



## D4.1

# Outreach Activities progress report

November 2013

### Abstract

This document describes the outreach activities undertaken by the FET-ART initiative in the first six months, and consists in the mid-term progress report.

The detailed activities include the online presence and community, the promotional material, the contribution to external events and the mention in third-part publications and websites.



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## Executive summary

The present document is a deliverable of the FET-ART project, funded by the European Commission's Directorate General CONNECT, under its 7th EU Framework Programme for Research and Technological Development (FP7).

In order to ensure some coherence to the external perception of the activities developed under the aegis of DG Connect and aiming at connecting ICT & Art communities, the project has been officially presented to external stakeholders as "The ICT & Art Connect initiative" (developed through the FET-ART project supported by the European Commission)."

The aim of all outreach activities is to widely disseminate information on project context, objectives and achievements, and to ensure the highest project impact. They are implemented under the homonymous WP4 aegis in strict collaboration with WP2 Consultation and matchmaking events – which contribute to raise the interest towards the project – and WP3 Pilot Projects, which will benefit from the enlargement of the project public.

The present document is divided into three main parts, dedicated to detail both the outreach activities and the outreach events of the project.

First, the report focuses on the website, the documentation and the online community that have been created at the start of the project. Then, the document details the contributions to publications of papers, articles and magazines, increasing the project impact and visibility. Lastly, the report concentrates on the three outreach events during which the FET-ART project has been promoted and brought forward.





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## 1 - INTRODUCTION

The present document details the activities undertaken within WP4 Outreach activities in the first project period. In order to ensure some coherence to the external perception of the activities developed under the aegis of DG Connect and aiming at connecting ICT & Art communities, the project has been officially presented to external stakeholders as “The ICT & Art Connect initiative (developed through the FET-ART project supported by the European Commission)”. Consequently, all the project public materials, from the website URL to the promotional printings, has been labelled as ‘ICT & Art Connect’.

This deliverable is an overview of the outreach activities developed during the first half of the project period within the WP4. These include:

- The project website
- Collaterals (print promotion: logos, brochures, postcards, t-shirts, button-pins, posters, and roll-up banner)
- Community building (website and social media)
- Contribution to magazines
- Contribution to external events

The project participation to external events and the online community building are the WP4 major outcomes for the first reporting period. Two events organised by (ICT 2013) and in collaboration with (ICT & ART Connect 2013) the DG Connect, furnished an ideal framework to present and perform the project activities. In both cases, the audience and the participants positively reviewed the project, which obtained the approval of EC key figures like Robert Madelin and Neelie Kroes. The growing online community certifies a broad interest towards ICT and art collaboration, and highlights the importance of activating means to facilitate it.





## 2 - WEBSITE, DOCUMENTATION AND ONLINE COMMUNITY

The task has been carried out with the joint forces of Brunel University (website development and social media management), Sigma Orionis (website development, content and coordination), Stromatolite (website development, graphics and look and feel).

### 2.1 - Website

During the kick-off meeting the consortium agreed on merging the website and the online matchmaking platform in a unique website, in order to optimize the user experience and facilitate the project online visibility. Leaning on its expertise on online roadmapping communities for EC-funded projects, Brunel offered to find a platform suitable for FET-ART purpose. It was agreed that the platform features would include a page for each community member detailing his/her past activities, needs and ideas for future ICT and Art projects, and a 'find a project partner' option (See Annex G). An attractive and intuitive interface would have completed the website.

Sigma Orionis bought the domain [ict-art-connect.eu](http://ict-art-connect.eu) prior to the kick-off meeting. The website is hosted on Brunel University server.

The first version of the website has been implemented by Brunel on the free and open source platform Oxwall, based on php and mysql. The choice was made on the basis of the features guaranteed by the platform:

User features	Photo, Video sharing; Blogs, forums, wiki; Groups, events, friends; Comment, tag, rate any kind of content; Privacy and profile customization; Collaboration, file sharing, video-conference tools;
Admin features	Complete member and content management; Content moderation and ability to appoint moderators; Flexible privacy and permissions management; Custom statistics on different metrics a-la Google Analytics; Pages, menus and custom content management, right from admin panel; Advertisement management and statistics; Powerful appearance building tool, as if an extensive collection of themes is not enough; Ability to install/upgrade plugins (and the core engine) right from the admin panel, with a few clicks;
General features	Utter simplicity. Your site is worthless if users don't know how to use it. Built-in SEO Multiple languages available and 100% user area translation support

The FET-ART logo style was adapted by Stromatolite to the branding ICT & Art Connect, and prepared in different sizes to cover the website header, the social network profiles and the printed documentation.



A first version of the website was online for month 3. However, Oxwall proved a very limited platform for the project purposes: a lack of documentation made the development a full-time and frustrating occupation, and a poor and rigid aspect made the tool not suitable to reach the creative community targeted. Concerned by the overall quality and outreach potential of the project online presence, the consortium agreed at the beginning of month 4 to abandon Oxwall and develop the website on BuddyPress.

The new possibilities opened by BuddyPress adoption required a joint work from Brunel and Sigma Orionis in implementing the matchmaking tool and the website content. The Matchmaking tool had to be refined in order that artists and ICT specialists of all types could join and be involved in discussions, but also to connect and ideally form pairings to develop project ideas to submit to the open competition.

Stromatolite provided new graphic elements shaped on BuddyPress. When the matchmaking function and the major website pages were implemented, Sigma Orionis took the lead and fine-tune the final details. The final website uses a combination of two different, inter-connected Wordpress (the proper website) and Buddypress (for the online community and matchmaking function). The front page of the portal has been substantially redesigned by Stromatolite, and the “look and feel” has now been significantly improved in terms of presentation, usability and functionality, and is now more user-friendly and attractive.

The project website (See Annex F) provides information about the project objectives, the project partners, project news, events, achievements and open call. The ‘Find a project partner’ and ‘register’ sections redirect users to the BuddyPress matchmaking tool.

