



## CALL FOR PARTICIPATION

**Cumulus Conference Beijing 2023: Narratives of Love**

**Hosted by CAFA, Beijing, China**

## NARRATIVES OF LOVE - TOWARDS HEALING, TRANSFORMATION AND TRANSCENDENCE

**November 22- 24, 2023 CAFA Conference**

**November 25- 26, 2023 Cultural visits**

**November 27- 28, 2023(TBC) Parallel Conference**

**November 29, 2023 - Cultural visits**

### Cumulus

Cumulus is the leading global association of art and design education and research. It is a dynamic ecosystem for global mobility, knowledge exchange, and collaboration in art and design pedagogy, research, and practice. The 2023 Cumulus Beijing conference will be hosted by the Central Academy of Fine Arts in Beijing, China in November, with the theme of this year's conference being "NARRATIVES OF LOVE——TOWARDS HEALING, TRANSFORMATION AND TRANSCENDENCE.

### Theme

"Crisis and Opportunity"

Throughout the past three years of the COVID-19 pandemic, humanity has shown its remarkable resilience in the face of adversity. However, the relief felt at the end of the pandemic was short-lived as it was quickly overshadowed by the nervousness surrounding the ongoing world crisis. It is now more urgent than ever to re-examine our ecological foundation, lifestyle, production relations, and the meaning of life. The diverse advancements in artificial intelligence have created a dilemma for human self-understanding and the ethics of human-machine interaction, evoking a mixture of hope and fear.

With the increasingly intensifying climate warming, cultural conflicts, economic fragmentation, and scientific iteration, how do humans react to standards of morality, ideas of design, thought of art, and methods of education? These common issues in the field of art and design will provide us with references for strategic adaptation, structural reshaping, and redefinition of values.

## "Ideology and Ideality"

Over the ages, "Love", as the matrix of human sensibility and rationality, the enlightenment of ideology and idealism, is the harmony of Tao, nature, and human wisdom. Love permeates every aspect of human civilization. Chinese civilization, Greek civilization, Islamic civilization, Indian civilization, Egyptian civilization, and the Maya civilization, among almost all major cultural systems, unanimously cherish and emphasize the importance of 'Love'.

From the symbiosis of humans and nature, the healing of collective traumas, the compatibility of heterogeneous perspectives, the stability of social structures, to the innovation of art and culture, "Love" has always been created, interpreted, applied, and disseminated through a harmonious beauty, providing solace to life and nurturing existence. We firmly believe that facing an uncertain future, "Love" will continue to be the immortal energy driving the evolution and progress of human civilization, enduring through the ages and persisting eternally.

The current Cumulus Global Association of Art and Design Education and Research Conference has chosen "Narratives of Love" as its annual theme. Through the means of art and design, the conference aims to explore and interpret the ideas and forms of "Love" in multiple dimensions, including the individual, family, ethnic group, nation, world, nature, even the supernatural. It will delve into the realms of thoughts and thinking, discussing interdisciplinary topics such as culture and ecology, society and education, policy and economy, science and ethics, philosophy and faith. The conference seeks to gather cross-cultural wisdom to explore the future directions and methodologies of art and design.

## "East and West"

Beijing, as the capital of China, stands as a profound embodiment of rich historical heritage, serene ecological surroundings, avant-garde fashion districts, vibrant community life, efficient service systems, and endearing folk traditions. These multifaceted elements have forged a distinctive design culture with worldwide influence, making Beijing an indispensable gateway and an enchanting source of inspiration for global designers, artists, and scholars to experience the essence of Chinese culture and the grandeur of Eastern civilization.

We eagerly anticipate the gathering of Cumulus members from around the world in Beijing in November 2023, where we can unite in our efforts to forge a sustainable future imbued with the essence of "Love" igniting passion, motivation, and hope.

May the radiance of "Love" illuminate the Earth, blessing future generations for eternity.

The conference is actively seeking new insights and social reflections on the value of connectivity and creativity in a time of global change, as reflected in these conference tracks:

### **CAFA Conference**

- Narratives of Love (Central Academy of Fine Arts)
- Foresight Plan (Central Academy of Fine Arts)
- Design Flow (Central Academy of Fine Arts)

## **Parallel Conference**

- Ecology in Design (Sichuan Fine Arts Institute)
- Technology in Design (Guangzhou Academy of Fine Arts)
- Cultures in Design (Xi'an Academy of Fine Arts)
- System in Design (Nanjing University of the Arts)
- Society in Design (Jingdezhen Ceramic University)
- Wellbeing in Design (Xiamen University)

More information will be available, Stay tuned!

