

Challenge: Free Spaces. A New Social.

Create a new environment in Web-VR

The Vienna Business Agency – in cooperation with sound:frame – is looking for submissions for the Challenge "**Free Spaces. A New Social**":

We are looking for concepts that deal with the creation of new environments in Web-VR, focusing on topics like social interaction, artistic production and knowledge exchange.

As part of the Challenge, three creative professionals from Vienna will get the opportunity to present their creative-artistic contribution at the [Creative Days Vienna 2021](#) (5 to 6 May 2021).

In addition, the winning projects will be hosted for 12 months in the newly founded [Area for Virtual Artⁱ](#), an online exhibition platform for digital art, culture and virtual get-togethers.

The selected projects are provided with a production budget of **EUR 3,000** each for their implementation.

Free spaces. A new social.

In recent months, our lives have shifted strongly towards the virtual and we have acquired the necessary tools for this. These technologies will continue to accompany us in the future and we aim to think beyond their pure functionalities:

How can we design virtual spaces with functionalities that invite us to interact and arouse our curiosity for exchange and experimentation?

Games like Second Life or Minecraft have paved the way for this, while web-based real-time communication platforms like mozilla hubsⁱⁱ now offer even more possibilities for designing virtual interaction spaces and avatars.

We are looking for dramaturgical, functional and narrative spatial concepts for virtual environments until 23 October 2020. The technical basis for the implementation is the open source technology [mozilla hubs](#).

Possible topics:

- Space to share and exchange know-how
- Space to meditate and contemplate
- Space to socialise and have fun
- Space for embodied learning
- etc.

3,000 euros implementation budget per project

The selected projects of the Challenge have a budget of 3,000 euros each available for the implementation of their spaces and avatars. This must cover all project-relevant costs.

Presentation

The three winning spaces will be presented to the public during the Creative Days Vienna 2021 (5 to 6 May 2021) and will be integrated into the two-day program of the Creative Days Vienna according to their concepts.

The Area for Virtual Art, a virtual exhibition platform for digital art, culture and virtual get-togethers, will subsequently host the spaces for a period of 12 months in accordance with their concepts of use and make them available to the general public.

Who can participate?

Viennese-based creative professionals from the fields of audio-vision, music, film, fashion, design, architecture, multimedia and the art market who want to explore virtual communication spaces in a creative-artistic project.

Selection and implementation of projects

A jury consisting of representatives of the Vienna Business Agency and sound:frame and the guest jurors Wade Wallerstein (Silicon Valet / TRANSFER Gallery) and Martina Menegon (artist / lecturer) will select the best three projects.

Criteria for the selection

The jury will put a particular focus on the creative and technological quality of the submission, the qualification and professionalism of the applicants as well as the feasibility of the project in the course of the presentation at **Creative Days Vienna 2021**.

Project implementation

The call for entries for the Challenge runs from 09.09.2020 to 23.10.2020.

The project duration for the production and implementation of the concept is from November 2020 to May 2021.

The final presentation of the projects will take place during the Creative Days Vienna in May 2021.

Submission

Submissions should be made in English (5,000 characters) and include the following content:

- Concept presentation: mozilla hub space design + concept for avatar (optional) + concept for using the space
- Relevance for the call
- Personal motivation for participation
- Involved persons and their experiences in the respective topic area
- Graphic material and implementation sketch (total data volume of the submission max. 10 MB)
- Links to websites and/or project videos.

Submit your project in English language **until 23 October** by e-mail to:

creativeindustries@wirtschaftsagentur.at

Contact persons for the Challenge:

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ⁱ About Area for Virtual Art - areaforvirtual.art

By setting up the Area for Virtual Art, sound:frame, together with Pausanio - the Cologne agency for digital cultural communication, is investigating how new digital art and communication forms such as XR, interactive works or AI based (art)works and their mediation can be presented, communicated and promoted within the framework of an online format. The main aim is to connect people with each other and to encourage interdisciplinary exchange. The goal is to develop a new and sustainable form of art presentation and mediation that will also set new standards for other areas.

<https://areaforvirtual.art/>

ⁱⁱ About mozilla hubs

In 2018, mozilla hubs launched an open source platform for virtual meetings that can be attended via the browser (Chrome or Mozilla browser) on the PC, smartphone or using VR glasses (Oculus Quest, Oculus Go and Samsung Gear VR)

Access to the mozilla hubs platform works like a conventional website, users do not need to create an account, access to a meeting room is shared via URL or code. You enter the world as an avatar and meet with other avatars to chat, share videos, images or your own screen, hold video presentations, upload and manipulate 3D objects or just have fun. In comparison to a video call, the participants are actually present together in the virtual environment and can interact with the room as avatars.

The mozilla hubs rooms are designed using the mozilla spoke open source software.