Call for Contributions: Media, Arts and Design (MAD) 2024 Conference
Theme: "What if we can be heroes, just for one day?"

Building upon the groundwork and foundations laid by the 2022 MAD Conference, the 2024 edition seeks to further explore the role of media, arts and design in addressing the pressing challenges of our time, simultaneously aiming to delve deeper into technological innovations. This year's conference, to be held online on Saturday, May the fourth, 2024, places a distinct emphasis on the human aspects and elements, specifically tapping into the potential of individuals within the MAD community to enact meaningful change and leave a lasting impact on the world.

We invite academics, practitioners, and creative minds from around the globe (special note: aliens are truly welcome) to submit their contributions that investigate innovative approaches, critical perspectives, and transformative practices in the (extended) field of media, arts and design. We encourage interdisciplinary and collaborative projects that can contribute to the understanding and resolution of complex problems such as climate change, conflicts and wars, and the ongoing crises caused by pandemics like COVID-19 or emerging diseases related to climate change (cf. the last of us).

Submission Categories:

Peer-Reviewed Academic Contributions: These can include research papers, case studies, and theoretical explorations that contribute to the body of knowledge on media, arts and design in relation to the conference theme.

Position Papers (Editor-Reviewed): We also invite position papers / use-cases that present thought-provoking ideas, debates, or reflections on the role of media, arts and design in addressing contemporary global challenges.

Poster Sessions & Short Papers (Editor-Reviewed): In addition to our traditional offerings, we are excited to introduce a third category for presenting research: short online poster sessions, accompanied by the opportunity to submit a corresponding short paper.

Suggested Topics:

While we welcome submissions that fall outside these categories or propose innovative intersections between them, below is a non-exhaustive list of suggested topics in relation to media, arts and design (MAD). These topics can inspire your contributions:

- Climate Change and Environmental Crisis
- Pandemics and Public Health
- Peacebuilding and Conflict Resolution
- Social Equity and Inclusion
- Technological Innovation and Ethical Considerations
- Education and Lifelong Learning

and

- Impact of Technological Innovations such as databases, data generation (including AI, blockchain, digital identity, IoT), visual technologies (mixed,

> virtual, and augmented reality), and adaptive manufacturing (including 3D Printing) on the near future of MAD.

- Speculations on the Future: MAD in 2042

Conference Timeline:

- Abstract Submission Deadline: 29.02.2024
- Notification of Acceptance: 15.03.2024
- Full Paper Submission Deadline: 31.05.2024 (optional)
- Conference Date: 04.05.2024 (Star Wars Day 2024)

Venue:

The conference will be primarily online, conducted through Zoom, and co-hosted by the **Emerging Technologies Experiences Lab/Center for Applied Game Studies** at the University of Continuing Education in Krems, Austria, and **Drexel University's Westphal College of Media, Arts & Design** in Philadelphia, USA. 'Primarily online' means that while the setup is designed for full online participation and presentation, the event will be moderated on-site in both Krems and Philadelphia. This arrangement allows for the possibility of an informal meet & greet, as well as a hot seat for those who wish to present their talk from the respective university.

MAD Anthology Series:

In addition to the online book of abstracts, selected contributions will also be considered for inclusion in the latest edition of the MAD Anthology series, scheduled for publication in Q4 2024. This anthology provides an excellent opportunity to showcase your work to a broader audience and contribute to the discourse on media, arts and design in the context of current global challenges. To submit your contribution please use the following link:

https://forms.office.com/e/hCeNwLkDTW

For further information regarding submission guidelines and deadlines, please visit our conference website **www.mad-conferences.com**. We look forward to receiving your submissions and engaging in fruitful discussions on how media, arts and design can make a difference in the world, just for one day or beyond. Sincerely, **may the force be with you** (always)

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**as conference chairs on behalf of
all committee members of the Media, Arts and Design 2024 Conference**

MAD 2024

P.S. We stand at the precipice of great challenges, and the need for creative and innovative solutions has never been more pressing. Our conference motto, "What if we can be heroes, just for one day?", serves as an invitation to recognize our collective potential and explore the transformative power of media, arts and design. Let us harness our community's ingenuity to envision a brighter future and take a step towards being the heroes our world needs, even if just for one day. Join us in this mission and contribute your unique voice to the Media, Arts and Design 2024 Conference.

Our Conference Illustration:

The heroic beacon:
The image for the Media Arts and Design 2024 Conference captures the essence of the conference motto, "What if we can be heroes, just for one day?". The visual concept revolves around a symbolic lighthouse representing the role of media arts and design as a beacon of hope, guiding us through the complexities of today's global challenges.

The shadow represents a single person who in the end is able to make a difference through their/her/his actions, and inspire others.

(UFO in the left upper corner has been added with Photoshop)

Midjourney, V5.0, prompt: see above