



CALL FOR ENTRY

roBot 03

3rd edition

Bologna 16th – 18th september 2010

www.robotfestival.it

WHAT IS ROBOT FESTIVAL:

roBOT: a festival of vast international flavor that in 2010 reaches its third edition, through fast growing journeys packed with excitement and always ready to pick up new challenges for new art forms, experimentation and entertainment in a world where renovation, social, aesthetic and ideal, is a palpable daily and continuous reality, also thanks to the arrival of innovative technologies.

CALLFORENTRY:

New technologies and new forms of artistic expressions call out for new actors able to practice new means and conditions. The image of the *nerd* had upped its level, leaving behind any kind of negative undertone, transforming its image, thanks to his *technological intelligence*, which is fundamental.

This stereotype of a person, that at one point was constantly lost in the complex corridors of the cyber net, is today, the person that is most suited to pick up the challenge of auto-production, the creation and handling of the channels of interaction between the public and the performer; all this topped up with a profoundly personal touch born from practice, and the need to raise the bar first hand, when it comes to facing new technologies and the will/necessity to joust one's knowledge of the mechanisms and function of everything that composes this very personal world.

roBOT is election ground for whoever wishes to lay themselves on the line – with a strong human component that is at the base of everyone of us, so –to tackle contemporary arts, which are able to interact smoothly with technology. Knowledge of new media, with a strongly emotional approach (and that is able to operate on the audience's emotion).

THE PROMOTIONAL SUBJECT:

roBOT is promoted by the cultural association, Shape, and its realization also thanks to the support of the Emilia-Romagna region, City of Bologna, Province of Bologna and Fondazione Monte (Monte Foundation).

Shape has been looking after contemporary musical culture in the Bologna area for years, with an ever growing commitment, appeal, and with an artistic view that becomes ever more sought out and original at national and international level. Each activity designed and produced has the aim of valorizing the city of Bologna, and finds this festival to be the best form of expressing this idea. A multiannual project of re-launching the city, necessary to let the world and the city itself discover the intellectual, social, and cultural resources that it predisposes.

Shape strongly believes that these initiatives are an excellent way for the city to benefit not only in terms of economic growth, but most importantly, cultural growth.

THEMES OF THE FESTIVAL:

Hybridization of artistic techniques. Technical trials for the future..

- The challenges in contrast: presence/absence, old/new, virtual/corporeal.
- The interpretive challenges: what is art, and what is not, what is science and what is progress, what is imagination and what is insanity.
- The diachronical challenges: which past and which future for art, technology and communication.
- The synchronic challenges: what is the potential for contamination between plans, styles, and different forms of media.
- The ultimate daily challenge for art and society, enclosed in one word: ***hybridization***.

We are searching for unpublished projects for Bologna, that investigate the relationship between

“classic” artistic techniques, from painting to performances, from photography to sculpture, to digital and technological discoveries of new generation, from i-phone applications and software, to 3d installations and interactive Multimedia.

New concepts. New conceptions. Hazards, experiments, predictions, new proposals for a new Tomorrow. Stylistic drifts with no solution for continuity. Creative vertigos. Sparks of inspiration to look for paving the road of contamination filled with richness of styles, atmospheres and idioms.

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ROBOT FESTIVAL IS LOOKING FOR NEW PRODUCTIONS:

- Production and staging
- Installations
- Videos and animations
- Performances

The selected projects and productions will be placed in the program of roBOt 03 2010.

The official admission form must be sent **within the 15th of JUNE 2010** together with :

- 1 demo of the production in DVD
- presentation of the project
- data on the activities of the author
- Detailed Product Sheet

To submit to the following address:

ASSOCIAZIONE CULTURALE SHAPE

via De' Pepoli, 8/b

40125 Bologna

READ CAREFULLY:

ONLY PAPER APPLICATIONS WILL BE CONSIDERED VALID, RECEIVED BY POST.

The participation to the contest is free of charge. The postage costs are at your own expense.

All the demos sent will not be returned and will be deposited in the Festival's archives.

INFORMATION

Marcella Loconte

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Federica Patti

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www.robotfestival.it

PARTICIPATION FORM

Must be filled in, in block letters, at all times and sent to:

Associazione Culturale Shape

via De' Pepoli, 8/b

40125 Bologna

Submissions within the 15th of JUNE 2010

• PROJECT

title.....

country.....

year.....

duration.....

synopsis or description of the project

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• AUTHOR

name and surname.....

address.....

post code.....

city.....

country.....

phone. number.....

fax.....

email address.....

• AREA

Productions

Installations

Video e animations, vjset

Performance

• **DEMO**

- CD
- DVD
- Website

• **ATTACHMENTS**

- Short biography and CV
- Photos and images in JPG at 300 DPI
- Detailed product sheet

The request for admission to the Festival implicates the acceptance of the following terms and conditions.

I authorise the Festival to use my data for it's activities. The data will be treated according the following current Law and regulation (Legge 675 del 1996).

Signature.....

Date.....