Language: Perception or Creation of Reality

January 19, 2019 – April 1, 2019

THE CHALLENGE:
Create 3 (*or more*) artworks in *any medium* over a 3-month period.

- **SUBJECT:** Language: Perception or Creation of Reality
- **SLOGAN:** "Language is the most massive and inclusive art we know, a mountainous and anonymous work of unconscious generations." — **Edward Sapir**
- **LEADING QUESTION:** Does our use of language reflect our reality or help to create it?

Psycholinguists have debated whether language reflects or creates our reality. Would you like to eat a needle toothed fish with yellow bulging eyes that lives in the deep waters of South America? Or, would you prefer Chilean Sea Bass? From spoken to non-verbal, from creative to pilfered, language allows us to express thought-provoking ideas and challenge concepts.

The artwork should be inspired by the challenge subject, slogan and leading question and is open to interpretation by each artist. The participating artists will be added to the "Language: Perception or Creation of Reality " challenge group on WeChat. They will be encouraged to share and engage in discussion about their challenge artwork on an ongoing basis throughout November to February. Additionally, the artists should post all of their finished artwork and optional - process publicly in the "Language: Perception or Creation of Reality" on the ISZAF International Shenzhen Artist Forum website—www.iszaf.com.

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.

THE TIMELINE:

- **January 19/19**—Challenge Begins.
  An ISZAF Administrative Team member will officially begin the challenge in the WeChat challenge chat and include further necessary details.

- **January 19/19** to **March 16**—**PHASE 1 (Create 1-3 artworks):**
  - Artists will create 1-3 pieces of artwork related to the challenge subject, slogan and leading question.

- **March 17/19** to **April 1/19**—**PHASE 2 (Add a sound component):**
  - Complete finishing touches on Phase 1 work
  - The artist will respond to their own work just completed in Phase 1 by making/incorporating a new piece involving audible noise. The noise can either be provided by the artist or while displayed in our prospective exhibition, ask the audience to generate the noise in response to the work.
    - E.g. whistling – provide the viewer with a whistling sound to listen to when they view your work, or provide them with instructions to make a whistling sound on their own.

- Ongoing throughout this phase, artists should **share their process work in the WeChat "Language: Perception or Creation of Reality" Challenge group** and post their finished work publicly in the "Language: Perception or Creation of Reality" Padlet gallery.
  - **Weekly posts on your progress every Friday (at a minimum). These dates are January 25, February 1, February 8, March 1, March 8, March 15, March 22, March 29.**

This is to help motivate ourselves and others to participate in the challenge, and to promote conversation about the artistic process.

- **April 1, 2019**—Challenge Ends.

HOW TO TAKE PART:

Artists interested in participating in this challenge should state their interest in the ISZAF WeChat group my signing up on the challenge list or privately contacting an ISZAF Administrative Team member. The admin are:

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

CHALLENGE EXPECTATIONS AND REGULATIONS:

SUBMISSION OF FINISHED WORK:

- ➤ Finished work should be posted in the "Language: Perception or Creation of Reality" Padlet gallery on the ISZAF website—www.iszaf.com. A link to the gallery and instructions on how to post will be shared in the WeChat challenge group.
- ➤ Finished work can be posted at any time throughout the challenge
- ➤ When posting finished work on Padlet, please include the following:
    o **ARTIST NAME:**
    o **TITLE OF WORK:**
    o **MEDIA USED:**
    o **SIZE:**
    o **OPTIONAL**—Anything else that you want to share about the work.

EXHIBITION OF CHALLENGE WORK:

All participating artists will be invited to submit their challenge work to be part of a curated exhibition. The details of the exhibition (submission specifications, participation costs, confirmed dates, etc) are still being determined and will be updated as soon as they are solidified.