



Your talent matters, MAKE IT BRIGHT !

OPEN CALL for NEW MEDIA ART PROJECTS 2025

**DEADLINE FOR SUBMISSIONS:
15 June 2025 at 11.59 pm CEST**

This Call is made for you if:

- You're looking to boost your visibility and showcase your work internationally as an artist or creative studio.
- You want to grow your professional network and connect with potential partners, clients, or collaborators in your field.
- You're ready to present your project, artwork, or installation to a broad, digital-conscious audience

ABOUT BRIGHT FESTIVAL CONNECT

Digital exhibitions and shows

Bright Festival is an international cultural project that promotes digital creativity through artistic exhibitions and educational programs, in collaboration with institutions, universities, companies, and artists worldwide.

Held annually in Germany and Italy, the festival has welcomed over 35,000 visitors and featured more than 200 artists and speakers, 150 artworks and performances, and over 400 hours of training with international experts.

[More info at this link](#)

WHY APPLY

Bright Festival Connect is the opportunity for artists and creative design studios to express their creativity in front of:

- Prominent international artists and creative studios
- Venue and Festival managers
- Event and exhibition producers
- Professionals from the Art, Culture & Entertainment sector
- Creative, communication, and event agencies
- Journalists and magazine editors
- Experts and representatives from industry leaders
- New media art enthusiasts and general audiences

ADMITTED PROJECTS

Categories:

- Digital & Interactive installations
- Light & sound experiences
- Immersive art shows
- AI-based art projects
- Virtual Reality
- Kids-oriented & Family Art installations
- Audio-visual performances

Projects already presented at other fairs or events will also be considered. Participation is free and can take place individually, as a group or collective of artists. However, in the selection phase, the groups will be considered as a single person, in the figure of their representative.

The candidate must cover project design costs.

BRIGHT FESTIVAL PROVIDES:

- Artist's fee for the selected projects
- Travel and accommodation (on a lump sum) for the first 3 selected projects

For all projects

- Customised promotional and advertising packages
- Access to networking events and the Bright Pro platform
- Dedicated exhibition area with technical assistance
- Support for video projectors, standard audio and lighting systems
- 3 VIP Passes for Day & Night events
- Food & Beverage kit
- Wi-Fi service

ARTIST'S FEES & PRODUCTION COSTS

Selected projects will receive an artist fee, along with travel and accommodation support for the top three selected proposals, plus a full promotional and networking package.

The available budget and production support may vary depending on the nature, scale, technical requirements, and the score obtained during evaluation.

Selected projects will be contacted for further discussions regarding logistics, setup, and artists' fees.

We kindly ask applicants to include an estimated production cost (including technical equipment, logistics, and setup) when submitting their project. This information will help the organisation evaluate the project's feasibility and plan the necessary support.

We encourage everyone to submit their proposals, regardless of budget. Even if not selected for this event, submissions may be considered for future opportunities.

TECHNICAL SETUP

The Festival provides support for video projectors, standard audio and lighting systems, and general technical assistance.

If a project requires additional or custom equipment — such as dedicated computers, sensors, or interactive devices — the necessary devices must be provided by the applicant. All technical requirements must be clearly specified in the application form.

Setup time, logistics, and on-site support will be defined in direct coordination with the selected artists. For practical reasons, we encourage projects that are modular, easy to transport, and relatively efficient to install.

INSTALLATION SCALE

The exhibition space is assigned based on the nature and size of each project. For this reason, applicants must indicate detailed dimensions and spatial requirements in the application form.

Projects tailored for specific areas may also be submitted.

However, the organisation may request adaptations based on the overall exhibition layout. All technical specifications for the venue can be found at this [LINK](#).

SELECTION CRITERIA

Projects will be assessed based on the following criteria, each scored on a scale of 1 to 10:

1. Originality and Innovation

The uniqueness and creative value of the project.

2. Concept and User Experience

The overall vision and the project's ability to engage and captivate its audience.

3. Technical Feasibility and Adaptability

The project's practicality, including its modularity, ease of transport, and setup efficiency.

→ An **additional coefficient** ranging from 0.1 to 1 will be applied to the total score based on the level of self-financing declared in the application form:

- **0% of production costs self-financed** = Coefficient of 0.1
- **100% of production costs self-financed** = Coefficient of 1

Production costs include technical equipment, logistics, and setup.

This coefficient reflects the project's financial viability and the applicant's ability to manage production costs independently.

CURATORIAL BOARD

A curatorial panel of internationally known curators, artists, and experts will select the projects from the open call submissions, with subsequent communication via e-mail and/or telephone.

APPLICATION PROCEDURE AND DEADLINES

This Call will close on **15 June 2025**.

Projects sent after this date will not be considered.

To complete your application, you must carefully fill out the **online form**.

For any problem while compiling or sending the files, we invite you to text:
tech@brightfestival.com