

March 14 – May 9, 2016

AppArtAward 2016 at ZKM | Karlsruhe Request for Submissions

After five successful competitions, we will celebrate the 6th AppArtAward this year. Once again, the ZKM | Center for Art and Media Karlsruhe, Cyberforum e.V. and their partners are looking for the best artwork in app format. The AppArtAward is a first, internationally: Since 2011, it has awarded prizes to apps that represent advanced artistic applications – it is rare for global art collections to acquire apps. But fine arts have become mobile with the help of apps. The multimediality of this new medium combines the various genres: Musicians work with visual artists, and fine artists include music and acoustics in their works. Besides artistic aspects, the creative integration and the use of options offered by new technologies is important.

As well as the *Artistic Innovation Prize*, the special *Connected Art*, *Virtual Reality*, *Art + Experience* and *Sharing* prizes will also be awarded in 2016. In terms of prize categories, the AppArtAward represents the current social developments, such as Virtual Reality and the phenomenon of *Sharing*. Each award has prize money of €10,000. Artists, designers and developers from all over the world are invited to submit their developments from March 14 until May 9, 2016.

€10,000 *Artistic Innovation Prize*, sponsored by GFT Technologies

New technology creates new fields of action of a social, economic and artistic manner. The *Artistic Innovation Prize* is aimed at all creative and innovative app developments, which take advantage of all the medium's artistic leeway.

€10,000 special *Connected Art* prize, sponsored by CAS Software AG

The "Internet of Things", known as the IoT for short, is revolutionising everyday life for us people. IoT describes the increasing networking of equipment and sensors in order to close the gap between the real and virtual worlds. The special *Connected App Art* prize looks for application-oriented ideas and solutions to the challenges of IoT and "wearables" such as smartwatches: Things that were previously dependent on the control of humans are transcending their everyday practical use through networking. They are equipped with sensors and network technology, which connects them to the smartphone.

Press Information

March 2016

AppArtAward 2016
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Duration
March 14 – May 9, 2016

Awards Ceremony
Fri, July 15, 2016

Location
ZKM | Karlsruhe

Press Contact
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Partner of the AppArtAward



Partner of ZKM



€10,000 special *Art + Experience* prize, sponsored by SAP

The use and integration of mobile end devices into our everyday life is changing our experiences and our interactions – in the virtual world, these interactions are mainly of a visual nature, but exclude other perceptions that are triggered through sound, gestures, tangibility and “wearables”. However, how these expand our human perception is examined by the *Art + Experience* category. The special prize honours innovative apps, which convert a new awareness for our data-based environment into artistic forms of expression in order to minimise the gulf between the physical and virtual world in terms of the Internet of Things (IoT).

€10,000 special *Virtual Reality* prize, sponsored by MFG Innovationsagentur Stuttgart

Virtual Reality, VR for short, is on the rise: The media is already describing 2016 as the “Year of VR”. The special *Virtual Reality* prize is not only aimed at interactions. It also focuses on the artistic design of a virtual room. The focus is on VR glasses for smartphones, such as Google Cardboard VR, Durovis Dive, etc.

€10,000 special *Sharing* prize, sponsored by shareBW (Initiative by the Ministry of Science, Research and the Arts Baden-Württemberg)

Sharing, the economy of portioning, is emerging as a current trend in many sectors. The category has the motto: Sharing, Exchanging, Renting, Giving. The focus here is on the principle of the *Sharing Economy*, rather than the artistic aspect. Using instead of Owning.

Participants can find more information at:

www.app-art-award.org

The AppArtAward will be presented on Friday, July 15, 2016 at the ZKM | Karlsruhe.

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The AppArtAward story of success

“The App phenomenon is an unbelievable success story. The development of smartphones and the applications designed for these devices gives a new definition to the future of mobility.”

Christiane Riedel, General Manager ZKM | Karlsruhe

First presented in 2011, the AppArtAward was initiated by the ZKM in collaboration with its software cluster partners, CAS Software AG and CyberForum e.V., the largest regionally active high-tech business network in Germany. The AppArtAward awards artwork that combines creative software solutions and artistic innovation in an app format. Since 2012, the AppArtAward itself has become part of the software cluster, based in Europe's own Silicon Valley in southwest Germany.

The AppArtAward goes global

After the opening exhibition in Beijing back in 2012, the format has toured through Canada, South Korea, China, the USA and South America to date. The current inquiries of international institutions are testament to the rising interest in innovative developments from the artistic sector which will continue to exert significant effect in the future.

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