FREEYOU NEXT

CALL

[July, 13 –September, 13]
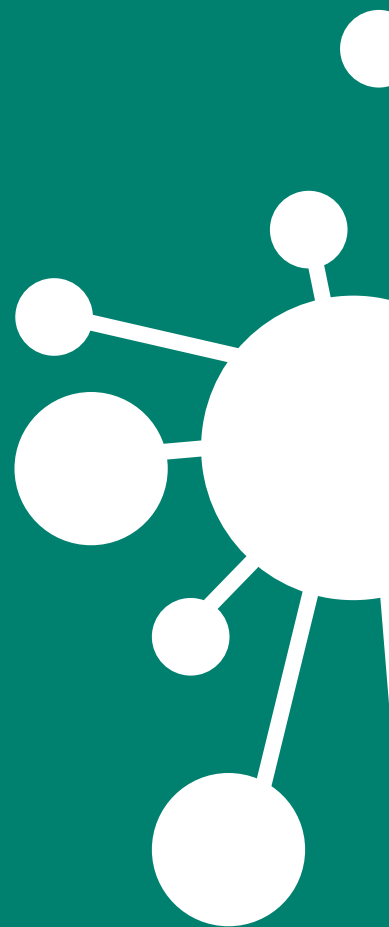
FREEYOU NE—XT

MEET DIGITAL CULTURE CENTER | Fondazione CARIPLO

FZC FUNDACIÓN ZARAGOZA CONOCIMIENTO

GL UON Art Research Education

Table of contents

1. BACKGROUND AND OBJECTIVES

FREEYOU Next, builds on FREEYOU – a project funded by the Media Literacy for AI Programme, and its main product: a blended multilingual educational format (and resources) for media and data literacy, targeted to teachers, educators, and facilitators that work with youngsters. FREEYOU Next is a European flagship initiative created by five European institutions: MEET Digital Center, GLUON, INOVA+, Dataninja, and FZC-Etopia.

The main goal of FREEYOU Next is to make youngsters active thinkers and creative agents instead of passive users of social media. To do so, we FREEYOU Next aims to bring digital artists into the media and data literacy speculation to work on inspiring tools to change behaviours, boost co-creation processes between them and young people, and to promote cross-pollination dynamics between artists/activists/journalists/teachers to improve a collective awareness by influencing each other.

To this end, FREEYOU Next is launching this **international call** for participants to select **3 digital creatives**, to join a **6-month Fellowship Programme** (between **November 2023 and May 2024**) consisting of a blended approach with **online meetings, mentorship, and a 2-week at least physical residency.**

Digital media and social media are reshaping how new generations interact with each other and the world. Very quickly is also conditioning their self-esteem, creating unreachable expectations of how they look or how many material goods they need. All this is modifying their relationship with the environment, the economy, or politics. They get information and validate opinions on the realm of the algorithm; while doing so, they provide and consume data. The selected projects will address this relationship of usage and misuse to offer a new approach to media literacy by including the work with teenagers on their creative process.

During the 6-month program, selected fellows work on their proposed projects, and present them to the public at the end of the trajectory in a transnational exhibition (Spain, Belgium, and Italy) and a final one in Meet, Milan (Nov/Dec 2024). The Fellowship Programme focuses on the creative usages of data but does not exclude other forms of digital art. The selected fellows will receive a grant of €20.000. The residencies will take place in Zaragoza Spain at FZC_ETOPIA, Meet, and Gluon.

1.1. Selected artists engagements:

- Offer a minimum of two workshops for 20 young participants at local level during their residency time at the host entity.
- The aim is to to share the creation process and integrate the issues and insights coming from them on the final artwork.
- Take part in one interdisciplinary meeting with 30 attendees including other artists/activists/journalists/teachers during the residency period.
- Attend working meetings to work in the final joint exhibition and the itinerant showcases.
- Facilitate and attend the itinerant showcase to present the development in 3 countries.
- Artworks will be presented then to youngsters, schools, activists, citizens, policy makers, journalists and other stakeholders.
- Attend the Local showcase and the itinerant showcase.
- Attend the final exhibition in Milan

- Share lessons learned during the residency and their experiences and conclusions in writing for a booklet that will be published at the end of the project to improve media and data literacy.

2. WHO CAN APPLY?

We are looking for data artists or digital creators. To be eligible, proposals must be presented by a single applicant meeting the following criteria:

- Be an artist or digital creator, working with data, or with the ambition to do so.
- Be established in one of the 27 EU Member States.
- Be registered as a legal entity - this means that you are registered in the Chamber of Commerce and have a VAT number.

3. HOW TO APPLY? APPLICATION DEADLINE.

Each hosting partner has set up a question related to a specific subtopic. So first, **choose your hosting organization** and **respond to their specific challenge** (described in 3.1, 3.2 and 3.3). If one of the Centers does not receive any applications, the organization will propose one of the artists to complete the residency at his Center.

The deadline for the receipt of applications is on the **13th of September 2023 at 23:59.**

Applications must be submitted by filling in _this form_.

3.1. MEET – Italy

Koinocene: a new era of interconnectedness among human beings, other living organisms, and even non-living beings, including AI.

