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ART

DIGITAL.M III



Redefining Self-Representation

Open Call to MENA

Digital Artists

Deadline:

24/03/2024

Exhibition Dates: 8 April 2024 - 28 June 2024

Submission Deadline: 24 Mars 2024

Media: All forms of digital visual art, including but not limited to digital illustration/animation, creative coding, AI art, AR/VR

Eligibility: Open to digital artists of Middle Eastern origin or currently based in the Middle East.

Notification of Selection: Rolling

Submission Guidelines: Fill out the artist application form & submit artwork as outlined in this document

Dear Artist,

Thank you for expressing an interest in Digital.ME, our upcoming exhibition centered on “Redefining Self-Representation.” We are very excited about the opportunity to showcase the talent and creativity of digital artists from the MENA region.

We hope you will consider participating in this exhibition and offer us your unique perspective on the intersection of national and digital identities.

Our team is here to assist you every step of the way. Please do not hesitate to reach out if you have any questions or need clarification on any aspect of the submission process.

We look forward to receiving your submissions and possibly featuring your work in our gallery. Your talent makes exhibitions like these exceptional, and we can't wait to see how you interpret the theme.

Best regards,

The DiGen Art Team



1. INTRODUCTION

A. ABOUT DIGEN ART

We are a team of digital art enthusiasts looking to foster the community of digital art in MENA. We've set up a physical location, the first digital art gallery in Lebanon. Our commitment involves promoting digital artists from MENA through exhibitions, educating the public about digital art and related topics via workshops and talks, and researching the history of digital art in the region. We aim to expand our reach by opening additional physical galleries across MENA and developing a digital platform for acquiring curated digital art. For more information about us and the team behind DiGen, please visit our [website](#)

B. ABOUT THE GALLERY SPACE & EQUIPMENT

The gallery space is 55 sqm and is distributed across three floors, with two dedicated exhibition areas and a third floor designated as a reading space. Printed works are framed and hung on the gallery walls. For digital works, the presentation equipment includes one projector, an 85-inch horizontal screen, two vertical 65-inch screens, and two square 33-inch screens. Detailed specifications for each screen (with highlighted links), along with photos of the gallery space, can be found below:

[Projector:](#) Portable Video Projector 1080P Native 4K, aspect ratio 9:16, resolution 1920*1080

[85-inch Horizontal Screen:](#) Hisense Class A7 Series LED 4K UHD Smart Google TV, aspect ratio 16:9, resolution 4K 2160*3840

[65-inch Vertical Screen:](#) Samsung the Frame, aspect ratio 9:16, resolution 4K 3840*2160

[33.2-inch Square Screen:](#) LCD AD Display Android 7.1, aspect ratio 1:1, resolution 1920*1920

