

# Call for applications

Novaxx  
Paris. 2019



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# INTERNATIONAL FORUM DEDICATED TO INNOVATION BY WOMEN IN TECHNOLOGY, SCIENCE AND ART AT THE DAWN OF THE FOURTH INDUSTRIAL REVOLUTION / 4.0.

## Getting rid of men heroes...

Narrations and collective myths have, for long been portrayed through the mainly gaze of battleships and defeats, big conquests that erected genius figures which hypostatize our common knowledge into turning exceptional women into exceptions.

Could history do without battleships and heroes? Would metapolitic be able to trade these role models for syncretism and the processes beyond the accomplishments?

In the art history discipline, it is quite late that women have been recognized as autonomous creators. As in sciences, they were often shadowed by the patents agents.

These pasts years many international meetings, digital or “tech” – submitted the recurring question “Why aren’t there more women artists in this field?” Rarely taken upside-down, the question should be “Why are there so many men in this field?” Or more precisely: “What are the mechanism that favor this domination of not only men, but more specifically of white, occidental males in those fields?”

What if the question had to transcend the boundaries of gender and to define itself in these short terms: why does this niche seems so unwilling to diversity?

## Ambition

The apprehension of the place of technology and sciences inside contemporary art is the goal of NovaXX, along with the meeting of startups founders. NovaXX dreams of contributing to the stimulation of vocations and investments in the field of multidisciplinary research. NovaXX also aims at bringing together creators from different fields. NovaXX is looking for art pieces that question as much as they use scientific and technologic innovations.

The forum tries to open up the field of reflection on the mechanisms of innovation and the one of break of corporations.

The digital transformation is of exceptional magnitude. The fourth industrial revolution, the digital revolution, the one of the Internet, artificial intelligence, the big data, the new printing techniques and biotechnologies...metamorphoses our environments.

Digital creation in its multiple components: “augmented reality”, “audiovisual art”, “generative art”, “interactive art” “net.Art” “digital photography” gives the potentialities – which are not so easily given away – of new technologies and scientific innovations. Digital art allows us to discover the real world through a new dimension.

It is a measured and quantified fact: In ICT and STEM, as in technologic innovation and scientific sectors, women’s place is not so much marginal as marginalized. These sectors are still Old Boys Clubs.

From the icon of the Hacker, the pirate of modern days, to the sexy thirty-something start up creator of the most disruptive model, or the Prometheus heroes of the last dystopia sci-fi novel: all are men associated to power. The technicity isn’t the moral itself, no more that it didn’t pursue ethical goals. All is about choices and orientation. Dataland is a myth and no data is inherently given.

In a rationalist sprint which denies all ideological bias, our future societies would only be singular -it has been said- by the power of creation, self regulation and communication in the potential hands of each “smart citizen”. Some foresee the advent of more inclusive societies. What is obvious is that the empowerment – favored by new technologies – will disrupt the relations between the citizen, the private businesses, the start-ups and the government. Let’s think of WikiLeaks, the whistle blowers, the role of the GAFAMs as they deeply disrupt our connection to information and established political powers.

The world is perpetually changing... Ingebord Bachmann said : “No new world without a new language”...

Without forcing ourselves to conform to the necessity of a rise in mythology of heroes and genies, guided by the will of valorizing female talents, let’s build this new world!

# Terms

## **START-UP**

10 innovative start-ups will be selected, five companies from the Wallonia-Brussels Federation (French-speaking part of Belgium and bilingual region of Brussels) and five French companies.

Their work and action will be presented during the forum.

Some start-ups, among the selected companies, will receive an award from our partners.

### **Fields of activity**

Scientific innovation – IoT/Connected devices – 3.D, augmented reality & virtual reality – Biotech – MedTech – GreenTech – Software – App – ArtTech – FinTech – Electronique & On-board software – Smart City – Smart mobility – Silver / Sharing economy – Micro and Nanoelectronics – nanotechnologies – Methods and technologies of Design – Big Data – Cybersecurity – IT infrastructure ...

### **Eligibility criteria:**

- The Start-Up must be carried by a woman
- Must have been created for less than 5 years
- Must dispose of an headquarter in Brussels-Wallonia Federation or in France
- A one page submission of the Startup's concept
- Submission of a business model BtoB or BtoBtoC, of 5 pages maximum, including the targeted audience

### **Selection criteria:**

- The concept must attest of an innovative dimension compared to its sector
- The notion of added-value must be put in light

### **To be submitted:**

In addition to the above-mentioned elements:

- A pitch desk (of Pdf format) of 10 slides maximum

- ° Possibly a video (of a maximum duration of 5 minutes). Ideally shared on an online platform
- ° Application can be sent by WeTransfer in French or English

## **ARTISTIC CREATION**

Targeted applicants are artists or other practitioners engaged in a creative process using and/or questioning the new media's digital tools and favoring the hybridization between disciplines, sciences and technology.

10 pieces maximum will get selected – according of the exhibition affected space – in which half of the art pieces will be from artists living or working in Brussels-Wallonia Federation (French-speaking part of Belgium and bilingual region of Brussels) since two years at least.

