CALL FOR ARTISTS

AI HORIZONS

ART BEYOND ALGORITHMS

CALL FOR ARTISTS: *AI Horizons. Art Beyond Algorithms*
for Parma European Youth Capital 2027
With the support of Polo Parma, COLSER-Auroradomus, Ds Solutions.

Art. 1- Purpose
The cultural association 360° Creativity Events APS, promoter of the PARMA 360 Festival of Contemporary Creativity, announces the first edition of the Call for Artists ***AI Horizons. Art Beyond Algorithms* for *Parma European Youth Capital 2027***, made possible thanks to the support of Polo Parma, COLSER-Auroradomus and Ds Solutions.

The Call for Artists was preceded by the pilot project "***SYNTHETIC HORIZONS. New Geographies of Artificial Intelligence"***, held from 18 April to 9 May 2026 at the Casa del Suono in Parma, an exploration of new forms of imagination in the age of artificial intelligence (AI).
The exhibition, curated by Chiara Canali, brought together six artists under 35 (Andrea Crespi, Ex.Favilla, Hariel, Manuel Macadamia, Svccy, Vandaro Ruins) who use AI not merely as a generative technology, but as a cognitive, poetic and critical lens through which to interrogate the concepts of authorship, memory, the body and the future. A project realised with the support of MiC and SIAE, as part of the "Per Chi Crea" programme, which has revealed a generation of artists for whom artificial intelligence is both a possibility and a source of unease.

AI Horizons. Art Beyond Algorithms aims to continue exploring the new horizons of contemporary art in relation to the use of technology, encompassing artificial intelligence, digital languages and visual experimentation. The Call invites artists UNDER 35 to reflect on the relationship between human creativity and emerging technologies, opening up new perspectives on the very concept of authorship, image and perception.
This first edition is dedicated, in particular, to the advent of new artificial intelligence technologies and open-source and closed-source (or proprietary) image and video generation tools, and their impact on contemporary creative, social and cultural processes.
The aim is to stimulate critical reflection on how to rethink these tools in relation to the value systems of culture, public society and ecology, inviting artists to imagine and experiment with new creative possibilities capable of overcoming the contradictions of the present.
Ample space will be given to dialogue and the intersection with other artistic and technological languages, provided they offer an interpretation consistent with current issues and the themes proposed in the call.

In particular, participants are invited to submit works relating to the following themes:

- **Parma Heritage**: exploring and reinterpreting the tangible and intangible heritage of the city of Parma, focusing on local crafts, traditions, collective memories and cultural identity. Projects may explore:
  - ancient crafts and artisanal skills;
  - folk traditions, rituals and local customs;
  - historical archives, urban memories and invisible heritage;

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  - the city's architectural, artistic and musical heritage;
  - new forms of immersive storytelling about the region;
  - the relationship between local identity and contemporary transformation.

- **Care**: the theme of care focuses on a reflection on the ethical, relational and human aspects of innovation, inviting artists to consider how art and technology can contribute to individual and collective well-being. Projects may address:
  - psychological and emotional wellbeing;
  - accessibility and social inclusion;
  - intergenerational relationships and community;
  - technologies for health and quality of life;
  - the ethics of artificial intelligence;
  - care for public spaces and community life;
  - artistic practices as tools for listening and social regeneration.

- **Data sustainability and ecology**: a critical reflection on the invisible cost of digital technologies and the environmental, social and ethical impact of artificial intelligence. Every image generated, every digital archive and every trained model requires energy, physical infrastructure, natural resources and human labour that is often invisible. Behind the 'cloud' lie server farms, water consumption, material extraction and production processes with a high environmental impact. Projects may explore:
  - the material footprint of data and digital infrastructure;
  - the energy consumption and carbon footprint of AI;
  - the accumulation and waste of images and digital content;
  - the relationship between memory, archives and sustainability;
  - data extraction and digital colonialism;
  - the ethics of automated production;
  - new relationships between nature, technology and artificial intelligence.

Art. 2 – Types of works accepted

By way of example, but not limited to, these are the types of works accepted and the formats permitted:

- Digital images, synthetic images, NFTs, in .jpg or .png formats;
- Digital photographs printed on physical media;
- Digital sculptures with physical and digital components or 3D prints;
- Videos in .mp4 or .mov formats;
- Audio in .mp3 format;
- Interactive installations using browsers or chatbots;
- Software art;
- VR, AR, sound art, performance;
- Hybrid works combining the above formats.

These are the file size limits for uploading images or videos:

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- file size limits for uploaded images: Max 1 MB per image (up to a maximum of 5 images per work);
- file size limits for uploaded videos: Max 10 MB per video. For larger files, please upload a link to Vimeo / YouTube / Drive;
- specify, if necessary, any specific hardware required to view the work.

Works must have been completed by the date of submission to this Call for Artists, but need not necessarily be unpublished.
Only one application per artist is permitted.