## **KEY DATES**

**26 August 2023**      Extended deadline for submitting full papers, creative work, and workshop application

**15 September 2023**      Announcing selected papers, creative work and workshop accepted

## **CALL FOR PARTICIPATION**

### **TRACKS FOR ACADEMIC PAPERS**

#### **Track 1- CAFA Conference**

**Location: Central Academy of Fine Arts Beijing**

##### **a. Narrative of love**

The concept of "love" will be analyzed, researched, and interpreted from different perspectives such as science and technology, ecological design, cultural design, economic design, social design and political design. The topics include but are not limited to the following: ecological technology, artificial intelligence, scientific ethics; ecological crisis, sustainable design, biodiversity; material culture, spiritual culture, human civilization; social design, public welfare, industrial design; public health, art therapy, civic education; national design, institutional design, national friendship, ideology.

##### **b. Foresight plan**

Design is a creative process that aims to solve a problem, fulfill a need, or create value. Foresight, on the other hand, is the insight of the future, and the ability to see long-term development trends and possible challenges and opportunities. Human beings are undergoing unprecedented changes. How to effectively plan and design a better future for ourselves is precisely on this premise, it is essential to inject a vision and carry out plans for today's actions. All submissions must reflect a "vision" for future design, including but not limited to academic research papers, research reports, design/planning proposals, etc.

### **c. Design Flow**

"Design Flow" symbolizes the blending and coexistence of Eastern and Western art and culture. "Design Flow" can also reflect a design methodology, incorporating elements of service design, systems design, design processes, and more. It can be concrete or abstract, process-oriented, or based on the flow of consciousness.

## **Track 2-Parallel Conference**

### **a. Ecology in Design**

**Location: Sichuan Fine Arts Institute, Chongqing, Sichuan Province**

Design is not only for aesthetics and functionality, but also with impact on ecosystem. Designers should consider the impact on the natural environment when doing designs. Topics such as reducing negative environmental impact in design, utilizing renewable resources, and designing more environmentally friendly products can all be explored.

### **b. Technology in Design**

**Location: Guangzhou Academy of Fine Arts, Guangzhou, Guangdong Province**

(1) The Application of Technology in Design: This topic explores the application of technology in design, such as digital design tools, virtual reality, augmented reality, artificial intelligence, bio design, etc., and how these tools change the way designers work and the design process.

(2) The Impact of Technology on Design: This topic explores the impact of technology on design, such as how technology changes people's expectations and needs for design, and how technology changes aesthetic standards and trends in design.

(3) Technology and Sustainable Design: This topic explores how technology can help designers achieve sustainable design, such as using renewable energy, green materials, and smart building technologies.

(4) Technology and User Experience: This topic explores how technology changes the user experience of design, such as smart homes, wearable devices, and smart cities.

### **c. Cultures in Design**

**Location: Xi'an Academy of Fine Arts, Xi'an, Shanxi Province**

Design is not only a manifestation of technology and craftsmanship, but also a reflection of culture and values. In today's globalized world, design has become a bridge across different cultures. Designers need to consider the differences between different cultures, respect and integrate elements of different cultures, and create works with cross-cultural characteristics. Designers can promote cultural innovation and development through innovative design thinking and methods. They can draw inspiration from traditional culture to create works with a modern feel or explore and express new cultural ideas and values through design.

#### **d. System in Design**

**Location: Nanjing University of the Arts, Nanjing, Jiangsu Province**

Contemporary design is no longer a single field of study and practice, but emphasizes a systematic thinking through an interdisciplinary approach. It focuses on the overall consideration of design thinking in the current interdisciplinary vision and complex social context, pays attention to the experimental exploration of new technologies and new paradigms in the field of design innovation opportunities, and discusses the design development trend in artificial intelligence and parametric design, spatial prototyping, urban renewal, product trends and other generalized design.

#### **e. Society in Design**

**Location: Jingdezhen Ceramic University, Jingdezhen, Jiangxi Province**

The combination of community, tradition and heritage in design can create works with local character and cultural significance. By fully respecting and utilizing traditional knowledge, skills and culture, design can be an important driver of community development and cultural inheritance. At the same time, design should also work closely with the community, focusing on community participation and sustainability, to create a better future for the society.