## 2.2 - Documentation

The project brand design was created by Stromatolite using the FET-ART branding as starting point, and expanded to incorporate the objectives and applications required by the project. The fact-sheet was produced at month 2 (See Annex C), followed by a 4-page brochure, a double-sided A6 postcard (See Annex B) and a roll-up banner at month 3 (See Annex D). The brochure has been customised for ICT 2013 purpose and transformed in an informative magazine on the artists and activities present at the stand. All documents were designed by Stromatolite following partners’ input on the content, and are available on the website.

The ICT & Art Connect 2013 edition brochure (See Annex A) was elaborated under the aegis of DG Connect with a unique graphical identity.



### **2.2.1 - Special promotional material**

The brand was also adapted by Stromatolite for the printing of 'a' (art) and 't' (tech) T-shirts (See Annex E), worn by hackers and event organisers to promote and disseminate the project objectives during the Art + Tech Hackathon. Lapel pins were created for the ICT 2013 matchmaking session.

### **2.2.2 - Video recordings**

The Art + Tech Hackathon, ICT & Art Connect 2013 events and ICT 2013 have been recorded: at the time of compiling this report all the footage shot at the events are being edited and will be uploaded online for wide dissemination to stakeholders and the general public.

## **2.3 - Online Community**

A Facebook page, a Twitter profile and a LinkedIn group were put in place at month 3 (See Annex H)

Each partner has been actively promoting the community, inviting their own networks in Europe and worldwide to register on the website and on the social networks. Since the project's first event at the NEM Summit at the end of October 2013, the project's activity and followers have increased steadily and continues to grow. At the time of compiling this report, the FET-ART social media activity includes:

- Facebook – with over 370 followers, growing rapidly at a rate of 13 new likes a day. The project page has, on average, 201 people actively talking about the posts by the project partners, with a total reach (The number of people who saw activity from our page) of 2,731 people. Being the most engaging media of the project, it is considered the project reference community
- Twitter - with 195 followers, growing by an average of 5 followers a day. During the project events such as NEM Summit, ICT 2013, and ICT & Art Connect in Brussels, the Twitter identity has achieved up to 9 followers a day (<http://twittercounter.com/ICTArt>)
- LinkedIn –with 53 members. The strategy for LinkedIn is to build a group of active members interested in discussing the future of ICT & Art. A number of discussion points and a target list have been drawn up to engage people to engage with the project community on LinkedIn.

## **2.4 - Futurium**

The ICT & Art Connect Futurium page (See Reference 1) has been curated by Waag. The page has been regularly updated and widely publicised on social media. It also includes links to the project website, and the Facebook, Twitter and LinkedIn communities.



### 3 - CONTRIBUTION TO PUBLICATION OF PAPERS, ARTICLES AND MAGAZINES

As a result of the events, the project has been cited and reported in many relevant publications assessing the importance of its activities.

#### 3.1 - EC-related publications

The EU Commissioner, Neelie Kroes mentioned ICT & Art Connect on her [blog](#) (See Reference 2) as a highlight of her visit to Vilnius. She listed the project as one of the “great ideas for projects that could be funded under the EU's ICT research and innovation programme – Horizon 2020” and supplied a direct link to its website.

The project presence at [ICT 2013](#) (See Reference 3) and [ICT ART CONNECT 2013](#) (See Reference 4) is mentioned on the European Commission portal.

#### 3.2 - Other publications

Media invited to ICT & Art Connect Brussels were Imperica, Wired UK and We Make Money Not Art, resulting in an [article](#) by Paul Squires for Imperica (See Reference 5).

Brunel University's Research Support and Development Office publication, [Leading Edge](#) (See Reference 6), will publish a story on the project, due December 2013

A special issue of [Ubiquity - The Journal of Pervasive Media](#) (See Reference 7), will be devoted to the publication of results of ICT & Art Connect 2013.



## 4 - OUTREACH EVENTS

### 4.1 - Art & Tech Social Event

BCC has organised two events in efforts to engage the local Scottish ICT and Art communities and individuals in the project. They are the 'Art & Tech Social' event (September 18, 2013), and the 'ICT & Art Briefing', at the Scottish Parliament (November 28<sup>th</sup>) both held in Edinburgh (UK) (The last mentioned event will be detailed on the final report planned for M12). The aims of both events are to inform, publicise and generate active participation by the relevant stakeholders.

#### 4.1.1 - Concept

For the 'Art & Tech Social' event, featured speakers included: Devon Walshe of 'Sync', Trevor Fountain, recent 'Geek in Residence' with 'Sync', Ali Eslami, a PhD student in computer science at Edinburgh University, and Joanna Kane, Edinburgh College of Art tutor and digital artist. The table below give a short description of the covered topics.

Speaker	Speech description	Link
<b>Devon Walshe</b>	In his talk, Devon explained the recent work of 'Sync', a cultural organisation based in Scotland that aims to foster " <i>a more progressive relationship with technology and technologists</i> ". 'Sync' has three main outlets, the annual 'Culture Hack Scotland', their 'Geeks in Residence' program, and a publication 'Sync Tank'. 'Culture Hack Scotland' took place over 48 hours, in 2013, with about 90 people participating and forming 23 different projects (an extensive review of this can be found on the 'Sync' website).	<a href="http://www.welcometosync.com/">http://www.welcometosync.com/</a>
<b>Trevor Fountain</b>	Trevor guided the audience through a series of projects that he had worked on and gave examples of how social and technological issues were approached and solved. Importantly Trevor stressed how hard it is to predict how people will interact with technology, and that the first thought is often not the best thought, inventive solutions take time to be found. He detailed several phone applications he had produced and his recent experience as 'Sync' 'Geek in Residence' working on the 'Wind Pipes for Edinburgh' project for the 'Edinburgh Arts Festival'.	<a href="http://texasexpat.net/">http://texasexpat.net/</a>
<b>Ali Eslami</b>	Ali began computer programming at a young age, and he discussed his step-by-step process of learning how to build increasingly complex computer programs. Ali began with a simple game, featuring a few variables, over time he increased the complexity, now he has taken these skills into the programming of big budget video games, working on replicating lighting effects felt by the human eye. He showed how computer programming is not something alien and hard to grasp, but is like any other language, to be able to read and write you must start with the basics.	<a href="http://arkitus.com/Ali/">http://arkitus.com/Ali/</a>
<b>Joanna Kane</b>	Joanna is a digital artist and tutor in digital photography/video at Edinburgh College of Art, her work focuses on creating personal portraits using the networks people create through social media websites to visualise constellations of personal data. In her talk, she explained how she had approached individuals with the idea of making a data portrait of them, mapped each social networking site and created a structure. Through her work, Joanna is able to produce a very personal, intimate insight into an individual, despite the somewhat cold notions surrounding the collection of private data.	<a href="http://www.joannakane.co.uk">http://www.joannakane.co.uk</a>