Art. 2 bis – Artist Statement on the relationship with Artificial Intelligence
For the purposes of the application, each participant must attach, in addition to the documentation requested via the form, a brief Artist Statement (maximum 1,500 characters including spaces) that explains their conceptual and operational approach to the use of Artificial Intelligence within their artistic practice.
The Statement must, in particular, explore the relationship between artistic research and Artificial Intelligence tools, specifying any software, generative models, open-source or closed-source platforms used, as well as the critical, poetic or design motivations that guide their use.
The aim of the Statement is to enable the jury to assess not only the formal quality of the proposed work, but also the theoretical awareness, the originality of the creative process and the coherence between the submitted project and the themes of the Call.
Failure to submit the Artist Statement constitutes grounds for exclusion from the selection process.

Art. 3 – Originality of the work and authorship
By signing this Call, the artist submitting the application automatically guarantees (under penalty of exclusion):

- that they hold the rights to the work created and submitted;
- that the work does not infringe the copyright of third parties;
- that the use of pre-existing datasets, models or images is the artist's responsibility;
- that the Organisation is free from legal disputes.

Applicants will be required to specify software, models and workflows during the application process.

Art. 4 – Submission of applications and required documentation
Participation in the ***AI Horizons. Art Beyond Algorithms*** competition is free of charge and open to students of Fine Arts Academies and young artists UNDER 35, who have not yet reached the age of 35 (thirty-five) by the closing date of the call for entries, from Italy and abroad.
The deadline for submitting projects is **31 October 2026 by midnight (Rome time zone)**. By this date, applicants must complete the following form in full (which requires each applicant to provide the title, year, technical specifications and description of the work, and to specify the software, models and workflow of their creative process): https://forms.gle/ymoWbcjuDyzJY11P6
For information on the Call and the application process, please write to:
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For information on the Call and the application process, please write to:
aihorizonscall@gmail.com

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Art. 5 – Jury and selection of finalists

The submitted works will be judged by a jury comprising the artistic direction of the Parma 360 Festival, representatives of the *Parma EYC27 Committee*, and experts in contemporary art, new technologies and artificial intelligence.

The names of the jury members will be made public after the competition's closing date.

Among the twenty finalist works, at least three works by artists from the Parma area and province will be selected, whose works are deemed worthy by the *Parma EYC27 Committee*.

The selection will take into account criteria such as artistic quality, thematic coherence, technical feasibility and financial viability

The jury will evaluate the works submitted to the competition, also on the basis of the artist's CV and the project's economic viability. The evaluation of the CV aims to assess the artist's actual experience in completing complex projects in line with the project's specifications.

The 20 (twenty) finalist works will be part of a group exhibition, curated by Chiara Canali, to be held in Parma in the spring of 2027 as part of the PARMA 360 Festival of Creativity and Parma European Youth Capital 2027.

The final jury, tasked with awarding the cash prizes, will include a representative from each of the sponsors – Polo Parma, Colser-AuroraDomus and DS Solutions – who will judge the finalist works in their respective thematic areas of expertise.

The jury's decision is final and cannot be appealed.

The finalist artists will be contacted by email and their names will be published on the Parma 360 Festival website from **1 December 2026**. The Organisers reserve the right to review the selections should they be incompatible with the aims of the initiative.

Art. 6 – Types of prizes and awarding

The types of prizes are as follows:

- **1st PRIZE AT HORIZONS: A prize of €1,500 (one thousand five hundred euros) to the overall winner, chosen freely from among all competition entrants.**
- **The "Piazza of Beauty" Award**, presented by the **Parma European Youth Capital 2027 Committee** to the best young European artist, who will be given the opportunity to take part in an artist-in-residence programme in Parma during the group exhibition in April 2027.
- **3 sponsor prizes, awarded as follows:**

- **POLO PARMA AWARD**: A prize of €1,500 (one thousand five hundred euros) to the artist selected for the "Parma Heritage" category.
- **COLSER – AURORA DOMUS AWARD**: A prize of €1,500 (one thousand five hundred euros) to the artist selected for the "La Cura" category.
- **DS SOLUTIONS PRIZE**: A prize of €1,500 (one thousand five hundred euros) to the artist selected for the "Data Sustainability and Ecology" category.

The ***AI Horizons First Prize*** is cumulative with the Sponsor Prizes. The prizes are to be considered gross of any tax deductions. The artist may issue an invoice in accordance with their own invoicing arrangements, or the prize will be paid via a tax deduction.

