



Regulations: Open Call - Cinekid Digital Culture Programme 2017

31st International Children's Film, Television and Digital Culture
Festival, Amsterdam, 18 to 27 October 2017

1) **Date and Venue**

The 31st International Children's Film, Television and Digital Culture Festival Cinekid will take place from 18 to 27 October 2017 in Amsterdam, The Netherlands.

2) **Organization**

Cinekid is an independent festival organized by the Cinekid Foundation.

3) **Goal**

Cinekid is a festival for film, television and digital culture. Digital culture is an ever changing media scene, encompassing new media, digital storytelling and new cinematic tools and technologies. Cinekid discusses this new territory of storytelling as a dialogue between narrative, more traditional cinematic aspects, the changing platforms of broadcasting and the personal use of digital media.

Part of Cinekids digital culture programming is the MediaLab, Europe's largest digital media playground which features a wide array of interactive media art and design projects. The MediaLab presents artworks for the digital natives and critical experiments about our visual culture.

4) **Programme**

The Digital Culture Programme consists of:

- Interactive artworks
- Installations
- Games
- Performances
- New Media Awards
- Workshops



5) **Open Call Cinekid Digital Culture Programme**

Cinekid Festival invites artist, designers and agencies to submit art and design projects for the upcoming MediaLab, as subject for keynote presentations and for consideration of the Cinekid Lion Media Award. The categories in 2017 are Interactive Installations, Digital Design, Game & App Design, and Hybrid Art. Submissions should be recently completed, and/or in development to be completed in October, projects of excellent artistic quality and befitting the festival's young audience. Cinekid welcomes submissions from international artists, designers, students and collectives.

6) **Criteria of Selection**

The organization applies the selection criteria on three main levels: quality, innovation and authenticity.

1. Regarding quality, the following are specific areas of attention: artwork, interaction design, usability, sound, storyline.
2. Regarding innovation, the use of new technologies receive specific focus.
3. Regarding authenticity, productions which are a continuation in a series, or a new or different version of an existing production with no further developments, are not eligible for participation.

7) **Awards**

Submitted projects are considered for the Cinekid Media Awards. The organization will announce a full overview of media awards on the website at a later moment.

8) **Festival Presentation**

The organization will make a selection of productions out of the Cinekid Digital Culture entries before the 25th of July 2017, that will all be presented in the Cinekid MediaLab during the course of the festival. It is imperative that the production can physically be properly presented at the festival.

9) **Conditions of Entry**

The entry forms must be submitted before June 1st 2017. Cinekid is free to unlimitedly use the publicity materials (fragments, photo's) for promotional reasons.

The submission of an entry implies acceptance of these regulations.