



Call for Submissions to the IPBA Art Gallery  
SECOND ANNUAL CONFERENCE OF THE INTERNATIONAL PLACE BRANDING ASSOCIATION  
[www.placebranding.org](http://www.placebranding.org)

Call for Submissions to

# The ‘IPBA Art Gallery’

## Session of Alternative Presentations

**Second Annual Conference of the  
International Place Branding Association (IPBA)**

**Swansea (Wales, UK), 5-7 December 2017**    Venue: [Swansea Marriott Hotel](#)

**Doctoral Colloquium:** Tuesday 5 December  
**Full Conference:** Wednesday-Thursday 6-7 December

Part of the mission of the International Place Branding Association is to encourage unconventional thinking around the topic of place branding and to engage its members in creative dialogues that advance our understanding of this fascinating field. In this spirit, the IPBA will attempt to tap into the artistic creativity abundant within the international place branding community. Therefore, the 2<sup>nd</sup> IPBA conference will include an innovative session of presentations in formats beyond the traditional paper-based presentation, called the ‘**IPBA Art Gallery**’. We are inviting scholars, researchers, practitioners, students and artists to submit Place Branding-inspired artistic work for presentation at the session.

Submissions may include explorations or interpretations of historical and current place branding themes. All works submitted must be original and inspired by the contributors’ research, practice or wider engagement with place branding, place marketing and related issues. The main aim is to allow members of the community to express their ideas, concerns, ambitions reflections, questions or conclusions around place brands in ways outside the constraints of usual scientific and academic formats. In this way, we might be able to further inspire each other’s future explorations and direct our research to new avenues. As Albert Einstein said “Creativity is contagious; pass it on!”

Submissions are welcome in any of the following formats:

- Poems and lyrics
- Songs and music
- Films and videos
- Collage
- Photographic Essays
- Drawings and paintings
- Sculptures and mixed media

Specific guidelines for all types of submission are given below. All submissions must include an accompanying document that will include a cover page and an abstract (please see details below). Review, selection and acceptance will be based on the abstract.

A maximum of two submissions per contributor (in all formats) will be accepted. Indication of your intention to submit your work to the **'IPBA Art Gallery'** needs to be sent to the curators prior to your submission.

All submissions must be sent to the curators by email and must include:

- a) **A Cover Page.** This should include a title, the names of all creators (with affiliations and contact details), a contact creator, a list of credits and contributors (where appropriate), the form of the work and/or method of its production and copyright statements of any material used (where applicable).
- b) **An Abstract of min. 500 and max. 1000 words.** This should include a summary overview of the submission, a clear description of the general approach and main theme that the work deals with, a clear statement of the purpose of the work, an explanation of why the specific medium was chosen and a statement of how the work will contribute to an enriched understanding of the theory and/or practice of place branding and related topics.
- c) **Up to five keywords.**
- d) **The work itself.** This should be in PDF, MP3, JPEG or other appropriate format (please see below for details) or the link to access it.

Presenters must ensure that they provide the work in appropriate format for physical exhibition (where appropriate). Exhibition space, a projector and speakers will be available but presenters must provide any additional equipment they require.

The works will be presented during a special session and, where appropriate, will be exhibited during the conference in public areas. The curators will issue a catalogue of the works accepted for exhibition and/or performance so that the audience can participate more fully.

#### **Detailed guidelines on specific forms of submissions:**

##### **1. Poems**

Participating poets will perform original work in the English language, which will also be printed and exhibited. Please send poems no longer than 3 A4 pages.

##### **2. Songs and music**

Songs and musical pieces by participating singers and musicians will be played in recorded form for the audience. The lyrics of the songs should be in English and must be sent in written. Maximum length of audio submissions is 5 minutes. Please send an MP3 file of the song or musical piece or a link to the video of its performance and include the lyrics in the submission.

##### **3. Films, videos and animations**

Films and videos by participating presenters will be shown on screen. The length of the videos must not exceed 8 minutes. Please upload the video on Vimeo (<http://vimeo.com>) and include the Vimeo link and password in the submission email.

#### **4. Photography**

Photographic essays (but not single photographs) will be accepted for presentation in gallery format. The essays must include between 4 and 10 photographs. If accepted for presentation, presenters must bring to the conference (or send by post) a good-quality print of the work for exhibition.

#### **5. Drawings, paintings and collage**

Accepted submissions will be displayed in gallery format. Submissions should not be larger than 1.5m x 1.5m. Please discuss any size specifications beyond these boundaries with the curators. Please send digital photos of your original work. Please also clearly indicate its size. To facilitate the creative process, we will also be accepting partially completed work at the time of submission. In this case, the submission must clearly show what the final piece will look like. Partially completed work will be accepted on the condition that a digital photograph of the final work will be submitted (again by email to the curators) by 15<sup>th</sup> November 2017.

#### **6. Sculpture and mixed media**

Accepted submissions will be displayed in gallery format. Submissions should fit within a reasonable space and be either mounted on a poster board (1m x 1m) or displayed in a freestanding manner (on the floor or a table). Please discuss any size specifications beyond these boundaries with the curators. The organisers of the 'IPBA Gallery' will ensure space requirements but participants will be personally responsible for any costs of transport and display of pieces. Please send digital photos of your original work. Please also clearly indicate its size and any display preferences. To facilitate the creative process, we will also be accepting partially completed work at the time of submission. In this case, the submission must clearly show what the final piece will look like. Partially completed work will be accepted on the condition that a digital photograph of the final work will be submitted (again by email to the curators) by 15<sup>th</sup> November 2017.

Please indicate your intention to submit your work to the 'IPBA Art Gallery'. If you wish to discuss ideas beyond these formats or you wish to work outside these guidelines, please contact the curators.

#### **Curators of the 'IPBA Art Gallery'**

Mihalis Kavaratzis and Massimo Giovanardi

#### **Organisers of the session**

Mihalis Kavaratzis, Massimo Giovanardi, Nigel Morgan

All submissions must be sent in a single email to: Mihalis Kavaratzis ([m.kavaratzis@le.ac.uk](mailto:m.kavaratzis@le.ac.uk)) and Massimo Giovanardi ([m.giovanardi@le.ac.uk](mailto:m.giovanardi@le.ac.uk)).

#### **Key dates**

Indication of intention to submit (by email to curators): 15<sup>th</sup> April 2017

Deadline for submissions: 10<sup>th</sup> September 2017

Notification of acceptance: 10<sup>th</sup> October 2017

Conference: December 2017