its people thrive on the generation of new ideas and modern development. Its location creates a central ground for surrounding changes in the Middle East – culturally, socially and politically. With its focus on the burgeoning field of art and technology in the Arab World, it would provide a unique opportunity for ISEA to connect audiences and artists from the Middle East with the international art community.

[ISEA INTERNATIONAL LOGO, Zayed University logo]

## Quick Q's

What is ISEA all about?

ISEA2014 offers a platform of exchange and discussion that bridges the fields of art, science and technology. It is an opportunity for local, regional, and international artists, researchers, scientists, industry, and communities to share their innovative ideas and findings in electronic art that are projecting more creative insights, meaningful interaction, sustainable solutions for technology and art. Workshops will provide tools for young explorers, while more advanced ones will provide professionals with new ideas. We expect that ISEA2014 will be activating not only at various locations with these activities but also will spark creativity that can be connected to various stakeholders bringing more powerful innovation and positive impact to society. Most importantly the exhibitions look to engage the community to discover new ideas that intersect art and technology

#### Who will be attending?

We expect approximately 500 delegates made up of artists, curators, academics, scientists, from around the world, with hundreds more visiting or involved in the various activities open to the public such as exhibitions, workshop, public talks, and other special projects.

#### How will people/the field react?

ISEA will be inspired by the innovative ideas and will be open to more collaborative opportunities to support/work with students/faculty research projects, local talents and community-based initiatives that involve art, science and technology.

#### What to look forward too?

Some of the interactive projects that use gaming technology, or some that use sensors that affect the light transmission will be popular.