

22nd Biennial Congress of The International Association of Empirical Aesthetics (IAEA)

AESTHETICS@MEDIA, ARTS & CULTURE

August, 22-25, 2012

National Taiwan Normal University (NTNU), Taipei, Taiwan, R.O.C.
Extension School of Continuing Education Building (ESCE)
129 Sec. 1, Hoping E. Rd., Taipei

CALL FOR PAPERS

CALL FOR SUBMISSIONS to the ART EXHIBITION

Scope of the Congress

Traditionally, topics of the congress will include all types of scientific and empirical investigations in the field of aesthetics (topics see below, please). Researchers active in the field are asked to contribute their studies for international scientific exchange of ideas, methods, results and empirically based theories.

In addition to the scientific contributions the 22nd Congress of IAEA is giving room for an exhibition of visual arts. This should stress the relation of arts and empirical studies by enhancing aesthetic experiences of congress attendees. Original art work that is the basis of systematic empirical study is particularly welcome. Artists whose work is based on scientific ideas and scientists working in the arts are encouraged to submit, however, all other artists are encouraged to submit as well. For more details see the section on the submission of abstracts below.

Subjects of interest for both parts of the congress are listed below but are not limited to:

1. **Media and Arts**
2. **Virtual Reality in Arts Education in the Postmodern Era**
3. **Creation, Perception and Appreciation of Visual Arts, Music, Literature and Performing Arts**
4. **Cultural Studies including Subculture, Popular Culture, and Gender Issues**
5. **Architecture and Design**
6. **Neuroaesthetics**
7. **Museology, Museum Education (e.g. the cooperation between Museums and Schools, formal and informal learning)**
8. **Applied Aesthetics (of daily life) and related topics**
9. **Theory of Empirical Aesthetics**

Sponsors

International Association of Empirical Aesthetics (IAEA), Fine Arts Department, College of Fine and Applied Arts of NTNU, Ministry of Education, Council for Cultural Affairs, National Science Council of R.O.C., Office of Research and Development of NTNU, National Taiwan Arts Education Center.

Program Committee

Chen, Jo Chiung-Hua

Chinese Region Director of IAEA Board Members; Professor, Dr., Fine Arts
Department of NTNU, Taipei, Taiwan

Höge, Holger

President IAEA, Professor. Dr., Faculty of Mathematics & Science, Department of
Psychology, Division Environment & Culture, University of Oldenburg, Germany

Hsia, Jerry H.

Professor, Dr., Graduate Institute of Performing Arts of NTNU, Taipei, Taiwan

Jacobsen, Thomas

Professor, Dr., Treasurer of IAEA, Helmut Schmidt-University, Hamburg, Germany

Lee, Cheng-Ming

Professor, Dean of College of Fine and Applied Arts of NTNU, Taipei, Taiwan

Liang, Kuei-Chia

Professor, Dr., Head of Design Graduate Institute of NTNU, Taipei, Taiwan

Mastandrea, Stefano

Professor, Dr., Secretary General of IAEA, University of Roma Tre, Rome, Italy

Parsons, Michael

Research Professor, The University of Illinois, Emeritus Professor, The Ohio State
University, United States of America

Shortess, George

Professor Emeritus, Dr., Lehigh University, Bethlehem, United States of America

Weber, Ralf

Professor, Dr., Head of the Institute for Spatial Design and Dean of Academic
Affairs in Architecture, Department of Architecture, Dresden University of
Technology, Germany

Yang, Yung-Yuan

Professor, Dr., Head of Fine Arts Department of NTNU, Taipei, Taiwan

Zhao, Ling-li

Professor of psychology and aesthetics, Director of the Laboratory of Aesthetics,
Cognition-Behavior and Research Institute of Higher Education, Southwest
University, Chongqing, China

Congress Venue

NTNU (<http://www.ntnu.edu.tw>) is situated in the center of Taipei City Downtown. The 22nd Biennial Congress of IAEA *Aesthetics@Media, Arts & Culture* will take place at the NTNU Extension School of Continuing Education Building (ESCE) located at 129 Section 1, Heping East Road (<http://www.ntnu.edu.tw/acad/eng/cmap/cmap.htm>) in the main campus of NTNU which is 2 minutes walking distance from the NTNU Guesthouse Hotels (in Union Building, <http://140.122.109.88/eweb/>) where participants can be accommodated.

Details on the place where the Art Exhibition will be situated during the congress as well as details on the materials that can be used for hanging and positioning of artworks will be communicated in the second letter of confirmation (March 15, 2012).

