

ISZAF Summer 2020 / Artist Challenge / "Cerebral"



**Cerebral**

*Summer Challenge:*

*June 10 – September 10, 2020*

## ISZAF Summer 2020 / Artist Challenge / “Cerebral”

### THE CHALLENGE:

Create a maximum of 3 artworks (open media) based on the subject, slogan and leading questions below.

➤ **SUBJECT:** “Cerebral”

➤ **SLOGANS:**

“The mind has a mind of its own.” — Old saying

“Focused mind power is one of the strongest forces on earth.” - Mark Victor Hansen

➤ **LEADING QUESTIONS:** What brings you comfort? What brings other comfort? How can the mind challenge, change and heal us? (Taken from *The Experiment* group headed by Michael Williams)

The artwork should be inspired by the challenge subject, slogan and leading questions and is open to interpretation by each artist. The participating artists will be added to the “Cerebral” challenge group on WeChat. They will be encouraged to share and engage in discussion about their challenge artwork on an ongoing basis throughout June to September.

### Further thoughts on “Cerebral”:

The conscious, the unconscious. The reality of what you know, the intangible and yet beauty of fantasy. The perception of what is, and the voice of what others know. The conflict is how such conditions in the mind, the perplexing and seemingly unruly duality, attempts to be resolved. This is cerebral. The state at which stimuli is gained, tested, and turned into knowledge. We attest to it, question it, and accept it. We make everyday decisions and life choices from this. We are conditioned because of it. This is the human condition: the act of being cerebral.

### OVERVIEW OF ALL ISZAF CHALLENGES:

ISZAF sponsors and supports artist challenges for Shenzhen based artists and residents. ISZAF Challenges are established by the ISZAF Administration Team to focus and guide the ISZAF members and community in the daily habit of making work. ISZAF believes, the more you do, the more you express yourself, the clearer your message will become. Inevitably, ISZAF desires to promote collaborative artist expression in hopes to build community and strengthen the artistic expression of each participating ISZAF member.

The purpose for the ISZAF Challenges is to promote and develop ISZAF’s mission; the 3 C’s: Connect, Converse, Convey.

- **CONNECT:** Challenges connect people of all ages and artistic backgrounds both amateur and professional, who are willing to “challenge” themselves to make work focused on a single theme.
- **CONVERSE:** Using WeChat as a live discourse platform, participates share their artwork and critique, support, and encourage each other.
- **CONVEY:** At the end of this challenge, all artwork completed by the participating artists will be exhibited in a Padlet gallery on the ISZAF website—[www.iszaf.com](http://www.iszaf.com).

### HOW TO TAKE PART:

Artists interested in participating in this challenge should state their interest in the ISZAF WeChat group or privately contact an ISZAF Administrative Team member. The admin are:

***Brittan Aebischer, Gloria Carnevale, Catarina Braga, Maria Mogas, Kumi Onari-Legault, Michael Williams***

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### THE TIMELINE:

- **June 10/20—Challenge Begins.** An ISZAF Administrative Team member will officially begin the challenge in the WeChat challenge chat and include further necessary details.
- **June 1 to September 1 (Create 1-3 artworks):** Artists will create 1-3 artworks related to the challenge subject, slogan and leading questions.
- **Ongoing throughout this phase, artists should share their process work in the WeChat “Treasure” Challenge group:**
  - Weekly posts on your progress every Friday (at a minimum). These dates are June 12, June 19, June 26, July 3, July 12, July 10, July 17, July 24, July 31, August 6, August 13, August 22, August 28. This is to help motivate ourselves and others to participate in the challenge, and to promote conversation about the artistic process.
- **September 1, 2019—Challenge Ends.**
- **September 10, 2019** – Submission due for possible exhibition consideration – further details on this TBA. We are not sure if the exhibition will be possible or not with the current circumstances but will let you know about this.

### CHALLENGE EXPECTATIONS AND REGULATIONS:

Challenge group members are expected to finalise all of their work and may choose to **submit high resolution digital files** to Gloria Carnevale using the outlined procedures below **on or before Saturday, September 10, 2020 by 23:59 in the evening.**

**Process for Submission:** Must be submitted in a high-resolution digital format (jpg, PSD, PDF, etc). Email all high-resolution images to [gloria@gloriacarnevale.com](mailto:gloria@gloriacarnevale.com) or if image file sizes are too large, submit through a shared file on the following cloud space service platforms: *DropBox* or *Google Drive* using the same email address formerly listed.

- Along with images of the work submitted, a word document must be submitted that includes the following:
  - **Title of each work (If no title, please title it, “Untitled”)**
  - **Date created (usually the date finished)**
  - **Brief Bio and Artist Statement (6 sentences max combined) for promotion**
  - **Your contact information (email, social media contacts and website)**

Work submitted should not show, refer to or demonstrate explicit subjects of any kind. This may include full frontal nudity, sexual acts, drug paraphernalia and/or consumption, excessive alcohol consumption or illegal activities. If the artist has any questions about the subject to be explored in the work, they are to contact Gloria Carnevale with such questions.

### EXHIBITION OF CHALLENGE WORK:

We would like to have one if possible and will let you know about any updates on this. Right now it is TBD.