#### **f. Wellbeing in Design**

**Location: Xiamen University, Xiamen, Fujian Province**

Design can improve the quality and wellbeing of people's lives by improving products, environments, services, healthcare. Design is currently solving problems related to human health and well-being by integrating with the humanities, arts, psychology, cognitive neuroscience, medicine, sociology, anthropology, and emerging technologies.

Design is also paying more attention to social equity and sustainable development to bring more opportunities and benefits to people's lives.

\*Academic Papers:

Full paper submission (deadline 26 July 2023)

Authors are invited to submit a full contribution, formatted according to a template through the submission system.

All papers from academics should be restricted in length to a maximum of six (6) pages (references excluded), all papers from doctoral and masters' students should be restricted in length to a maximum of four (4) pages and follow the APA publication style for in-text citations and reference lists. Files should be submitted in both word and pdf versions. Other formats are not accepted. Please use the templates for full paper submissions – to be provided.

Papers will be reviewed based on:

- Alignment and fit to conference themes
- Originality, significance, and coherence
- Rigor of method
- Clarity, tone, and communication.

### **Copyrights**

The contributions will be collected in digital proceedings. To be included in the conference proceedings submissions must meet the following criteria

1. Each publication requires a unique author to be registered for the conference.
2. Publication requires at least one of the authors to present (with a strong preference on-site).

By submitting papers for publication in the conference proceedings, authors give their consent for publication of their work and assign the copyright of the submitted papers to the conference host and to Cumulus Association. The authors' traditional rights will not be infringed by assigning copyright in this manner, as the authors retain the right to re-use the content of the papers.

Papers that are not presented at the conference will be excluded from the official proceedings. Therefore, it is required that at least one of the authors attends the conference to present the paper.

### **TRACK FOR CREATIVE WORKS**

#### **Narratives of Love**

The concept of "love" will be analyzed, researched and interpreted from different perspectives such as science and technology, ecological design, cultural design, economic design, social design and political design. The topics include but are not limited to the following: ecological technology, artificial intelligence, scientific ethics; ecological crisis, sustainable design, biodiversity; material culture, spiritual culture, human civilization; social design, public welfare, industrial design; public health, art therapy, civic education; national design, institutional design, national friendship, ideology.

#### **Call for Creative Works:**

##### **a. From institutions: The Teaching Achievement of Cumulus Member Institutions**

The Teaching Achievement Exhibition of International Design Schools features:

[1] Excellent graduation design projects from invited global design schools, 2-3 excellent graduation projects from each institution.

[2] Excellent Course Achievement, 2-3 excellent courses from each institution Content format: Editable Documents

[1] Introduction to Excellent Courses in International Design Colleges - Text

[2] Teaching content of excellent courses in international design colleges - teaching slides.

[3] Excellent student projects in international design colleges - text description, and corresponding pictures

[4] Excellent Graduation Design of International Design Colleges - Text and Corresponding pictures.

\* Poster works or video materials are always submitted electronically (High resolution images (300dpi) in the zip file, along with a copyright contract).

**b. From designers/artists/other creative practitioners:**

Artworks include posters, videos, sound art, performance and other medium that represent the theme "Narratives of love".

( \* The freight charge of the works shall be borne by the participant. )

**TRACK FOR WORKSHOPS**

Workshop sessions should focus on an issue related to practice. The purpose of these sessions is to share experiences and provide opportunities for discussion. As this is an academic conference, we are interested in submissions that present examples of practice that have been informed by research, but this is not an essential requirement for submission and should not be the focus of the workshop presentation at the conference.

Every session must include a description of active audience interaction and engagement, as well as some combination of presentation, discussion, participant reflection and application, simulation, or other form of interactivity. Each submission should also clearly articulate the goals of the presentation to include what and how the material will be presented, as well as the potential takeaways for an attendee from participating in the session.

**Guidelines for submission of draft workshops**

Workshop proposals should be structured under the following headings:

- Workshop Title
- Workshop Organizer(s)
- Workshop Summary
- Workshop Style outlining the workshop in detail including timing and interaction
- Expected Outcomes
- Details of any related research
- Takeaways for teaching practice
- Maximum number of participants

The format should be A4 size in pdf format. Abstracts should be submitted via the ConfTool submission system.

**Submission deadlines**

An extended deadline for submission is 26 August 2023. Please submit your proposal via the submission system.

The duration of a workshop is max. 90 minutes.

Conference website: <http://cumulus2023beijing.cafa.edu.cn/>

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