C. SPACE PHOTOS



Facade - Day



Facade - Night

C. SPACE PHOTOS

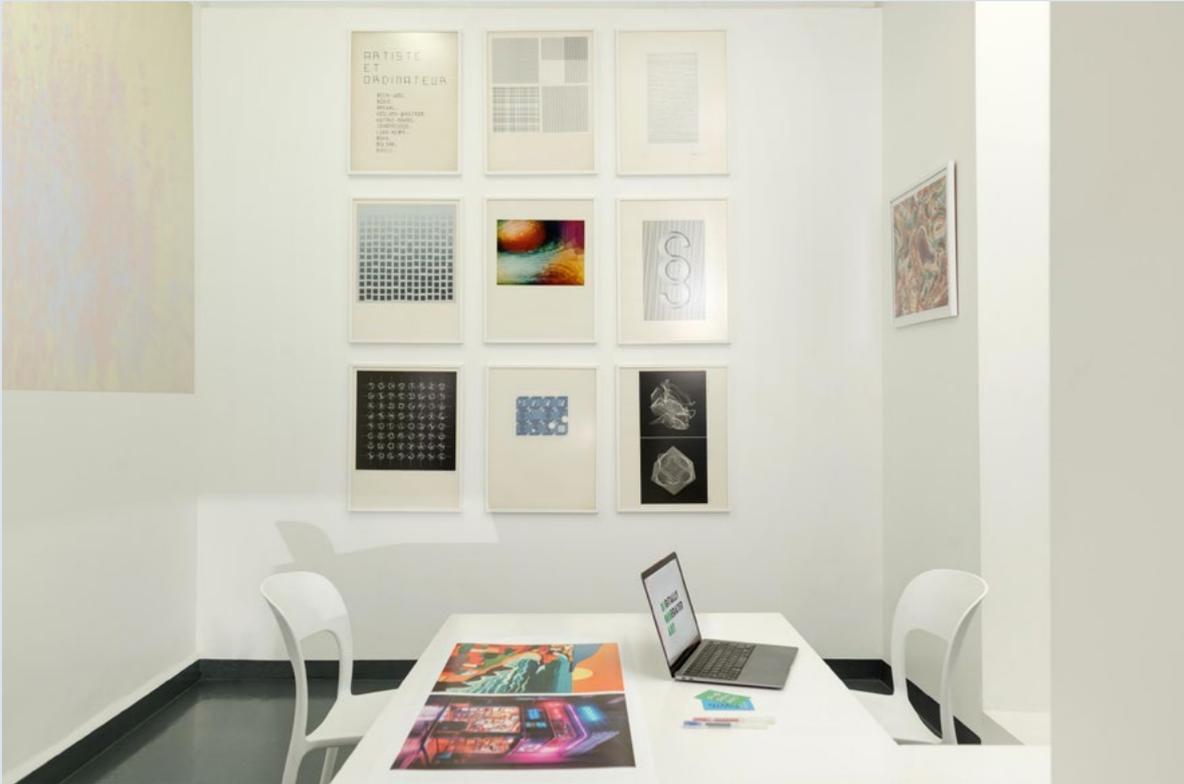


Level 1 - Horizontal & Square Screens



Level 1 - Vertical Screens

C. SPACE PHOTOS



Level 2 - Print Wall



Level 1 - Vertical Screens

C. SPACE PHOTOS



Level 2 - Space



Level 3 - Reading Room

D. Overview of the Exhibition: < DIGITAL.ME >

Self-portraiture is a well-established genre within art history. While self-portraits date back to ancient times, it was in the Early Renaissance in the mid-15th century that artists such as Rembrandt began frequently portraying themselves as the primary subjects in their works.

A self-portrait goes beyond a mere representation; it is an act of self-expression, offering viewers a glimpse into the artist's psyche. Artists engage in self-portraiture to explore their evolving identities, experiment with different artistic styles, and convey their emotions and experiences. In art history, self-portraits have also played a pivotal role in shaping our understanding of artists' cultural contexts by reflecting societal norms and cultural shifts.

The exhibition "Digital.ME" is an open invitation to digital artists from MENA, encouraging them to introduce themselves to a new audience by redefining self-representation in the digital age.

Today, our identities have transcended the physical and are increasingly intertwined with the virtual realm. We introduce ourselves to the world through platforms like Instagram, Twitter, and Zoom by sharing glimpses of our lives, thoughts, and interests. The curated narratives on social media serve as digital canvases, reflecting our tangible experiences, aspirations, and constructed personas. Anonymity in online spaces further complicates the narrative, encouraging the exploration of alternate identities and fostering a dynamic interplay between authenticity and projection.

Rooted in a tapestry of diverse cultures, many individuals from MENA possess an intrinsic understanding of identity fluidity. Shaped by experiences of dual nationalities and the expatriate lifestyle, individuals often navigate a delicate dance between the cultural norms of their homeland and the adopted customs of their current residence.

The question arises: How do we represent our evolving identities today?

As we embark on this exploration, we contemplate digital art's role in articulating and enriching our identities, serving as a medium for self-expression and challenging traditional notions of cultural identity in the face of a borderless digital age.

2. ELIGIBILITY CRITERIA

To qualify for participation in this open call, you must identify as a digital artist from the Middle East and North Africa (MENA) region.

The term “digital artist” includes those using digital tools in their creative process, such as digital photography, digital illustration/animation, 3D printing, AR/VR art, creative coding, AI art, and more.

When we refer to individuals “from MENA,” we mean people born or raised in MENA, even if they currently live abroad. We extend eligibility to those who have resided in the region for more than five years and are now based there.

3. SUBMISSION GUIDELINES

The artwork must include subsections a and b below in their entirety to be considered eligible for display. Subsection c is optional but highly encouraged.