**Table 1 – Speeches' description**

After the talks, time has been given to the audience members to discuss each other's work and consider potential activities with the 'ICT & Art Connect' project.



#### **4.1.2 - Impact**

Feedbacks from the evening have been positive and will help establish the foundation for future events and residencies that BCC will organise for 'ICT & Art Connect'.

The 'Art & Tech Social Event' raised interest from both individuals and networks in Scotland's ICT & Art communities, now on the mailing list and regularly informed of upcoming events and opportunities by BCC and the wider consortium. While the event at the Scottish Parliament had not taken place at that time, it had already generated a high level of interest from influential bodies, such as MPs, academics, press correspondents, and key figures in the art and ICT communities. BCC has made a particular effort in inviting artists and ICT scientists to register on the project website and utilise the online platform for pairings and proposal submissions. Some of BCC's artists are already actively using this tool to meet potential collaborators and have given very positive feedback about the website. In the last 6 months, BCC has formed and further strengthened links with art, science and ICT communities in Scotland and beyond- TechCube, Sync, Creative Edinburgh, MAKLab, New Media Scotland, art's complex, Summerhall, Snehta, Creative Scotland, Edinburgh College of Art and The Science Festival are some of the examples. All of these and others have been informed of the project and many are actively supporting the initiative by passing on the information to their own networks and/or offering their facilities for events and residencies.

### **4.2 - "ICT & Art Connect" Exhibition stand / Networking session**

#### **4.2.1 - Concept**

From November 6 to 8, 2013 Brunel University organised the FET-ART successful participation in ICT 2013 held in Vilnius (Lithuania), Europe's largest digital technology event, organised by the European Commission to address the digital agenda for Europe. The guiding vision of the ICT & Art Connect exhibition and activities was to find novel ways to connect artists and ICT specialists before, during, and after ICT 2013, and show the potential for innovation and creativity that can be achieved when ICT professionals and artists collaborate.

#### **4.2.2 - Activities and performances**

More than 5000 people in Vilnius attended ICT 2013. The ICT & Art Connect booth was located in the Culture, Science and Creativity section and displayed the works of eight artists and performers. They all had ICT collaborators, or were both artists and ICT specialists, and played as examples of what can be achieved through collaborative practice, both in terms of co-creation, and in widening public engagement in ICT enabled art and design or art enabled ICT.

Five artists performed and presented throughout the ICT 2013 venue during the event: one on the stage, three were at the stand, and one wandered through the venue, enticing delegates to the stand and showing his work. Adam Parkinson performed 2 Hands iPhone on the stage, a mobile gestural music piece (normally with Atau Tanaka, who was suddenly unable to attend), twice during the event, while Sander Veenhof performed his AR art walks around the venue with delegates. Performing on the stand was Luciana Hail, making EEG brainwave music with delegates, Yann Nguema showing the Pixel Motion project, and Geoff Howse with Jack James



from performance group ThickEar: the two demonstrated their Ministry of Measurement data collection interactive performance, challenging modern data collection practices, raising privacy and security issues.

Moreover, the stand activities included '7 on 7' Pecha Kucha presentations, which brought together 7 artists with 7 scientists/ICT experts to collaborate and find synergies, to start new projects or at least develop new project ideas, and present them at the event. In addition to these 7 pairings, a number of additional activities were facilitated and presented either at the stand or on the stage, these included:

#### **4.2.2.1 - SPEED-NETWORKING/MATCHMAKING ACTIVITIES:**

Two matchmaking sessions were held to pair artists and ICT scientists/specialists during the first two days, with the 2<sup>nd</sup> day being more successful once more delegates were aware of the activity and signed up in advance. Delegates stated that they really enjoyed this activity and some spent much of their time at the event at the project stand. The Brunel team is in the process now of doing follow up, by contacting these participants to encourage them to submit a proposal for an upcoming residency.

#### **4.2.2.2 - MY ROBOT COMPANION WORKSHOPS**

This art and technology drop-in workshop, enabled delegates to design a head for a potential robot companion, and took place twice during the event. This workshop's aim was to debate the technical and ethical issues around having social robotics in the future, and was led by Anna Dumitriu and Alex May. The workshop proved successful and engaged passing delegates to come into the stand and participate more actively in the activities.

#### **4.2.2.3 - NETWORKING SESSION FRIDAY 11:50 – 12:35 ROOM H1E**

A sample of artists from the stand made each a quick presentation on their artworks and interests, as well as their collaborative projects and concepts, their interactions with the ICT specialists, and what they experienced in their '7 on 7' pairings for ICT 2013. Then the audience was asked to interact with these artists in smaller groups, to discuss the 5 main themes of the conference and how collaboration between ICT & Art expertise could further be explored. They also discussed how connecting ICT and Art communities have great potential for innovation. This proved a very good interaction activity, with many exchanges of cards, as well as expressions of interest in future events.

#### **4.2.2.4 - 'ICT & ART CONNECT' ARTIST INSTALLATIONS AND PERFORMANCES:**

The stand featured the works of selected artists' projects to show to ICT 2013 delegates and facilitate 'pairing' with these artists with technologists for the above Pecha Kucha. Camille Baker from Brunel University curated the artists, with input from the partner members' suggestions.

