

Call for Artists | *Trans[creation/création/criação]*

Deadline: March 1st, 2021

The [NT2 Laboratory and the Canada Research Chair in Digital Arts and Literature](#), in collaboration with [Aarea.co](#) and [McGill Digital Humanities](#), is launching a call for artwork proposals for an upcoming online exhibition titled *Trans[creation]* (June 2021).

The exhibition will pay homage to Brazilian poet Augusto de Campos' [early Web artworks](#), exhibiting three of his original artworks newly converted from Flash to HTML5, alongside three original artworks from Canadian digital media artists. *Trans[creation]* aims to examine the role of translation, adaptation, and reimagination in the media art world as it transitions from one era of technology to the next.



Augusto de Campos' œuvre positions itself as *contrapoemas*, or *unpoetry*, which seeks to sabotage or reinvent previous modes and aesthetics of literature, combatting what he refers to as the "sclerosis of language" and giving life to an anti-literature of sorts. De Campos' unpoetry avoids fixed association to identity, language, or visual imagery, establishing a Brazilian—and yet global—concrete poetry movement known as *concretismo* renowned for its experimental artistic practices. De Campos' foray into the digital era only served to solidify his avant-gardism, as he continues to work poetics as an assemblage of [verbivocovisual](#) elements, deploying "a multiplicity of media to probe the verbal, vocal, and visual dimensions of the poetic word, from video and digital clip-poems, to pop, sculpture, painting, and avant-garde music" (Shellhorse 148). De Campos' available digital arts, which can be found on his [website](#) or [Instagram](#) (@poetamenos), illustrate the artist's conscious use of media, language and geometrical imagery in equal parts.



De Campos, *rosa para gertrude*, 1988.



De Campos, *hearthead*, 1980.

In the rapidly developing world of Web and media art, third generation web aesthetics (Flores, 2019) and technological obsolescence merge to create an environment of dynamic reception as well as creation of these artworks. This exhibition is inspired by the concept of transcreation (*transcriação*) developed by Augusto de Campos' brother Haroldo (1929-2003), which emphasizes the creative translation of literary works of world literature. Haroldo de Campos defended translation as a creative rather than adaptive practice, one in which meaning and word are never separate, implying that a translated piece is effectively a new piece of creative work (Mallac, 1970). Artists are encouraged to include transcreation, whether in practice or in theme, in their proposals.

We seek digital artwork proposals which dialogue with de Campos' early Flash artworks (available upon consultation), code adaptation, translation in media arts, Brazilian concretismo, and/or multilingualism. Proposed artworks may be reimaginings or transcreations of de Campos' work, or original artworks pertinent to the exhibition themes.

The exhibition will be launched in early June 2021, to accompany a colloquium, also titled *Trans[creation]*, where scholars and members of the art community will convene to speak on de Campos' work, his contribution to digital art, and the implications of Flash obsolescence in media arts. **Artists who send artistic proposals are also welcome to send (separate) paper proposals for the colloquium.** The exhibition will remain online for a period of five months (early June - late October, 2021) and **will be featured at the [Electronic Literature Organization's 2021 Conference](#).**

Submission Guidelines

We invite submissions of artistic Web projects engaging, in a variety of forms, with de Campos' digital artworks, or the thematic notions elaborated above. We particularly encourage projects that come from cultural diversity, equity-seeking groups, and underrepresented communities. Emerging artists are encouraged to apply. Proposals may be submitted in Portuguese, French, Spanish, or English.

To submit proposals, please send us an email to the address trans.creation.mtl@gmail.com with "CALL FOR PROPOSALS - ARTIST" in the subject line.

In the body of the email, please include the following:

- Name or pseudonym
- Title of work
- Description of the work in progress (350 words maximum)
- Biographical note or artistic approach (150 words maximum)
- Links to portfolio or website (if applicable)

Selected artists must deliver their work through an active link by May 1, 2021. The link must stay active until the end of the exhibition.

Selection Process

The curatorial team will select projects according to their quality and their relevance to the exhibition's themes. Creators and collaborators will receive a response within one month of the submission deadline (March 1st).

Selected artists will receive a one-time artist fee of \$1000CAD, as well as technical support in integrating their artwork to the exhibition.

For any questions relevant to this Call for Proposals, please contact us at trans.creation.mtl@gmail.com.

Works Cited

Campos, Augusto de. "Acceptance Speech Given at the Janus Pannonius Award Ceremonies, Pécs, Hungary." September 22, 2017. <http://jpa.hu>.

Flores, Leonardo. « Third Generation Electronic Literature », *Electronic Book Review*, 7 April, 2019, <https://doi.org/10.7273/axyj-3574>.

Mallac, Guy de. "Brazilian Structuralism: Haroldo De Campos." *Contemporary Literature*, vol. 11, no. 2, 1970, pp. 283–292. *JSTOR*, www.jstor.org/stable/1207537. Accessed 14 Jan. 2021.

Shellhorse, Adam Joseph. "The Verbivocovisual Revolution: Anti-Literature, Affect, Politics, and World Literature in Augusto De Campos." *CR: The New Centennial Review*, vol. 20, no. 1, 2020, pp. 147–184. *JSTOR*, www.jstor.org/stable/10.14321/crnewcentrevi.20.1.0147. Accessed 18 Jan. 2021.