A. Artwork Requirements

We ask that you submit at least one digital artwork of each of the following sizes:

- **One 1:1 aspect ratio artwork** to be displayed on the square 33.2-inch screen, resolution 1920*1920
- **One 9:16 aspect ratio artwork** to be displayed on the 65-inch vertical screen, resolution 3840*2160
- **One 16:9 aspect ratio artwork** to be displayed on the 85-inch horizontal screen, resolution 2160*3840

OTHERWISE, if your artwork is interactive, 3D printed, exists in augmented or virtual reality, or falls outside the constraints of the equipment available at the gallery, kindly provide a detailed explanation and contact us directly at hello@digen.art to coordinate the appropriate display arrangements.

Supported file types, up to 50 MB file size:

PLAIN, JPG, JPEG, PNG, GIF, SVG, GLTF, GLB, MOV*, MP4, and Quicktime.

*Please note that MOV videos won't render on OpenSea.

Images: A width of 3000px is ideal for still images.

Videos: For resolution, 1080p to 4K will yield the best results. Videos that are larger than 2700px on either side may cause viewing issues on mobile devices.

[For additional technical details please refer to the Foundation help page](#)

B. Artwork Information

- Title of the artwork.
- Medium and tools used.
- Year of creation.
- Artist statement (a brief description of the artwork and how it relates to the theme).

C. Additional Artworks

We encourage you to create a video recording showcasing your artistic process, ideally lasting between 1 to 2 minutes. The recording will be presented on the video projector, formatted in a 9:16 aspect ratio with a resolution of 1920*1080.

Given that many of our visitors will be encountering digital art for the first time, we believe that revealing the various processes involved in creating digital art will enhance their understanding of the medium. This will provide insight into the technical aspects and the broad spectrum of expression inherent in digital art.

You can also produce works to be printed and sold at the gallery. The ratio should be 7:10 or 10:7 with a resolution of 8400*12000 pixels in order for it to be printed on 70cm*100cm art paper in the highest possible quality.

4. APPLICATION PROCESS

The deadline for applications is the 24th of March 2024.

STEP 1

Apply to be an artist using [this link](#)

STEP 2

Send us your artwork by WeTransfer link to the address hello@digen.art

STEP 3

Once you have been selected to participate in the exhibition, we will contact you directly to assist in establishing your digital wallet and Foundation profile (if not already in place). Additionally, we will whitelist you for access to our gallery profile and facilitate the minting of your work as NFTs.

5. SELECTION PROCESS

In our pursuit to celebrate the richness of digital art from the region, we're eager to showcase as many talented artists as possible in our upcoming open-call exhibition. Recognizing that many of our visitors may be new to digital art, we will try to strike a balance that captivates without overwhelming. Therefore, we will be limiting the number of participating artists to a maximum of 15. Emphasizing collaboration over competition, our selection process focuses on representing various digital art disciplines, such as digital illustration, AI art, and creative coding. We also consider how well the submitted works align with the exhibition's theme. For artists not selected, we plan to organize additional events during the exhibition to feature more artwork. We are committed to maintaining connections with all applicants and would like to involve them in our future open-call exhibitions or other upcoming events.

6. MINTING NFTS & SALES

In addition to showcasing digital artworks at our physical location, we will be using the Foundation platform to present artworks online. We've established a dedicated "world" on Foundation specifically for the "Digital.ME" exhibition. Artists selected to participate will have their digital wallet addresses whitelisted, enabling them to mint their artworks as NFTs and offer them for sale within our world.

Don't worry if all of this Web3 terminology is new to you! We'll be here to guide you through the process of setting up your digital wallet and Foundation profile once you're selected.

DiGen applies a 10% fee on primary sales and no fee on secondary sales for online transactions. For sales occurring at the physical gallery, a 30% fee on sales will be applied.

7. COPYRIGHT & PERMISSIONS

By submitting your digital artwork for consideration in this exhibition, you acknowledge and agree that the gallery reserves the right to use and reproduce the submitted artwork for promotional purposes related to the exhibition. This includes, but is not limited to, the creation of promotional materials, such as flyers, social media posts, and the exhibition catalog. The gallery will credit the artists whenever the artworks are used for promotional purposes. However, artists retain full copyright ownership of their submitted works, and the gallery will not reproduce or use the artworks for any purpose beyond the scope of promoting the exhibition without explicit permission from the respective artists.

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Email: hello@digen.art

Website: digen.art

Instagram: [@digenart](https://www.instagram.com/digenart)

Twitter: [@digenart](https://twitter.com/digenart)