##### **4.2.2.4.1 - Artists at the stand:**

The three selected artists whose work has been presented at the stand were:



**Alex May's** - "Shadows of Light" is an interactive digital artwork that explores the concept of 'slow interaction': rather than responding to quick movement, it requires viewers to slow down and stand still, when it slowly takes the viewers silhouette and uses it as a digital stencil, 'spraying' paint that starts to drip and spread into the silhouettes of others. The dripping and drying of the digital 'paint' has been carefully modelled using a physics engine.

**Yann Nguema** - Grenoble Atelier Art et Sciences: [Pixel Motion](#) (See Reference 8) is a dynamic, three-dimensional toolset of bright spots of light playing on each and everyone's sensitive perception of light. It is shaped, as a huge, stage-size "table-cloth" made of luminous spots, deformable in space.

**Joanna Kane** is a visual artist based in Edinburgh, Scotland, working with photography, video and new media. Her work brings together new media practices such as data visualisation and 3D imaging, together with lens-based photographic processes in still and moving image. *Cloud People* was produced as a New Media Scotland Alt-W Award visual art commission to respond to an aspect of digital culture. Cloud People is a series of photographic portraits of 'Cloud Workers', workers at the interface of networks, data, and cloud computing platforms.

#### **4.2.3 - Impact**

ICT & Art Connect made a substantial impact on visitors and at a governmental level:

- 300 postcards and brochures were printed and presented at the project stand, all of which were all taken by stand visitors by day 2. Several were put on display in the press office. In addition to this print run, brochures were included in every press pack put together by the ICT 2013 press team.
- The stand was successful in attracting visitors to it and its associated activities. Many individuals and organisations expressed a desire to share the FET-ART/ICT & Art Connect project with their networks in various countries across Europe. The Brunel team is now in the process of contacting these delegates currently, to encourage them to register for the online matchmaking tool and to attend upcoming events closest to them.
- Robert Madelin, Director General for DG CONNECT, and Neelie Kroes, Vice-President of the European Commission, highlighted the importance of the ICT & Art Connect Initiative. Robert Madelin put out a call on Twitter for "artists to help us make sense of/own our future ». (See reference 9)
- The ICT & Art Connect stand won 'Laureate of ICT2013 Exhibition' for the most participation and activity at the conference (See reference 10)



### 4.3 - "ICT ART CONNECT 2013"

#### 4.3.1 - Concept

The three days event was articulated in a weekend workshop, two working sessions at the European Parliament on the following day and exhibitions on the evenings. The 2013 edition of ICT ART CONNECT has been organised by DG CONNECT in cooperation with the European Parliament, Artshare, iMAL, Bozar, HLP Gallery, Hotel Bloom and the FET-ART project. It took place in Brussels (Belgium) from November 9 to 11, 2013.

#### 4.3.2 - Programme

The programme of the event was the following:

Day 1 - November 8th	
<i>Performance at Hotel Bloom</i>	
Day 2 - November 9th	
<i>Workshop at iMal</i>	
10:00	Registration/coffee
10:25	Welcome (Ralph Dum)
10:35	Introduction of the workshop format (Lucas Evers, Anna Dumitriu)
10:45	Keynote William Latham: EU societal challenges and the importance of ICT & Art interactions for narratives for Europe
11:10	Two working group concepts to inspire speed dating (Beth Coleman, Andrzej Nowak)
11:20	Speed dating to discuss concepts for working groups (3 minutes each selected via colour badge)
12:20	Lunch - participants have been encouraged for further refinement of concepts
13:15	Formation of groups around issues, technologies and arts
14:00	Working groups: develop ideas/concepts/prototypes based on issues, technology, arts. With the possibility of hands-on interaction using brought materials and Makey Makey, iMal Fablab, AR tools
17:30	Conclusion of the day: show and tell what people have been doing and making
18:15	End of the first day
<i>Exhibition at HLP Gallery</i>	
Day 3 - November 10th	
<i>Workshop at iMal</i>	
10:00	Welcome and coffee
10:25	Keynote by Honor Harger: EU societal challenges and the importance of ICT & Art interactions for narratives for Europe
10:50	Recap of the previous day and structuring presentations at Parliament
11:15	Working groups continue
12:45	Lunch
13:30	Working groups continue
16:00	Working groups continue with preparation of presentations for Parliament
17:00	Presentation of the groups ideas/concepts/prototypes/achievements
18:00	End of workshop
<i>Exhibition at Bozar</i>	
Day 4 - November 11th	
<i>European Parliament sessionS at European Parliament Hosted by Maria de Graça Carvalho, Amelia Andersdotter and Morten Lokkegaard</i>	
11:00 - 13:00	Opening by Amelia Andersdotter, MEP and Ralph Dum, EC DG CONNECT Keynote by Roy Ascott, Atsu Tanaka and Gerfried Stocker
15:00 - 17:00	Presentation on possible futures with ICT ART CONNECT Presentations of results from workshops
	Round table "Next steps for ICT ART CONNECT: future collaborations and activities with ICT and Art - Chaired by Robert Madelin
17:30	Installation - Collectron



#### **4.3.3 - Activities**

##### **4.3.3.1 - WORKSHOP**

The recent 2013 workshop aimed to celebrate and foster new creative collaborations between invited artists and ICT professionals, and to enhance the development of innovative interdisciplinary co-creation projects, as well as new works of art to engage the citizens of Europe in debates around the new technologies that will impact society in the future.

Anna Dumitriu and Lucas Evers led an experimental two-day workshop, which aimed to create the conditions in which participants, who had self-defined as an ICT specialist, Artist or and 'other' background, could take the first initial steps into developing collaborative working groups in a fully supportive setting.

The event included keynote speeches by highly experienced leading practitioners and experts, discussions about the challenges of collaboration, and practical opportunities to get involved, network, collaborate and make, alongside other exceptional people. The event welcomed artists, designers, performers and ICT professionals, from all backgrounds to join in.