Finally:

*** 2 special mentions:**

- **ROME NEW MEDIA WEEK AWARD**: a special mention will be awarded by the Rome New Media Week committee to an artist who, for particular merit in the use of digital and technological tools, will receive an invitation to participate in an exhibition project as part of Rome New Media Week in 2027. For further information, please visit the festival website: https://romenewmediaweek.com/
- **GIOVANARTE AWARD**: a special mention will be awarded by the Associazione Amici dell'Arte APS to an artist who stands out for the quality of their research, the originality of their artistic language and their consistent use of contemporary artistic languages. The selected artist will have the opportunity to take part in the exhibition of finalists for the 10th edition of the Giovanarte Prize, scheduled for June 2027 at the Complesso Monumentale Ricci Oddi in Piacenza, as part of the related exhibition project dedicated to young talents in contemporary art. For further information, please visit the award's website: https://www.amicidellartepc.it/index/altre-attivita/show/giovanarte-ix-edizione.html

The prizes are to be understood as awards for the acquisition of the work, in whole or in part, in accordance with terms to be agreed with the Organisation and the Sponsor, in accordance with the principle of fairness between the value of the prize awarded and the actual value of the work produced.
The artist therefore undertakes to transfer the work, in whole or in part, to the Organisation and the Sponsor, accompanied by a certificate of authenticity. The specific terms of acquisition will be defined by a subsequent agreement between the parties, once the winning projects have been identified and during the prize acceptance phase.

Art. 7 - Exclusions

The following shall be considered grounds for exclusion:

1. failure to submit all the documentation required for the application, including guarantees regarding the originality of the work and authorship;
2. copyright infringement, harmful deepfakes, discriminatory content, hate speech, misuse of biometric data, and breaches of privacy;
3. explicit incompatibility with the proposed themes.

Art. 8 – Exhibition of the finalists

The finalists' exhibition will take place at an exhibition space provided by the Municipality of Parma, as part of the 11th edition of the **PARMA 360 Festival of Contemporary Creativity**, scheduled for April and May 2027.
Finalists will be invited to submit their work at least ten days before the start of the exhibition set-up, complete with all necessary materials and any assembly instructions. The costs of transporting the work (and its installation components), dispatch and/or shipping shall be borne by the organiser, as shall the costs of any hire of screens, projectors or other technological equipment (audio-visual) required for the final presentation of the work.
The Organisers reserve the right to exclude a participant from the competition if the work is not delivered by the specified deadline.

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At the end of the exhibition, it is the artist's responsibility to collect the work submitted, and the cost of postage or courier services is entirely at their own expense. If the work is not collected within thirty (30) days of the contract's expiry, the Organisers reserve the right to dispose of it as they see fit.
Furthermore, any costs relating to travel, accommodation and meals for the artists are excluded, whilst a hotel room will be provided for finalists to stay in on the opening day of the exhibition.

Art. 9 - Liability
Whilst the 360° Creativity Events APS Association guarantees the utmost care and safekeeping of the works received, it accepts no liability for any theft, fire or damage of any kind to the works that may occur during the event. Any request for insurance must be signed by the artist themselves and is at their own expense or, in special cases, assessed with the Organisation.

Art. 10 – Images and content for promotional purposes
Finalists will be asked to provide promotional content such as photos, videos and material relating to the artwork, which will be used, without territorial restrictions and for an unlimited period, for institutional and promotional purposes, with a commitment to mention the artist's name.
In the event of a refusal to submit such materials, participation in the exhibition may be reconsidered.

Art. 11 – Consent, copyright and use of images
Each candidate expressly authorises the cultural association 360° Creativity Events APS, as well as its legal representatives, to process the personal data provided in accordance with current legislation on the protection of personal data and EU Regulation 2016/679 (GDPR), including for the purpose of inclusion in databases managed by the Organisation for purposes related to this call for entries.
Participants declare that they are the sole owners of the work submitted, both with regard to copyright and the rights to its commercial exploitation, guaranteeing that no third-party rights exist over the submitted work. The artist assumes full responsibility for the content of the submitted work, its originality and any use of images, materials, datasets, software, generative models or other content protected by third-party rights, thereby fully releasing the Organisation from any liability, dispute or claim made by third parties regarding the authorship, originality, authenticity or legitimacy of the work.
Each participant grants 360° Creativity Events APS and its legal representatives, free of charge, the rights to reproduce images (photos, videos and documentation) of the submitted works, the selected works and the exhibition, as well as the texts and materials submitted in response to the Call, for institutional, cultural, promotional and communication purposes, without territorial or time limits, with the Organisation undertaking to always credit the artist's name.
Such materials may be used for publication and promotion via the website, social media, catalogues, posters, leaflets, press releases, editorial materials, audiovisual content and any other form of communication related to the initiative, the group exhibition and the Association's activities.
The works shall remain the property of the artist, with the exception of the acquisition prizes referred to in Art. 6. In any case, the artist's name shall always be credited whenever the work is exhibited, published or communicated.
Materials submitted for the application will not be returned. The organisers reserve the right to make final decisions on matters not expressly provided for in these regulations and to make any changes that may be necessary for organisational reasons or due to force majeure.

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Participation in the Call implies full knowledge and unconditional acceptance of all the articles of these rules.

Art. 12 – Organisational reserve clause and force majeure
The Organisation reserves the right to cancel, amend, suspend or postpone this Call due to force majeure, organisational requirements or new regulatory provisions, without participants being entitled to make any claims or demands for compensation.

Parma, 15 May 2026
Associazione Culturale 360° Creativity Events APS

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