

AUDIOVISUAL OPEN CALL

# PROJECTING THE CHANGE, 3th ED.: CRISIS, RESILIENCE AND RESTORATION.



## APPLICATION DATES

From July 1 to September 20, 2025.

Sending APPLICATIONS:

[proyectarcambio@upv.es](mailto:proyectarcambio@upv.es)

## COORDINATE

José Albelda Raga y Lorena Rodríguez Mattalía (UPV).

## ORGANIZE

Proyecto desarrollado gracias a la ayuda PC-ACTS 25, de la UPV.

Proyecto financiado por *Situated Creative Practices for the Pluriverse* (SIT-PLU, CREA-CULT-2024-COOP-2, Creative Europe Programme).

## COLLABORATE

**PC\_ACTS**  
2025  
PROYECTOS CULTURALES D'ART, CINE, DISEÑO, TECNOLOGÍA I SOCIETAT



UNIVERSITAT  
POLITÈCNICA  
DE VALÈNCIA



FACULTAT DE BELLES ARTS DE SANT CARLES



MÀSTER EN  
PRODUCCIÓ ARTÍSTICA  
UNIVERSITAT POLITÈCNICA DE VALÈNCIA



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## OPEN CALL

This is a CALL for AUDIOVISUAL creation whose selected videos will be presented at the Instituto Valenciano de Arte Moderno, IVAM, in Valencia in November 2025<sup>1</sup>. Its main objective is to address the challenge of the thought and communication of a sustainability culture that facilitates the appropriate ecosocial transitions to the new scenarios of climate change, less energy availability and ecosystem fragility.

We propose to reflect on the challenges posed by the transition process towards more sustainable societies, focusing on the role of creativity and, specifically, the audiovisual medium, on the necessary change in worldview that this requires.

Taking into account the importance of artistic practices as generators of worldview, we want to emphasize the fundamental role that the audiovisual must have in the ecosocial discourse, given the central role of the moving image in our culture. Audiovisuals are part, not only of our lives, but also of our way of seeing the world, which is why it is essential to pay attention to it as a central line where the ecosocial discourse must be developed and communicated.

The call we are now launching is the third edition of the cultural management project entitled PROJECTING CHANGE: <https://proyectarcambio.webs.upv.es/> The first and second editions also began with an audiovisual creation workshop and culminated in an audiovisual exhibition consisting of 15 and 17 videos selected by a jury. These exhibitions were inaugurated at La Casa Encendida (LCE) in Madrid and traveled to various national and international venues, which can be consulted on the aforementioned website.

With this THIRD CALL, we intend to give continuity to this project and, after the workshop held in June 2025, to organize a third traveling audiovisual exhibition that will start at IVAM in Valencia.

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<sup>1</sup> Exact date to be confirmed according to availability of the exhibition space

## TOPIC AND LINES OF INTEREST

We establish a series of lines of interest that respond to the approach described above:

1. Communication of the ecosocial crisis: denounce of the current climate change situation, of ecosystem and social fragility, of the future energy crisis.
2. Our way of life and its ecosystem impact: savage capitalism, consumerism, neoliberal policies, globalization, etc.
3. Aesthetics of nature: the empathic connection with ecosystems and species as a way to promote an ecological ethic of ideological and life commitment.
4. Purposeful audiovisuals, achievable utopias: where do we want to go; how to build imaginaries of transition towards real sustainability, the restoration of ecosystemic links and paths to greater resilience, beyond media and institutional posturing.

In turn, the videos presented could belong to different categories of audiovisual creation, such as:

- Short documentaries.
- Videos of activists, environmental awareness.
- Video art works.
- Fiction shorts.
- Audiovisual essay.
- Short animated films.

## PARTICIPANTS

Artists or groups of any origin can participate, with no age limit. The videos presented must be original and, in the event that they include images from third parties, the authors are responsible for complying with the legislation on intellectual property rights.

Only one audiovisual work per author or group may be presented.

## **FORMATS AND DURATION**

Audiovisual works can be presented in any standard video format, such as: MPEG, AVI, ASF, FLV, 3GPP, etc., as long as the necessary quality is maintained for projection on a large-format projection screen.

The duration of each video presented may not exceed **6 minutes**.

## **DEADLINE AND PRESENTATION OF THE WORKS**

Proposals may be submitted from July 1, 2025 to September 20, 2025.

The registration process of the works will be carried out electronically through the form attached to this call, which will be sent in PDF format to the following e-mail address: [proyectarcambio@upv.es](mailto:proyectarcambio@upv.es)

The videos should be uploaded to an online repository that allows them to be viewed in optimal quality.

When filling in the form, the author will include the link and, if necessary, the password to access the material.

It will also be indicated if the work in question is presented after having attended the “Audiovisual creation workshop: Projecting the change: (third edition, 2025-2026): crisis, resilience and restoration” (CFP, UPV, from June 16 to June 27, 2025), or if, by on the contrary, it is presented by free competition.

Files sent directly to the email address will not be accepted, nor will

physical media such as DVDs or pendrives be received.