On day one, the keynote was followed by a series of 'pitches' from a self-selected group of participants who were keen to inspire working groups to get involved with their ideas for projects. This was followed by a speed networking session that got the participants together and to discuss synergies of ideas and complimentary skills. Groups were formed in a bottom-up method, and the workshop leaders actively tried not to direct specific participants into leading each group. In some cases, those who pitched initial ideas decided to team up with other pitchers and a new direction was taken.

***This event is listed and described in WP2 deliverable D2.1 in detail, as the workshop took the format of a WP2 event. For more information regarding the 2-days workshop, please consult D2.1 “Even Report: Progress report”***

##### **4.3.3.2 - EUROPEAN PARLIAMENT SESSIONS & EXHIBITIONS**

As the workshops were the WP2 event, the Parliamentary presentations, as well as the two evening art exhibition events, were WP4 outreach activities.

The two gallery evening events were more open and public events, drawing awareness and public interaction with the project, within the larger local community.

The Parliamentary presentations brought the focus of ICT and Art connections and co-creation to the attention of key EU political representatives and EU Parliament. This event highlighted the value in the project and its aims of demonstrating the impact of these co-creation activities on future innovation, community and educational change and larger social transformation.

Waag Society collaborated with Ralph Dum (Project Officer - DG Connect) and a team of stakeholders, to develop a high impact event in Brussels, in conjunction with the workshop led by Anna Dumitriu and Lucas Evers at iMAL. The results of the workshop, an intense two days spent developing ICT and Art collaboration ideas, were presented at The European Parliament



during the sessions, to an invited audience of stakeholders and interested parties (including MEPs). Some of these projects that emerged in just a few short hours over the weekend were well formed, others are still developing, but many look set to continue that is for certain.

#### **4.3.4 - Outreach**

The Brussels workshop and the programme of high profile associated events, including exhibitions at Bozar (as part of one of their popular night time events), and Harlen Levy Projects, documented the richness of art and technology connection.

The opportunity to bring the theme at the attention of Robert Madelin has been taken by participants especially to underline the importance of allowing an efficient collaboration between art and technology from the very beginning of a project.

The organisers invited journalist Paul Squires, from Imperica, to reflect on the outcomes of the workshop, and its dissemination at the European Parliament. Mr. Squires published a fascinating article that you can read using the link provided for Reference 5.

Writer Paul Kidd also attended the event, and is currently writing a longer report on the Vilnius exhibition activities, the workshop in Brussels, as well as the European Parliament presentations.

#### **4.4 - Art & ICT Briefing at the Scottish Parliament – Edinburgh – 28<sup>th</sup> November 2013**

Iain Gray MSP welcomed artists and technologists from around Scotland to a recent briefing event at the Scottish Parliament on two innovative new European-wide ICT and Art projects. The Black Cube Collective hosted the briefing and introduced the project to a wide range of potential contributors and presented an exciting platform for future developments. Those attending included representatives from organisations such as MAKLab, SNETHA, Edinburgh Printmakers Workshop, and Napier University in addition to individual Art and ICT practitioners, research students and journalists.



## 5 - OTHER OUTREACH ACTIVITIES

1. **Dr Yulia Matskevich**, Research Development Manager (EU) from the Brunel team, attended the **COST Arts & Technologies (CAT) workshop in Zagreb, Croatia, Nov 25<sup>th</sup> – 27<sup>th</sup>** and presented on the FET-ART project. The COST workshop aims at enabling innovative integration of arts and multi-, inter-, and transmedia technologies and their actual and potential integration with industries and society as a way of enhancing competitiveness and creativeness of European innovation in arts and technologies.
2. **Dr Camille Baker** presented ICT & Art Connect at the **85th Dorkbot London, on 5th December 2013**. Dorkbot is a monthly meeting of artists ('sound / image / movement / whatever'), designers, engineers, students and other interested parties from the London area who are involved in the creation of electronic art (in the broadest sense of the term) (See Reference 11).
3. ICT & Art Connect pairing and residency artists Thickeyar, from partner organisation Stromatolite, have been invited to give the **Monthly Talk at Lighthouse Gallery in Brighton, December 5<sup>th</sup>** (See Reference 12). Anna Dumitriu from partner organisation Waag was asked to introduce the ICT & Art Connect project as a result of the introduction made at the Brussels' event between keynote Honor Harger and the Thickeyar artists Geoff Howse and Jack James.
4. Michela Magas of Stromatolite presented the project at the **iMinds conference** in Brussels, a major event dedicated this year to « ICT driven innovation in Europe », gathering keynotes speeches from thought leaders in the field. (See reference 13).



## 6 - UPCOMING OUTREACH ACTIVITIES

Anna Dumitriu of Waag Society is organising a symposium at AISB 50, the 50th anniversary of the annual convention of the Society for the Study of Artificial Intelligence and Simulation of Behaviour (AISB) to be held at Goldsmiths, University of London, taking place between April 1st- 4th 2014, which will include a presentation of ICT and Art Connect, and presentations of residencies sponsored by consortium members. For more information, see Reference 14.



## 7 - CONCLUSION

The outreach activities have been very significant and the last six months of the project will surely benefit from them and amplify their impact, contributing to grow the European Commission interest in supporting ICT and Art connection and the community working on the theme.

The stand award at ICT 2013 in Vilnius and the European Parliament presentations drew the attention of the Digital Agenda Vice-President Neelie Kroes and Robert Madelin, DG Connect General Director. Moreover, the project proved successful also when acting on a local level, as Edinburgh outreach events and other presentations of the project testify: this double level of communication will be maintained and improved in the second semester.

The 150 community members targeted at month 6 have been reached: the online activity of the project engaged the wider European ICT and artistic community, which interest in the project will hopefully led to a consistent number of residencies applications and events attendees. The growing sensibility to the theme, certified by the number of users engaged online, will be essential in promoting the project activities and outcomes in the second semester.