### **Eligibility criteria :**

- ° Art piece must be created by a woman
- ° The creation must have been produced and presented to the public at least once
- ° The technical feasibility should be ensured in compliance with the exhibition area
- ° Performative pieces are electable and if selected – will be included in the opening or in the closing of NovaXX

### **Selection criteria :**

- ° Selection will be made according to exhibition space
- ° Originality and singularity of the creation
- ° Adequacy between the meaning of the art piece and the technological tools used for its production
- ° Novelty dimension of the proposition
- ° The installation must not need more than three days to be installed.

### **To be submitted:**

- ° Biographical note
- ° Document, video, presenting the project(s) already presented to the public
- ° If the project includes collaborations, another note is necessary
- ° Detailed description of the project including the technical needs - technical rider + implantation plan ideally + mention of the provided and necessary material
- ° Portfolio showing present and past works (max. 10 images and/or 3 audio/video extracts, no more than 20 MB)

- A Website
- Application can be sent by WeTransfer in French or English

**Financial terms:**

- Exhibition fee for the art piece : 800€
- Granted during the installation and the deinstallation of the art piece (“per diems”) : 57€
- Living expenses are taken in charge
- Transportation of the piece and the artist

## Submission

[s.anneda@cwbf.fr](mailto:s.anneda@cwbf.fr) Digital Project coordinator / Wallonia-Brussels Center in Paris

## Agenda

- Closing date for applications : *until May 24th*, 2019
- Selection : *during June* 2019
- Publication of selection : *end of June* 2019
- Exhibition – talks – performances : *from November 29th, 2019 to January 5th, 2020*  
at the Wallonia-Brussels Center in Paris and in other Parisian establishments (detailed program to be announced)

## The Juries

For the 2019 edition of NovaXX, two distinctive juries are set up : one art jury and one start-up jury

1. The *Art jury* is composed by :

- *Stéphanie Pécourt* – Director, Wallonia-Brussels Center in Paris
- *Ariane Skoda* - Visual art counselor, Wallonia-Brussels Center in Paris
- *Anne Huybrechts* - Wallonia-Brussels Federation Minister / Digital Arts
- *Christophe de Jaeger* - BOZAR / Gluon Fondation, Brussels
- *Evelyne Deret* - Art [ ] Collector
- *François Ronsiaux* - Biennial of the tangible image, Paris
- *Georgina Becker* - BOZAR Lab, Brussels
- *Gilles Alvarez* - Nemo, International Biennial of Digital Art - Paris and Region of Ile de France
- *Yves Bernard* - iMal, Center for Digital Cultures and Technology, Brussels
- *Marie du Chastel* - Kikk Festival, Namur
- *Jonathan Tonon* - Liège theater / *EU Impact* project coordinator

The *Start Up jury* is composed by :

- *Stéphanie Pécourt* - Director – Wallonia-Brussel Center in Paris
- *Charlène Crespel* - BeCentral, Brussels
- *Cyrielle Doutrewe* - Creative Wallonia, Liège
- *Giacomo Bampini* - Political and scientific affairs attaché / General delegation of Wallonia-Brussel in France, Paris
- *Hélène Raymond* - Digital Wallonia, Namur
- *Marialya Bestougeff* - Innovation Director / Centquatre, Paris
- *Martine Leclercq* - Economical and commercial advisor / Awex, Wallonia Export-Investment Agency
- *Murielle Eyletter* - National president of *Women business entrepreneurs's Association* / Belgium



2. The juries are sovereign
3. The juries are selected for their competences, their professionalism and their national or international recognition on the present subject.
4. The deliberations of the juries are confidential : no explication will be given on the debate or the intern decisions

## Proclamation

The juries will gather in June ; they will deliberate, according to the criteria mentioned above.

The award and publication of selected candidates will be around the end of June 2019

## Copyrights

1. The artist remains the sole owner of all rights and copyrights inherent to its work
2. NovaXX organizer shall have the right to reproduce one or several images of the art pieces and objects before the operation and for the purpose of its promotion
3. The organizer shall credit the name of the creator of the images when the said images are used by the organizer for the purpose of its communication

## Litigation

Any dispute [arising out or in connection with this call for applications] will be submitted to the exclusive jurisdiction of the Paris courts.

# PARTNERS

## Art Partners

**iMAL, Center for Digital Cultures and Technology**

**BOZAR – Fondation Gluon**

**Kikk Festival**

**Théâtre de Liège – Projet IMPACT**

**Fédération Wallonie-Bruxelles**

**Némo – Biennale Internationale des Arts Numériques**

**Art [ ] Collector**

**Biennale de l'Image ° Tangible °**

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## Start-up Partners

**Agence wallonne à l'exportation et aux investissements étrangers – AWEX**

**Délégation Générale Wallonie-Bruxelles en France**

**Association Femmes d'Entreprise**

**Centquatre**

**Créative Wallonia**

**Digital Wallonia**

**BeCentral**

**Cluster TWIST / Liège**

**Pôle Media Grand Paris / Saint-Denis**

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