

# HORIZON

SUNSHINE COAST

+



HackFest is an annual competition hosted by the Sunshine Coast Council that invites local thinkers and makers to share and develop their creative ideas and find solutions to everyday community problems.

This year, Horizon & HackFest have created a Digital Art Challenge to encourage the intersection of creativity and technology in the local community. We invite emerging or established artists to take part by showcasing their creative digital art ideas, projects and/or solutions to specific challenges set by the Horizon Festival team, with a \$500 cash bounty up for grabs.

The Horizon Festival connects, disrupts and delights through arts, culture and creativity. Together with HackFest, we hope that the Digital Arts Challenge will raise the understanding, appreciation and enjoyment of digital arts across the Sunshine Coast region and beyond.

## Submission Conditions

- Free entry
- Open to individuals or teams - digital artists / urban creative / storytellers / innovators / entrepreneurs.
- Entry format - 3 minute video presenting a digital art piece (physical or entirely digital) that is:
  - Original creative digital artwork / solution
  - Innovative and engaging
  - Practically and economically deliverable
  - Easily consumable for our audiences / the end-user
  - Highlights the Sunshine Coast region as the 'hero'
- Submissions can address the challenges set out below or can be an entirely unique proposition.

## The Prize

- \$500 cash bounty
- Potential for winning concepts to be further developed with a view to be presented as part of 2018 or 2019 Horizon Festival (subject to funding).
- Acknowledgement of winners through Horizon and HackFest digital channels, other council networks and local media outlets.

## Get involved

Register your interest online and get ready to 'hack' on the weekend of 24 – 26 November. The Horizon team will brief interested artists at IdeasFest: 7:00pm, 14 November at The Hive Business Space in Maroochydore.

## HORIZON + HACKFEST CHALLENGES

1/ A fun way to use Augmented Reality as part of Horizon Festival or satellite event.

Examples: activation / gamification of select Christmas trees across the region; overlaying art onto iconic locations across the region. Must be shareable on social media, perhaps using an open platform.



Virtual+Reality ultimate sensory experience

Breaking the VR closed-style constraints  
to experience the real virtual + reality



**2/ Digital Art such as GIF-iti that allows the user to present virtual exhibitions /ephemeral artworks**

Examples: responding to iconic Sunshine Coast landscapes; inaccessible locations; future opportunities, etc. Must be shareable on social media, perhaps using an open platform.



<http://www.gif-iti.com/walls.html>

**3/ Interactive digital / LED activations that allow an audience to become part of a performance for events like Horizon Opening Spectacle and NYE Mooloolaba fireworks.**

Examples: consider how wristbands can be choreographed to music, fireworks and lighting effects through a timecode radio frequency system (currently used to sync music to fireworks). Idea must be economically viable, with units able to be produced at minimum cost.



**4/ Program of interactive or stand-alone public lighting/projection display (vandal proof).**

Examples: Felicity park event requires interactive projection, light projection on Glass House Mountains or other Sunshine Coast icons.



**5/ Use of technology to increase participant interaction at Horizon events (simple and low maintenance).**

Example: phone screen changes colour with Bluetooth push to create a Mexican wave effect through the audience.



**6/ Data visualisation and/or user experience design.** Creative use of Horizon event information / data to help people manage and explore the program

Example: daily updates during festival, feed reflects content of interest to the user, etc.

**7/ Any other digital concepts solutions that could become or form part of a Horizon experience.**

Good luck! We look forward to seeing you at IdeasFest & HackFest.

The Horizon Team.