## REFERENCES

- [1] <https://ec.europa.eu/digital-agenda/futurium/en/content/ict-art-connect>
- [2] [http://ec.europa.eu/commission\\_2010-2014/kroes/en/content/checking-out-tomorrows-digital-innovation-ict2013eu](http://ec.europa.eu/commission_2010-2014/kroes/en/content/checking-out-tomorrows-digital-innovation-ict2013eu)
- [3] <http://ec.europa.eu/digital-agenda/en/news/ict-art-connect-7-7>
- [4] <http://ec.europa.eu/digital-agenda/en/ict-art>
- [5] <http://www.imperica.com/en/features/european-futures-connecting-art-and-technology>
- [6] <http://www.brunel.ac.uk/news-and-events/latest-publications/leading-edge>
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- [8] <http://www.atelier-arts-sciences.eu/Pixel-Motion>
- [9] <http://ow.ly/qU5Vy>
- [10] <http://ec.europa.eu/digital-agenda/en/news/meet-winners-best-exhibitors-ict-2013>
- [11] <http://www.eventbrite.co.uk/e/dorkbot-london-85-tickets-9256788303?aff=SRCH>
- [12] <http://www.lighthouse.org.uk/programme/monthly-talk-thickeyar>
- [13] <http://conference2013.iminds.be/>
- [14] <http://aisb50.org/the-future-of-art-and-computing-a-post-turing-centennial-perspective>



## LIST OF TABLES

**Table 1 - Speeches' description**



## Annex A BROCHURE





## ABOUT

The ICT & Art Connect initiative is devoted to connect the European ICT and Art communities, and to foster productive dialogue and collaborative work between them. The core objectives of the initiative are to identify new research avenues, associated challenges, and the potential impact of ICT and Art collaboration on science, technology, art, education and society in general.

ICT & ART Connect sets out to bring together artists and technologists to explore new ways of working. Collaborative acts of co-creation, together with an open and multidisciplinary discussion, will foster the bringing together of art and technology.

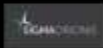
A "matchmaking" service will enhance cross-field "contamination" both with an online community and live events, where representatives of different practices can meet and develop projects together.

## BACKGROUND

The initiative stems from the EU FP7 funded support action FET-ART, addressing the FET (Future Emerging Technologies) objective of the FP7 ICT Theme.

ICT & Art Connect relies on a balanced partnership of committed organisations offering renowned expertise in the ICT and Art domains, important connections with ICT and Art practitioners in Europe and worldwide, many references at the ICT and Art interface, and longstanding experience of planned activities.

Join the community and create the future!



## ONLINE COMMUNITY

- + Discussion forum
- + Matchmaking function

A unique digital environment is dedicated to bridging the two communities encouraging bilateral dialogues and linking up individual practitioners. Find the "partner" that suits you the best, pave the way for ICT and art connections and participate in our events and call for residences.

Join the ICT & Art Connect community!

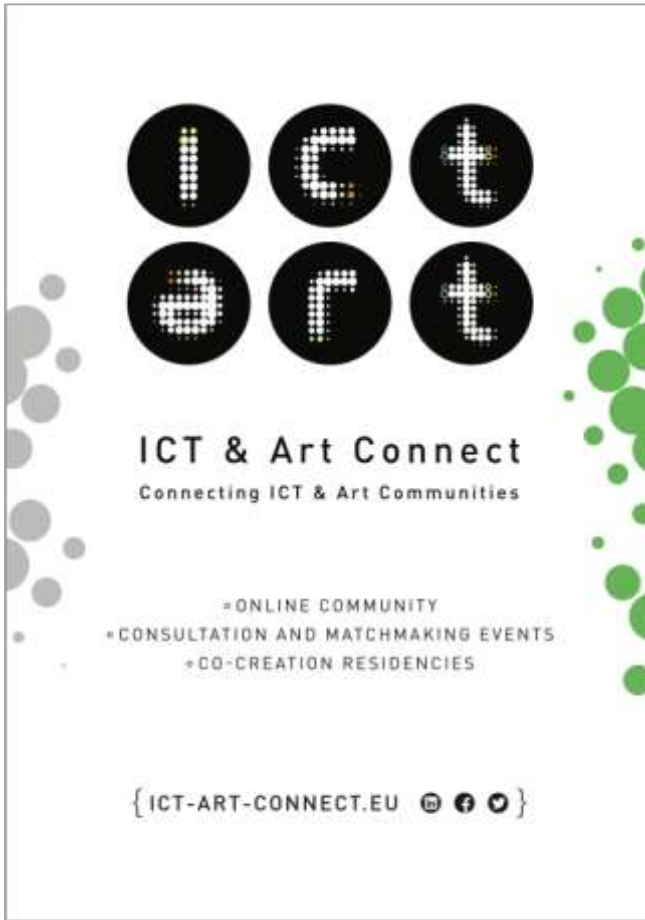
Subscribe to our newsletter, participate in the official website community, join us on Facebook and LinkedIn and follow us on Twitter: you will receive detailed information on our latest developments, and have the opportunity to interact with us.

ICT-ART-CONNECT.EU   





## Annex B POSTCARD



### ICT & Art Connect in a nutshell

The ICT & Art Connect initiative is devoted to connecting the European ICT and Art communities, and to fostering productive dialogues and collaborative working between them. The core objectives of the initiative are to identify new research avenues, associated challenges, and the potential impact of ICT and Art collaboration on science, technology, art, education and society.

### Participate & Co-create

Pairings formed by an ICT scientist / technologist and an artist will be given the opportunity to collaborate on residencies over a period of one day to several weeks. Pairs will be asked to focus on co-creation or citizen engagement in ICT.

Candidates for such pairings will be formed following consultation and matchmaking events and through our official online platform offering match-making facilities.