The selected artists will be notified personally of the failure to the email provided in the registration form (whose address must be as anonymous as possible). The selected ones will have a maximum period of 15 days to send the original work and identify themselves. If after this period no notification has been received, it will be understood that the artist renounces to be part of the exhibition. The final file must be exactly the same as the one uploaded online, any modification of the work may be grounds for disqualification.

## **ASSESSMENT CRITERIA**

The videos presented will go through a pre-selection to see if they meet the requirements of these bases and if they have a minimum technical quality of image and sound for good viewing on a large-format screen.

Subsequently, a jury of professionals and experts will select the audiovisual works for this third edition of the audiovisual exhibition Projecting Change, following the following criteria:

- Adaptation to the general theme of the Conference and the lines of interest detailed above.
- Quality and technical resolution of the video.
- Interest and conceptual solidity of the work.
- Originality and innovation of the work.

## **JURY**

The jury will be made up of the following 5 members<sup>2</sup>:

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<sup>2</sup> The composition of the jury is subject to possible changes to adjust to the availability of its members.

- The two coordinators of Projecting the Change.
- Professor José María Parreño, PhD in Art History from the Complutense University of Madrid.
- Two teachers of the "Audiovisual creation workshop: Projecting the change: (third edition, 2025-2026): crisis, resilience and restoration".

## FINAL SELECTION

The final result of the selection process will be made public during the month of December 2021 through the following web page: <https://proyectarcambio.webs.upv.es/>

The selected authors will also receive a personal communication by email and at that time they will have 10 days to identify themselves and send the original file. In case that the authorship belongs to a group, the personal data of one of the authors as the person in charge of the project will be sufficient.

The selection of the sample will be organized in **two sections**:

- The section resulting from the “**Audiovisual creation workshop**: Projecting the change: (third edition, 2025-2026): crisis, resilience and restoration". The length of all the works selected together for this section will be around 30 minutes.
- The **free contest section** with the videos presented outside the aforementioned workshop. The length of all the works selected together for this section will be around 30 minutes.

The fact of being selected will entail the reward of participating in the audiovisual exhibition Projecting the change: (third edition, 2025-2026): crisis, resilience and restoration, at IVAM in Valencia by the end of 2025. This audiovisual exhibition will be widely disseminated in the agenda of the exhibition space, on the Projecting the change website and on the European Project website that serves as the framework for this call.

After the inauguration, the coordinators will organize other national or international exhibitions to give more diffusion to the videos, always conveniently informing the authors, who, in the case of wanting to participate, will have to sign an express authorization for the itinerary of the exhibition. The itinerary of the exhibition will be the same or similar to those of the first and second editions (<https://proyectarcambio.webs.upv.es/>).

## **FINANCING AND INTELLECTUAL PROPERTY RIGHTS**

This is a non-profit exhibition that is part of the the European Project Situated Creative Practices for the Pluriverse: SIT-PLU (CREA-CULT-2024-COOP-2). It also enjoys the support for cultural projects PC\_ACTS UPV 2025, from the Vice-rectorate for Art, Science, Technology and Society of the Universitat Politècnica de València.

The authors will give their works free of charge for dissemination in the framework of Projecting the Change (third edition, 2025-2026): crisis, resilience and restoration, which will begin at IVAM in Valencia, Sala Carmen Alborch, at the end of 2025 in a public exhibition. Clear reference will be made to the authorship of the artists, in order to contribute to the widest possible dissemination of their work.

After the aforementioned opening, the coordinators will organize other national or international exhibitions to give more diffusion to the pieces, always conveniently informing the authors, who, in the case of wanting to participate, will have to sign an express authorization for the itinerary of the exhibition. This authorization will be sent only if the work is selected, before October 15, 2025 in PDF format to the following e-mail address: [proyectarcambio@upv.es](mailto:proyectarcambio@upv.es) We will try to ensure that the itinerant points of the exhibition are the same or similar to those of the first and second editions. (<https://proyectarcambio.webs.upv.es/>)

The videos may be included -under the express authorization of their authors attached to this call-, in the web

<https://proyectarcambio.webs.upv.es/>. This authorization will be sent only in case the work is selected, before October 15, 2025, in PDF format to the following e-mail address: [proyectarcambio@upv.es](mailto:proyectarcambio@upv.es)

The organization could use small fragments of the videos (no more than twenty seconds) or frames of them, to promote the Conference in different media (posters, press, publications, etc.) with the sole purpose of disseminating the sample, always citing the authorship of the images used.

As previously mentioned, in case that the piece includes images from third parties, the organization of this event is not responsible for the improper use of the images, it will be the authors who have to certify the intellectual property of their works, bearing in mind the appropriate legislation for such purposes.

## **ACCEPTANCE OF THE BASES**

Participating in this call implies knowledge and acceptance of these rules. The convening organization of the exhibition reserves the right to make minor changes and / or take initiatives not included in these bases, if this has a positive impact on the audiovisual exhibition.



***PROJECTING THE CHANGE, 3th ED. 2025–2026***

**Desing María Vidal Soria.**