Congress Program

The official language of the Congress is English. All Congress Proceedings and publications will be in English. There will be parallel sessions for oral presentations held during each of the four days of the Congress. A 20-min. coffee break will be held following each four spoken papers in each session.

The Congress program will consist of: (1) a plenary session (keynote and invited addresses) (2) spoken papers (3) symposia, and (4) posters. The plenary session and spoken papers will be scheduled throughout the program. Submissions are invited for three types of events: (1) spoken papers, (2) symposia and (3) posters. The time allotted for spoken papers will be 20 minutes; 15 minutes for the presentation and 5 minutes for discussion. Symposia will include a set of spoken papers in which participants present their views about a common theme, issue, or question. The total time allowed for symposia will be 90 minutes. Symposia conveners should collect abstracts from all participants. These should be submitted by the chairperson along with an abstract for the entire symposium, the rationale for the topic, the aims of the symposium, and a list of the participants. A discussant may be included.

Submission of Abstracts and Manuscripts

Scientists as well as artists must submit an abstract and manuscript that follow the guidelines below. To contribute to the art exhibition the abstract must include representative images of the work proposed for the exhibition. In case of special questions concerning the presentation format for the art exhibition please contact George Shortess at george.shortess@lehigh.edu.

Abstracts must be received by the Program Committee no later than February 1, 2012. Please, submit your abstract as a PDF file via e-mail to this address:

iaeacongress2012@gmail.com.

Each abstract must include: (1) type of presentation (invited address, spoken paper,

symposium or poster, contribution for the art exhibition), (2) title, (3) author(s), (4) affiliation(s), (5) abstract, (6) fax number, and (7) e-mail address. Abstracts should not exceed 500 words in length, abstracts for the art exhibition should include photos (JPG, 600 dpi).

Manuscripts: The full version of the paper that will be included in the proceedings must be sent as a WORD file **and** a PDF file. The final paper should not exceed 5000 words in length (please follow 6th edition of APA Publication Manual, write 1.5-spaced, typed in Times New Roman 12 points). Contributors to the Art Exhibition are asked to include photos in JPG-format only (600 dpi). Accepted contributions will be included in the Proceedings of the 22nd Congress of IAEA; the Proceedings-CD containing all contributions will be given at the Congress.

Confirmation

Two letters of confirmation will be sent to you before the Congress. (1) As usual, abstracts will be reviewed by the program committee. If your abstract has been accepted the first letter will confirm that your contribution will be included in the program (for spoken paper, symposium or poster, art exhibition). This letter will be sent to you either by Prof. Dr. Jo Chiung Hua Chen t81005@ntnu.edu.tw or by iaeacongress2012@gmail.com. After having received that confirmation, please, submit the Registration Form and make the payment. Only if the payment has been received will your contribution be published in the proceedings.

(2) After your payment arrived in Taiwan, you will get the second letter of confirmation giving your payment status for the registration fee, details for the contributions to the art exhibition, social events, and tours. Please note the cancellation policy: refunds cannot be guaranteed.

Registration

Please make your registration via the on-line system as follows:

<https://docs.google.com/spreadsheet/viewform?formkey=dEhQdUZUdm45Q2UtZTh2LT F2My05OUE6MQ>

Early registration

The deadline for early registration is March 15, 2012. Please make all payments from Non-Taiwan countries in USD. The early registration fee for Non-IAEA members is 135 USD (4000 NT, roughly 100 EURO). The registration fee for IAEA members, students (a copy of student ID is required) and accompanying persons is 68 USD (2000 NT, roughly 50 EURO) per person.

Late registration

After March 15, 2012, the registration fee for non IAEA members is 165 USD (4800NT, roughly 120 EURO). The registration fee for IAEA members, students and accompanying persons is 82 USD (2400 NT, roughly 60 EURO) per person.

Registration at the venue

The registration desk, located in NTNU Extension School of Continuing Education Building (ESCE; <http://140.122.109.88/eweb/>), will be open on Tuesday, August, 21 from 1:00 pm to 5:00 pm for on-site registration. It will open again on Wednesday, August 22, from 9:00 am to 5:00 pm) and remain open daily (from 9:00 am to 5:00 pm) until Saturday, August 25.

The registration fee includes: Entrance to the opening ceremony and to all the events of the scientific program, a Congress Program, a book containing the full abstract of every paper and keynotes presented at the Congress, the Congress CD Proceedings, a reception on behalf of the Fine Arts Department, College of Fine and Applied Arts, and a trip to the National Palace Museum (<http://www.npm.gov.tw/>).