{ ICT-ART-CONNECT.EU }





## Annex C FACT SHEET

FP7 Objective FP7-ICT-2013-10  
FET Proactive (ICT 2013.5.B) Coordinating communities, identifying new research topics for FET Proactive initiatives and fostering interdisciplinary dialogues  
Support action

**Connecting ICT and Art communities: new research avenues, challenges, and expected impact**

**FET-ART**  
(ICT & Art Connect is the brand name to be officially used all along the project, the project FP7 administrative acronym being FET-ART)

Project start date: June 1, 2013  
Project duration: 12 months  
Project web site: [ict-art-connect.eu](http://ict-art-connect.eu)

Coordinator: Sigma Orionis (France)  
Contact: Roger Torrenti ([roger.torrenti@sigma-orionis.com](mailto:roger.torrenti@sigma-orionis.com))

**PROJECT ABSTRACT**

The FET-ART project stems from the "ICT & ART Connect" event that took place in Brussels in April 2012 under the aegis of the FET Unit, with an important support and contribution of several FET-ART partners. This event clearly confirmed that a great potential exists in fostering dialogue between ICT and Art practitioners, and this is the right time to efficiently support such dialogue in order to contribute to the emergence of novel FET research topics and the identification of new emerging research areas for H2020 in the ICT domain and beyond.

Within this context, a FET-ART balanced partnership of committed organisations has been formed, offering renowned expertise in the ICT and Art domains, important connections with ICT and Art practitioners in Europe and worldwide, many references at the ICT and Art interface, and longstanding experience of planned activities. The FET-ART consortium will, over the 12-month project period, connect the European ICT and Art communities, and foster productive dialogue and collaborative work between them, in order to identify new research avenues, associated challenges, and the potential impact of ICT and Art collaboration on science, technology, art, education and society in general.

FET-ART will more precisely:

- Organise "consultation events and matchmaking events" in at least five European locations,
- Support at least 15 "pilot projects" of collaborative work between ICT and Art practitioners in residencies, seen as "proofs of concept" for some promising research topics or directions, particularly "co-creation" and "citizen engagement in ICT",
- Organise a final open event in Brussels, part of an ambitious set of project outreach activities: web platform, community building, contribution to events, including to ICT 2013 and to the next edition of the "ICT & ART Connect" event which the project will support.

In order to ensure some coherence to the external perception of the activities developed under the aegis of OG Connect and aiming at connecting ICT & Art communities, the project will be officially




presented to external stakeholders as "The ICT & Art Connect initiative (developed through the FET-ART project supported by the European Commission)."

**PROJECT EXPECTED IMPACT**

**Innovativeness and effectiveness**

The project will start with engaging ICT and Art communities through several events. They will address several fundamental challenges in ICT & Art collaboration such as communication gap between science and art, frameworks and contexts, improved methodologies for cross-disciplinary collaborations and consolidation the variety of stakeholder motivations.

These events will also aim to match make or pair artists and ICT professionals/researchers. FET-ART will select and take a number of collaborations forward to explore some promising research avenues/concepts including co-creation and ways to engage the public at large, through a supportive residency programme and will continuously investigate the process, difficulties and positive aspects to ensure that learning is carried forward to other collaborations. Residency programme will indeed serve as test-bed for developed best practice for inter-disciplinary collaboration.

**Outreach efficiency**

Extensive dissemination of project results and efficient outreach to stakeholders are crucial to the FET-ART strategy. An online community targeting 150 members at month 6 and over 400 at month 12 hosted by the project website, will prove an essential tool for matchmaking and discussion. Social media channels (Twitter, Facebook and LinkedIn) will reach out for general public, and hard to reach stakeholders.

The project final event in Brussels will present project final outputs and include a major exhibition of the final collaborative outputs.

**Impact on research**

FET-ART focuses on the connection of the ICT & Art communities and fosters productive dialogue and collaborative work between them, which is expected to contribute to the emergence of novel FET research topics and the identification of new emerging research areas for H2020 in the ICT domain and beyond.

FET-ART results should thus effectively have a transformational effect on communities and/or practices for high-risk and high-impact research.

Contribution to academic journals - particularly the ones in the interdisciplinary arts - and presentations at suitable high profile international conferences and suitable "one-off" conferences with a specific focus on the fine art community will back the project activities with advancements also in the theoretical field.

**Multidisciplinary approach and impact**

The project has an all-inclusive approach across the full width of the arts, from painting, through digital art, to music, which will ensure that project outputs can be applied to different types of art/ICT collaboration and be beneficial for many projects relying on interdisciplinary collaboration beyond ICT & Art.








