

Makor Foundation & NewImages Hub AI Residency in Herzliya Regulations Call for applications 2023



Call for applications is open from **Tuesday, December 12th - January 16th, 2023** (11.59pm, GMT). Go to the application form: xqlanyue.paperform.co

Last update on December 12, 2023

1- About the Makor Foundation & NewImages Hub Residency

1.1 - Introduction. Initiated in 2023 by the Makor Foundation, the Advanced Reality Lab at Reichman University, the Institut Français d'Israël and the NewImages Hub at the Forum des images, the Makor Foundation & NewImages Hub AI Residency is a new and unprecedented facility for immersive digital artistic creation using generative artificial intelligence (AI) in the framework of an XR experience.

Open to all works based on the use of artificial intelligence, this residency is designed to give a French creator or a creator being a French resident the opportunity to benefit from a

unique experience and to benefit from a privileged moment to develop and promote their project as well as to strengthen their professional network. It will also be an opportunity to strengthen links and create new synergies between France and Israel in the field of creative innovation.

1.2 - Course of the residency. The residency will take place at the Advanced Reality Lab at Reichman University (Herzliya, Israel) from 1 to 31 March 2024 and the resident is invited to take part in the NewImages Festival 2024 in France from 24 to 28 April.

1.3 - Objectives. The project supported by the Makor Foundation, the Advanced Reality Lab of Reichman University, the Institut Français d'Israël and the NewImages Hub of the Forum des images, or a prototype of the project, must be completed by 24 April 2024 and must be the subject of an exclusive presentation on the occasion of the NewImages Festival 2024 (after validation by the programming team). At the end of his/her/their residency, the creator must submit a report to the Forum des images on his or her experience, work and the development of the project during this period.

The Advanced Reality Lab (<http://arl.runi.ac.il>) in RUNI is a multi-disciplinary lab, co-directed by Prof Doron Friedman and Dr. Jonathan Giron, working for over 15 years on human machine confluence. Their current research focus is on integrating generative AI and XR for constructing next generation virtual humans, with application domains in mental health and fostering pro-social behavior. The lab takes part in various national and international parts, and is well connected to other labs on campus, as well as to the thriving Israeli tech innovation sector.

1.4 - Advantages. The selected creator will be provided with:

- a 4-week residency at the Reichman University (Herzliya, Israel), and the accommodation from April 1st to 31st 2024
- participation in production costs occurring during the residency depending on the project and only after approval by the University
- connections with the local XR and AI ecosystem and with the network of the Reichman University (Herzliya, Israel)
- A Paris-Tel Aviv flight (round trip) covered by the French Institute.

Other compensations:

- exclusive presentation of the project at Forum des images, NewImages Festival 2024
- accreditation for the Industry Days at the NewImages Festival in 2024

2- Eligibility

2.1 - Applicants profile.

- artist, creator or project holder
- aged 18 years and over
- French nationality or living in France
- speaking English and/or Hebrew

2.2 - Eligible projects. This call for applications is open to all immersive projects (VR360, VR interactive, augmented or mixed reality, installation including immersive technologies, etc.) using AI technologies, providing that it is a French production or co-production.

3- Application process

3.1 - About the call for applications. Application:

- must be submitted in English
- must be submitted online no later than Tuesday, January 16th, 2024 (11:59pm, GMT)
- is free of charge

In addition, please note that:

- incomplete entries will not be considered
- there is no time limit to complete the form
- your answers and data are auto-saved, so you can close and/or return to the form from the same device and browser (excluding private windows)

We strongly advise you not to wait until the last days of the call for applications to submit your project, in order to avoid any technical issues.

By registering, you acknowledge that you are the author of the submitted project and/or you are authorized to submit the project by all the other right holders. The program's partners cannot be responsible in any way for any claim, conflict or lawsuit in connection with the registration of the project.

3.2 - Application form. We invite you to read carefully what information and documents have to be provided in the presentation file required in the registration form:

- a copy of identity card or passport (for French ones)
or

- a copy of Permanent Residency Certificate, valid work visa or a proof of residency (for internationals) and passport copy
- a short biography
- a CV / résumé
- a portfolio of your previous projects
- a cover letter
- a reference letter (optional)
- a (long) synopsis of your project
- a literary and artistic note
- a technical sheet
- project stills (if any)
- a projected budget
- a funding plan
- an estimated production schedule
- a projected work plan for the residency

4- Selection and undertakings

4.1 - Selection board. All eligible projects will be evaluated by a committee made up of the representatives of the Makor Foundation, representatives of the Advanced Reality Lab at the Reichman University and representatives of the NewImages Festival and NewImages Hub at the Forum des images.

4.2 - Notification and official announcement. The name of the selected creator will officially be announced early February. Applicants will have been notified in advance by e-mail of the selection board's decision concerning their application.

4.3 - Guarantees and advantages for the selected creator. See "1.4 - Advantages".

4.4 - Undertakings of the selected creator. A contract mentioning all commitments on both sides shall be signed between the selected creator and the partners.

Before the residency, the selected creator will be asked to:

- share a projected work plan for his/her residency with the partners (including the events he/she would like to attend and the business trips he/she considers in Israel and the technical needs)

During / after the residency, the selected creator is asked to:

- meet and exchange with the other creators from the Advanced Reality Lab at the Reichman University
- execute the work / production plan
- send to the partners a report of his/her experience, work and the evolution of the project during this period (at the end of the residency)

Besides, regarding the project:

- either the final version or a viable prototype (partial work or complete) or a flat video trailer must be completed before the 7th NewImages Festival (24-28 April, 2024). At the end of the residency in March, the resident must decide the presentation format and communicate it with the NewImages Festival team. The presentation will happen upon approval of the festival curating team.
- if it is not completed in April 2024 a prototype or work-in-progress must be presented during the 7th NewImages Festival
- partners' logos must be included in credits and communication materials
- partners will be allowed to showcase the project for promotional purpose in their year-round line-up, starting from the presentation at the NewImages Festival 2024, Forum des images can showcase the finalized project for free to their audiences

5- Schedule

Tuesday, December 12th, 2023: call for applications opens.

Tuesday, January 16th, 2024: call for applications closes (11:59pm, GMT).

Week of January 22nd, 2024: applicants notification.

January 26th, 2024 (precise date TBC): online meetings with the finalists. Please block this date in your diary to anticipate your participation, in case you are selected.

First week of January 2024: announcement of the winner on the NewImages Festival and Makor Foundation social networks

6 - Conditions for the residency to take place

The aforementioned residency schedule is based on the assumption that the political situation in Israel and the Middle-East has changed and that it is not considered to be at risk

to travel there by the French Ministry of Foreign Affairs. Consequently, the residency schedule can be subject to changes. Our current position is not to cancel the residency, but to postpone it if necessary.

We run the open call for a residency in March 2024, but will update the applicants / selected project of any schedule change as soon as possible.

Finally, note that doing an artistic residency in a foreign country implies to have taken all dispositions needed for health and private responsibility insurances.

7- Contact

Feel free to contact us if you have any further questions, mentioning “Makor Foundation & NewImages Hub AI Residency” in the subject of the email: newimages@forumdesimages.fr.