| Artificial Reality |

INTERNATIONAL
STUDENT POSTER
COMPETITION

PLAKART

OPEN CALL FOR SUBMISSIONS: We invite all students on BA, MA and PhD studies of fine arts, design, visual arts, to enter the 10th International Student Poster Competition until 30 October, 2017 (CET 00:00 hours).

This year the Council of International Student Poster Competition decided to put accent on the issue of the Artificial Intelligence. We invite students to do their creative work, make buzz and create messages that will inspire many, to engage maybe few but to contribute to raising the awareness of general public, but mainly to policy-makers and business heavyweights.

Introduction

Is Artificial Intelligence our Reality? *Artificial Reality.*

Artificial Intelligence (as stated in the Encyclopedia Britannica) is the ability of a digital computer or computer-controlled robot to perform tasks commonly associated with intelligent beings. The term is frequently applied to the project of developing systems endowed with the intellectual processes characteristic of humans, such as the ability to reason, discover meaning, generalize, or learn from past.

Technology is ruling our lives, killing our imagination. We experience difficulty in enjoying human, spiritual pleasures as conversation, art... This state of absorbency with technology is supposed to get more serious not only in terms of influence to our personal future but also the business environment.

Major worldwide media are recently informing us about the new challenges regarding the increasing role of the computer-controlled robots which has influence on the global map of employment and is re-shaping the human labor market structure.

This issue has become important topic for the business elites, political leaders in the past year... Davos World Economic Forum has chosen Artificial Intelligence to be one of the leading topics at this year Summit.

"To say that globalization is bad because it destroys jobs is a very short cut for something that needs far more analytical work and understanding," IMF chief Christine Lagarde said.

Producing more inclusive development is one of the main global concerns. International Monetary Fund is consequently alarming that wealth redistribution is a global issue. Two alternatives are presented: Artificial Intelligence in favor to eradicate poverty and strengthen the middle class or creating a favorable environment for the wealthiest to become even richer.

In regional context jobs are outsourced and manufacturing being relocated, employment is decreasing as a result of digital computer or computer-controlled robots replacing human labor.

The objective

Our responsibility as designers is to state our point of view and to send powerful message!!!

It is hugely important to understand the nature of this emerging problem. Political will and open-minded business elites are necessary in order to come to a solution to this issue.

Artificial Intelligence is both considered a positive stepping stone into the future and a threat.

For some it could be regarded as labor-saving technological change that will revolutionize many industries, and this indirectly means we could concentrate on other things like innovation, development or global issues. On the other hand experts are stating that Artificial Intelligence advancement could lead to mass unemployment - there are opinions that in the most developed countries 50% of jobs in industry and manufacturing are at risk.

'The development of full artificial intelligence could spell the end of the human race.' – Stephen Hawking

Technology and automation has increased productivity by 80%, but compensation for workers has raised only by 10%.

Inequality, social disparities, human labor annihilation, even the exterminism – war between the rich against poor – are to be expected. It will surely also raise new ethical questions about moral liability in self-driving cars, implications caused by autonomous weapons.

"The revolution in deep nets has been very profound, it definitely surprised me, even though I was sitting right there." - Google co-founder Sergey Brin

Young designers from all over the world should be provoked to join and work on this issue and to speak-up in raising awareness of the wider public and all concerned parties.

Students, take the future in your hands and act now. Lets send the message!

Goal

Is there interesting controversies you would underline or open questions that you are as well willing to answer?

Are super-intelligent robots that accomplish goals with excellence are treat to us? In this phase of raising power of technology, can we - as smartest beings - control the automated robots? What are your thoughts about the future of artificial intelligence and what it should mean for humanity? Is there any misconceptions or challenges we have to face?

Those are few of many questions that surely will inspire different interpretations!

We encourage people, both in and outside the design and cultural community, to join this movement! Try to create and provoke an attention that will grow in to international movement, campaign. Explain/complain/create and achieve higher standards of visual communication and visualize your thinking.

As designers we are obligated to act toward solving problems or pointing out solutions. Therefor we are going to create and provoke a global action, first by inviting students to participate for the competition, then by inviting the professional designers and by several social campaign actions in order to raise awareness.

Encouraging young talents

The organizer of this competition will continue promoting young artist and their posters around the globe, creating traveling exhibitions on all continents. One of the goals of this project is to merge the students from world academies and Europe in the territory of the Republic of Macedonia.

"Artificial Intelligence" competition is yet another project of ours that provides to students a base for cultural interchange and unconditional artistic involvement. Realizing the importance of technology and its influence on our lives and consideration of the common advantages/disadvantages that A.I. revolution has to offer to humanity shall help us understand its value, predestination and relevance.

Prizes

Winners (2 equal main awards)
1. Invitation to Skopje, Macedonia and participation in jury work and VIP access at the 11. Skopje Poster Festival activities (fully covered expenses)
2. Organization of poster exhibition in Museum of City of Skopje during SPF 2018
3. Set of special selection of catalogues from Plakart and Skopje Poster Festival
4. Award Certificate endorsed by all supporting parts
5. Right to become skopjeposter blogger with dedicated web address at the official site of Skopje Poster
(marketing support by out team is included)

Special Award(1) and Honorary Mentions(7)
1. Special Jury Award Certificate and Honorary Mention Certificate
2. Right to use 50% discount on catalogues from Skopje Poster Online Shop
3. Right to become skopjeposter blogger with dedicated web address at the official site of Skopje Poster (marketing support by out team is included)

Finalist/shortlisted poster authors (not including winners, special award and honorary mentions)
1. Participation in the main 2018 Skopje Poster Festival exhibition and all post-review exhibitions
2. Right of use 25% discount on catalogues from Skopje Poster Online Shop
3. Letter of Acknowledgement (per request)