How to activate relationships between different intelligences to foster digital awareness and creativity in young people?

3.2. FZC - Spain

How is the algorithm rule changing the perception of ourselves and the way we construct our self-esteem and relations with peers? How is making opinions evolve? Is it affecting our relations with the environment and others? What is the impact on our mental health?

3.3. Gluon – Belgium

The power of visual manipulation - How can artists raise awareness about the prevalence and impact of image manipulation, deepfakes, and visual disinformation? How can artistic interventions encourage critical visual literacy and equip individuals with the skills to detect and analyze manipulated images in the digital age?

4. SELECTION PROCESS AND CRITERIA

The jury is formed by at least one curator or artistic director from each partner's host organization and three young representatives per country (Belgium, Italy and Spain). The consortium guarantees that the jury is formed by experienced professionals in the creative sectors and also by representatives of the targeted audiences of the activities.

The selection process will be held in three rounds as follows:

- **First Round:** the jury will shortlist a total of 30 artists, 10 from each call of participating partners (Italy, Belgium, Spain).
- **Second Round:** in this round, we will have the participation of young people who will select a total of 9 artists, 3 in each partner call.
- **Third Round:** the jury will select a total of 3 artists, 1 per partner call.

4.1. Criteria score:

- The artistic quality of the proposal, as well as previous experience.
- The ability to carry out the work, and a precise projection of the needs to
- achieve the expected result.
- The adaptation of the work to media and data literacy.
- Technical capacity, innovation, and interaction with the artistic, educational, and scientific communities of each country will be positively valued.

Once the call has been resolved, with a deadline of 13th September 2023 at 23:59, the list of selected artists will be published on each partner's website and the final decision will be communicated by e-mail to the selected artists.

Participation in the call implies acceptance of all the conditions of the same and the final decision of the jury, against which there is no appeal or recourse. We will especially consider applications from female artists, young artists, ethnic minorities.

5. RESULTS ANNOUNCEMENT

The three selected projects will be announced during the <u>first week of October</u>.

6. ABOUT THE GRANT

We have a total grant amount of 60.000€, divided among three different calls in 3 participant countries therefore each project will receive a total grant of 20.000 €.

- This total amount includes 10,000€ for artist fees and 10,000€ for production support, materials, per diem, travel and accommodation.
- The payment will be made in **three parts**, 40% after signing the contract, 40% after meeting the established milestones set in the agreement with the hosting organization, and the

remaining 20% upon completion of the project. Selected participants will need to sign an agreement before the grant is transferred.

Moreover, applicants are requested to declare that all information shared in their application is correct, complete, and legitimate and that the legal entity is fully compliant with the eligibility criteria set out in the call, is not subject to any exclusion grounds under the EU Financial Regulation 2018/1046 and has the financial, and operational capacity to carry out the proposed project. Selected applicants will be asked to sign a Declaration of Honour before signing the grant.

We will plan an online meeting with the selected participants, informing them about the documents that need to be signed and offering support when needed.

7. HOSTING ORGANISATIONS

The fellowship program is hosted by MEET Digital Culture Center, and FZC/ ETOPIA Center for Art and Technology, and Gluon Art and Research.

7.1. MEET Digital Cultural Center

MEET is Italy's leading organization for the support and dissemination of digital culture. We provide an online and onsite program to reduce the Italian digital divide and develop new opportunities through creative technology.

Link: https://www.meetcenter.it/en/home-page/

Since October 2020 MEET is a space located in the very heart of the city. MEET's headquarters are in a building that dates back to the beginning of the 20th century. The 1,500 square meter surface, which takes three floors, has been redesigned by the architect Carlo Ratti in response to the challenge of creating a home for digital culture. It is a place where digital arts are studied and practiced both physically and virtually, through on-line exchanges and discussions and on-site digital experiences, exhibitions, performances, workshops, master classes, training activities and creative services dedicated to creating cultural opportunities and promote union and connections between Milan and the world.

7.1.1. List of resources and equipment with a short technical description

Immersive room:
At the first floor we find the immersive room, a surface of about 250 square meters equipped with 15 projectors, which has been designed, set up and finished to offer an exploration of the potential of creative technologies through the body and the senses. The immersive room offers a continuous projection of extremely bright 4K images on three 270 degree walls. Because of its extreme versatility, it can be adapted to different types of entertainment, from site-specific installations to talks, presentations, concerts, teaching and training activities. Moreover the Immersive room is equipped with motion capture systems

Equipments:
- Cameras Microsoft Kinect Azure DK

- HP Z1 Tower G9 Workstations - Intel® Core™ i9 12900 (Dodicesima generazione) 32 GB RAM 1 TB SSD - NVIDIA® GeForce RTX™ 3070 (8 GB)
- Videocameras RGB - n.12 x -with supports
- NUI Track AI Kinect
- Face tracking
- VR Corner - with 20-VR Stations: 10 Oculus and 10 Pico

7.2. Zaragoza City of Knowledge Foundation (FZC)

Etopia Center for Arts and Technology, located in Spain, is a dynamic and innovative hub that brings together art, technology, and creativity. It serves as a platform for fostering interdisciplinary collaborations and exploring the intersections between art, science, and technology.

