

6<sup>TH</sup> ASIA-EUROPE ART CAMP:  
**Ludic Times | The Art of Gaming**  
22 – 29 July 2008  
Singapore

## CALL FOR APPLICATION

The **Asia-Europe Art Camp** project is an initiative set up by Asia-Europe Foundation (ASEF) in 2003 focusing on New Media Art. The project aims at developing a platform to promote dialogue between art students from Asia and Europe, to learn more about each other's contexts, cultures and be inspired during a week of **lectures, workshops and public events**. Focusing more on the creative process than on the "artistic product", the Art Camp has been designed as a learning experience and an opportunity for professional development.

Built upon the achievements of the previous five Art Camps, the 6<sup>th</sup> Art Camp will gather 20 young artists or students, usually in their final year of study, from ASEM (Asia-Europe Meeting) countries for an intensive week of workshops, lectures and meetings as well as artistic and collaborative work. A team of Asia-Europe artistic advisors and resource persons specialised in art and technology will lead and facilitate the workshops during the Art Camp.

On the sidelines of the **International Symposium on Electronic Art (ISEA) 2008** and **the Asia-Europe New Media Arts Policy and Practice Meeting**, the 6<sup>th</sup> Asia-Europe Art Camp to be held in Singapore is conceptualised around the theme of gaming and will focus on the nature of our contemporary ludic culture while taking into account psychology of gaming and theories of gaming (as tools for social development and awareness, real-life situation simulations, artificial and augmented realities, serious games for education and games as an art form). Electronic, internet-based and pervasive games and their roles in urban society will be discussed as well as the possibilities for Asia-Europe game development collaborations and industry-artist-researcher partnerships.

## Objectives

- To give participants the opportunity of an international, cultural and artistic learning experience and professional development by meeting up with renowned game art experts from Asia and Europe.
- To provide participants with a genuine exposure on the development of new media arts in Asia and Europe especially by giving unique opportunities to participate actively in **the International Symposium on Electronic Art (ISEA) 2008** and **the Asia-Europe New Media Arts Policy and Practice Meeting**.
- To encourage and support any promising collaboration between participants prior and after the Art Camp.

## Activities & Process

### Online Platform

An online platform will be activated a month before the Art Camp to allow the selected participants to initiate communication with one other before they meet physically.

## Lectures | Workshop | Project work

A team of experts including animators, software developers, artists and researchers will present various presentations served to explore certain core concepts and principles of the Art Camp. During the workshops, facilitators from Asia and Europe will introduce various new media tools such as Machinima, Unreal tournament (UT) engine, etc. These workshops will enable the participants to work in groups, present ideas and discuss concepts.

## Public presentation

The student participants will conclude the Art Camp with a presentation of their Works-in-progress created during the workshop which will be screened and showcased to the public during the ISEA meeting.

## Side Activities

The students will also be given the opportunity to participate in the acclaimed ISEA 2008 during the Art Camp as well as to contribute their thoughts and recommendations in the New Media Arts Policy and Practice Meeting, both of which will be held alongside the Art Camp.

## Who can apply ?

Final year students (university level, below Master) from relevant schools (mixed/new/inter-media departments preferably) with the following criteria:

- **Nationality of an ASEM member country** (Austria, Belgium, Brunei, Bulgaria, Cambodia, China, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, India, Indonesia, Ireland, Italy, Japan, Laos, Latvia, Lithuania, Luxemburg, Malaysia, Malta, Mongolia, Myanmar, The Netherlands, Pakistan, The Philippines, Poland, Portugal, Romania, Singapore, Slovakia, Slovenia, South Korea, Spain, Sweden, Thailand, United Kingdom and Vietnam).
- Preferably between **20 and 28** years of age;
- Have a keen interest in **exchanging thoughts and visions with other artists** from other countries and backgrounds in new media arts;
- Possess an interest in **collaborative work & cross-cultural exchanges**. Prior relevant experiences and/or projects as well as participation and interest in local and international artists' networks are an asset.
- Have an interest in participating in a **one-month online collaboration** prior to the Art Camp to regularly engage in an exchange with the other selected participants and assigned team.
- Possess a **good ability to communicate in English**, which is the working language of the Art Camp.