## Annex D ROLL-UP BANNER



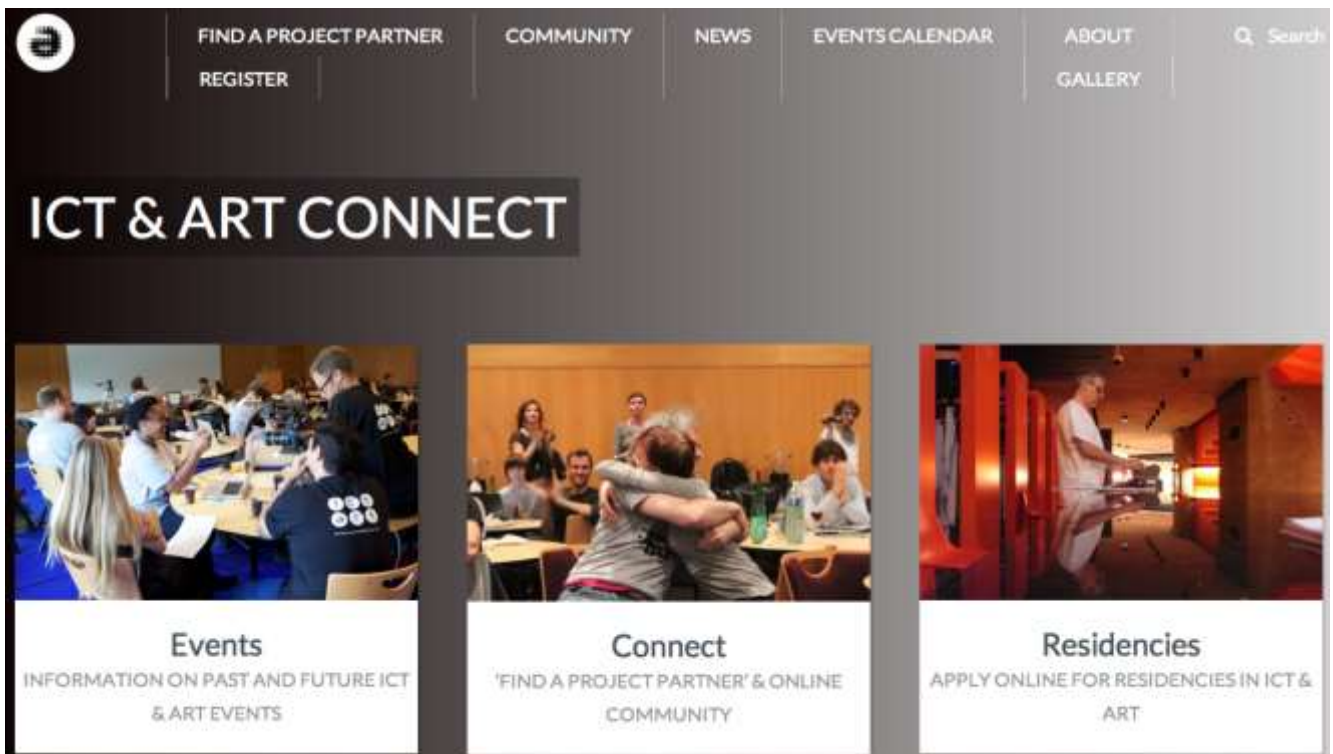
**Annex E 'ART' AND 'TECH' T-SHIRTS**



**Note: The final version of the “Art” and “Tech” t-shirt was delivered in grey and black**



## Annex F WEBSITE





## Annex G COMMUNITY AND MATCHMAKING

The screenshot shows the 'Members Directory' page of the FET-ART website. The navigation bar at the top includes 'Home', 'News', 'Community' (highlighted), 'Events', 'Residencies & Plots', 'Gallery', and 'Discussion Forum'. The main content area is titled 'Members Directory' and features a search section for finding project partners. This section includes a text input field for the name, a list of expertise categories with checkboxes, and a dropdown menu for country selection. A 'Search' button is located at the bottom of the search section. On the right side, there is a sidebar with several sections: 'ICT & ART Side Menu' with an 'About' link; 'Follow Us' with social media icons for Facebook, Twitter, and LinkedIn; 'Tag cloud' with various tags like 'art', 'ICT', 'tech', and 'European Commission'; 'Search for content' with a search box and button; and 'Supported by' featuring the European Commission logo.



## Annex H SOCIAL MEDIA PROFILES

The image shows the Facebook profile for 'ICT & Art Connect'. The profile picture is a black circle with a white grid pattern. The cover photo features a black background with white circles of varying sizes, some of which are highlighted with yellow and red circles. The page has 416 likes and 25 people talking about it. A post from 14 minutes ago reads: 'RT @GSDEdTech "Enjoyed sharing technology resources with awesome secondary fine arts teachers today! #engage! http://youtu.be/OvJf6d-9w"'. Below the post is a video thumbnail titled 'Fine Arts Inservice Tallagami Example'.

data-a:1401068805774797.1073741827.1401059543442190&type=2

The image shows the LinkedIn group page for 'ICT & Art Connect'. The page has 73 members and a 'Member' button. The main content area features a discussion titled 'Digicult interviews Bob Meanza' by Marco Mancuso. The discussion text reads: 'Did it ever happen to you to hear/see robotic cicadas singing from trees? Well, maybe it was not a dream. The Bob Meanza's Cicadas are tiny robotic insects, built with electronic components (relays, piezoelectric buzzers) and AVR microcontrollers. A...'. There is a video thumbnail for 'Bob Meanza: Cicadas: Hacking the environment with sound insects digicult.it'. The discussion has 1 like and 4 comments. On the right side, there is a 'Top Influencers in this Group' section and a red advertisement for 'Conseil, Services technologiques et Edition de logiciels' by Sopra Group.



**Tweets** >

Following >

Followers >

Favorites >

Lists >

**Follow ICT & Art Connect**

Full name

Email

Password

**Sign up**

**Photos and videos** >

**Worldwide Trends · Change**

#SEMIHVAROLİleEtkileşimSevenlerTakipleşiyor

#E3XFactorDec5

#BenceeAşk

#DayanamadımlırafEdiyorum

#HojeAs19HorasLançamentoDoClipeQualÉOAndar

KarakayaKutlugünEİle MeliİeGüleGüle

San Kanaryalar Derbi Öncesi Takipte

Takipleş KenetlenGALATASARAYİ

FENERBAHÇEİller KızıErkeki HaftaSonu Takibinde

Black Friday

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**ICT & Art Connect**  
@ICTArt

ICT & ART Connect sets out to explore new boundaries bringing together artists and technologists.  
Europe · [ict-art-connect.eu](http://ict-art-connect.eu)

262 TWEETS   364 FOLLOWING   219 FOLLOWERS

[Follow](#)

**Tweets**

**ICT & Art Connect** @ICTArt 1h  
Video of #ICTArt award win at #ICT2013EU. For the record people at our booth were participating in activities => [ow.ly/rioaJ](http://ow.ly/rioaJ)  
Expand [← Reply](#) [↻ Retweet](#) [★ Favorite](#) [🔄 Buffer](#) [⋮ More](#) [👤 HootSuite](#)

**ICT & Art Connect** @ICTArt 3h  
Pls share this with tech/sci/art friends to help build our #ICTArt community. Funded residencies available Join @ [ow.ly/ri6Ri](http://ow.ly/ri6Ri)  
Expand [← Reply](#) [↻ Retweet](#) [★ Favorite](#) [🔄 Buffer](#) [⋮ More](#) [👤 HootSuite](#)

**ICT & Art Connect** @ICTArt 3h  
RT @miasmou "How to play with a stop sign #hackaton #ICTArt happy to present AR Signs Battle [pic.twitter.com/ISKrG10fnQ](http://pic.twitter.com/ISKrG10fnQ)"

[Expand](#) [← Reply](#) [↻ Retweet](#) [★ Favorite](#) [🔄 Buffer](#) [⋮ More](#) [👤 HootSuite](#)