At Etopia, artists, technologists, researchers, and creators from various fields come together to push the boundaries of artistic expression and experiment with cutting-edge technologies. The center provides a vibrant and inclusive space where ideas are shared, collaborations are formed, and new possibilities are explored.

Link: https://fundacionzcc.org/

FZC is the main programmer of **ETOPIA Center for Art and Technology** which houses laboratories, creation spaces, exhibition halls, incubators for cultural and creative industries, and a residence for multidisciplinary creators, with a human team that favors the interconnection between all of them.
Link: https://etopia.es/

7.2.1. List of resources and equipment with a short technical description

New Media Lab:

The Center is equipped with state-of-the-art facilities and resources to support a wide range of artistic endeavours. One of its remarkable installations is the New Media Lab, a 400 m^2 open-plan space that serves as a playground for multidisciplinary experimentation. With its laser projectors and advanced hardware, the lab offers a canvas for performing arts projects, audiovisual installations, interactive systems, and other artistic disciplines.

Etopia Media Façade:

Another noteworthy feature of Etopia is the Media Façade. This impressive digital display comprises two large LED screens that cover the sides of a cube-shaped building. The media façade provides a captivating platform for showcasing visual content and serves as a unique canvas for artistic exploration. While it lacks sound reproduction capabilities for structural reasons, it compensates with a computer-powered custom-designed interface that enables automated content broadcasting and various functionalities to capture and display visual processes.

Link: https://www.youtube.com/channel/UCfCzCwiYAWBPaOYWTwbmDCA

Virtual Room

Moreover, Etopia embraces **virtual technology through the Virtual Room**. Acting as a digital simulation or replica of Etopia itself, the Virtual Room allows visitors to virtually experience the double LED façade. It offers a web application where artistic projects created for the media façade can be explored, providing a fresh perspective on video creations and simulation as an art form. Additionally, the Virtual Room can function as standalone software for local simulations and the development of specific projects, independent of the physical façade or website.

Link: https://salavirtual.etopia.es

Etopia Center for Arts and Technology is not only a physical space but also a catalyst for artistic and technological innovation. It hosts exhibitions, workshops, performances, and events that bring together creative minds, fostering a collaborative environment that encourages experimentation and exploration. The Center's mission is to support and empower artists, technologists, and creative professionals, enabling them to push the boundaries of their respective fields and create transformative experiences. With its forward-thinking approach and commitment to nurturing innovation, Etopia Center for Arts and Technology stands as a beacon of creativity and a testament to the ever-evolving relationship between art and technology in the modern world.

7.3. GLUON Art and Research

An essential part of GLUON's activities consists of forming multidisciplinary teams in which artists, researchers (scientists & technologists), and companies exchange expertise and knowledge. Through its Art&Development labs, GLUON supports residencies of artists in the R&D departments of companies, research institutes, and universities.

Link: https://gluon.be/category/art-and-research/

7.3.1. List of resources and equipment with a short technical description

Gluon works together with specialized partners providing expertise and tools to create Immersive Environments, such as: Studio Above & Below, Company OneBonsai Brussels, Crew Brussels

Gluon Creative Catalysts: Gaspard Berger (Coding), Lawrence (XR Specialist)

Expertise

Gluon ICT expert: Gaspard Berger (Coding, multimedia tools, A.I. expertise)

Locations

Gluon works with different Media Labs in Brussels offering the following tools:

Green Key Studio, a lighting installation, cameras, motion capture suits, a 3D scanner and devices to interact with your computer, such as eye trackers and kinects for hacking.

Lab 1 : Erasmushogeschool Ehb Anderlecht, CityFab 1 Evere

Gluon Tools

- Text generators: Advanced natural language processing models like GPT-3 can generate human-like text, which can be used to fabricate news articles, blog posts, or social media content.
- Image and video manipulation software: Programs like Adobe Photoshop, Deepfake technology, or video editing software can alter images and videos, making it possible to create misleading or entirely fake visual content.
- A.I. programs (Midjourney, Dall-E).
- Social media platforms and chatbots: can be programmed to spread false information or amplify misleading content on social media platforms.
- Online survey tools: to give an illusion of credibility by including fabricated survey results in their articles or reports.
- Audio-visual materials such as 360° cameras: allowing virtual objects to be overlaid on the real world and enable users to interact with the virtual content while still being aware of their physical surroundings.

8. VISIBILITY

Selected applicants must clearly acknowledge the European Union's contribution in all publications or in conjunction with activities for which the grant is used. In this respect, if you are selected you will be required to give prominence to the name and emblem of the European Commission on all your publications and other products realized under the co-financed action.

9. PROCESSING PERSONAL DATA

The reply to any call for proposals involves the recording and processing of personal data (such as name, picture, e-mail, and address). Such data will be processed according to Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons concerning the processing of personal data and on the free movement of such data. Unless indicated otherwise, the questions and any personal data requested that are required to evaluate the application following the call for proposal will be processed solely for that purpose by the consortium.