### **Note:**

***The contacted schools are free to select two or three students who will best represent the school, considering the above criteria. The schools are encouraged to do a pre-selection screening before sending the contacts and CV.***

## Terms & conditions

- The selected participants may be subsidized to help defray the costs of the travel to Singapore;
- Accommodation (twin sharing) for the duration of the Art Camp will be covered by the organizers;
- Each selected participant will complete and sign a registration form with ASEF within the week following the announcement of his/her selection. Failure to do so will invalidate the selection.

- Participation by the selected participants in the on-line collaboration one month prior to the Art Camp is required.

## Submission

1. A duly completed **Application Form**.
2. Your **Curriculum Vitae** (no longer than 2 pages) detailing your artistic experience related to Art Camp project concept, **short biography** (5-6 lines max) and **informal picture**.
3. A **Letter of Motivation** (no longer than 2 pages) stating:
  - a. What do you want to achieve through this Art Camp?
  - b. Your interest in cross-cultural and collaborative projects.
  - c. Past experiences that are relevant for this project.
  - d. Future projects you would like to explore after/through this Art Camp in relation with Asia and Europe.
  - e. Why do you think the Art Camp is appropriate for you?
  - f. What can you contribute to the Art Camp?
4. **Samples of your work** (with concept description) in any following formats based on your background and interest: CD-ROM DVD (for video/performance works and/or game demo, in 3 copies, format playable with *Quicktime* or *Window Media Player*), digital photography works (the size should not exceed 150dpi) and/or web links to access your profile and work.
5. **A recommendation letter from your Faculty/School is required.**

### Deadline: 28 May 2008

Please submit your application and all requirements by e-mail preferably (CD/DVD material should be sent by post):

#### **Azizah Fauziah**

Cultural Exchange Department - Asia-Europe Foundation (ASEF)  
 31, Heng Mui Keng Terrace - Singapore 119595  
 Tel: +65 6874 9741 - Fax: +65 6872 1207 - [azizah.fauziah@asef.org](mailto:azizah.fauziah@asef.org)

## Organisers

The 6th Asia-Europe Art Camp is organised by the Asia-Europe Foundation in partnership with the International Symposium on Electronic Art (ISEA) 2008.

- **Asia-Europe Foundation (ASEF)** seeks to promote better mutual understanding and closer cooperation between the people of Asia and Europe through greater intellectual, cultural, and people-to-people exchanges. These exchanges include conferences, lecture tours, workshops, seminars and the use of web-based platforms. Established in February 1997 by the partners of the Asia-Europe Meeting (ASEM), ASEF works in partnership with other public institutions and civil society actors to ensure its work is broad-based and balanced among the partner countries. <http://www.asef.org>  
 The Cultural Exchange Department (CE) of ASEF seeks to provide young artists and cultural professionals with a unique environment for dialogue that can evolve into positive artistic interventions, dynamic cultural networks and cultural policy development in and between Asia and Europe. CE's areas of co-operation are young artists' exchange (new media, photography, dance and music), process oriented platforms and networks (museums, independent cinema and autonomous cultural centres), dialogue on policy and culture, and a vision for an Asia-Europe Cultural Portal (Culture360).
- **International Symposium on Electronic Art (ISEA)**, initiated in 1988, is the world's premier media arts event for the critical discussion and showcase of creative productions applying new technologies in interactive and digital media. Held biannually in various cities throughout the world, this migratory event is being held in Asia for the second time in its history, after Singapore successfully secured this bid. ISEA 2008 will consist of an internationally juried media art exhibition, a peer reviewed academic conference and various invited exhibitions, workshops and partner events. Hosting ISEA 2008 represents both an incredible opportunity for Singapore team to define, shape and affect media and cultural developments in Singapore, as well as in the Asian region and beyond. It seeks to include as many culturally diverse perspectives from the Asian region to encourage cross-cultural dialogues on the possibilities and opportunities of media technologies globally. [www.isea2008.org](http://www.isea2008.org)