Accommodation

Congress participants may make their own hotel room reservations or book a hotel room via the Organizing Committee. We recommend that you use one of the hotels listed below. Each is located in the very heart of Taipei city and the price is reasonable. All rooms at NTNU Guesthouse as well as the hotels have a shower and WC.

Items	Hotel list			
	NTNU Guest-house	Howard Civil Service International House	Taipei Hero Friends of Armed Forces Association	Friends Hotel
Single	Not available	1800 NT = 62.03 USD = 43.00 EURO	1700 NT = 58.58 USD = 40.61 EURO	1680 NT = 57.89 USD = 40.13 EURO
Double	2500 NT = 86.15 USD = 59.72 EURO	3300 NT = 113.71 USD = 78.83 EURO	1700 NT = 58.58 USD = 40.61 EURO	2240 NT = 77.19 USD = 53.51 EURO
Break-fast	Included	Included	Included	Included
Contact	http://www.sce.ntnu.edu.tw/uploads/upfile/990310_en.pdf	www.howard-hotels.com.tw	http://www.fafaroc.org.tw/eng/	http://en.yoxing.tw/

Note. According to the rate of 7/25/2011, 1 USD equals to 29.02 NT, and 0.69616 EURO.

Payment

The method of payment is by **Money Transfer**. Please, use the swift code, name of the account and the account number as given here:

Beneficiary Account: National Taiwan Normal University 402U
Beneficiary Account Number: **185331000005**
Bank name: China Trust Commercial Bank Jhong-Siao Branch
Swift Code: **CTCBTWTP**
Bank Address: 1 F., No. 71, Sec. 4, Jhong-Siao E. Rd., Da-an District,
Taipei, 106, Taiwan (R. O. C.)

The receipt of remittance has to be e-mailed to iaeacongress2012@gmail.com

Assistance in Taipei

A person affiliated with the Congress will meet you when you arrive in Taiwan Taoyuan International Airport and will help you to get to your hotel by car; the fee for transportation is not included in the registration fee (1000 NT = 23.89 EURO = 34.46 USD). An English speaking student will be your "baby-sitter" daily. He or she will help you to orient in Taipei City and the locations of congress events. An accompanying person will help you to get to the airport or train station by car when you leave Taipei City. All assistance is without charge. Keep us informed about the details of your arrival and departure from Taipei City until August 10, 2012. Keep in touch with Miss Liu, Hui-hua by e-mail: iaeacongress2012@gmail.com

Social Events & Tours

Participants will be welcomed at an Opening Ceremony and a welcome Reception Dinner on behalf of the Fine Arts Department, College of Fine and Applied Arts of NTNU, and offered a free trip to either the National Palace Museum or a tour of Taipei City without charge. The Congress Banquet (per person 35 USD, 1000 NT) will be held on the evening of August, 23. Tickets for the Congress Banquet are not included in the registration fee. There are only a limited number of tickets available, therefore we strongly recommend that you reserve your participation in the social events as soon as possible by E-mail:

iaeacongress2012@gmail.com

Congress participants might make their own tour reservations. Please, use this website to book your tours: <http://eng.taiwan.net.tw/>.

Getting to Taipei

Direct flights between Taiwan and other countries provide convenient services. Some flights to and from Taiwan and Hong Kong as well as South East Asia land in Hsiao-Kang Airport, whereas most international flights go to Taiwan Taoyuan International Airport. More details about Taiwan Taoyuan International Airport and the international flights can be found at <http://www.taoyuan-airport.com/chinese/index.jsp>.

A visa to enter Taiwan might be required, except for participants coming from European countries, Australia, Brunei Darussalam, Canada, Japan, Republic of Korea, Malaysia, New Zealand, Singapore and the United States, who may enter Taiwan under the visa-exemption program. Persons entering Taiwan under the visa-exemption program are eligible to stay up to 30 days, which is not extendable. To get more information on the visa regulations and other relevant information please use these websites:

<http://www.boca.gov.tw/mp.asp?mp=2>

http://www.wto.org/english/tratop_e/serv_e/symp_mov_natur_perso_april02_e.htm

Inquiries

Any inquiries concerning submission of manuscripts, registration, hotel room reservation, social events, tours, payment, getting to Taipei and related information will be posted on this website <http://www.ntnu.edu.tw/art/congress/inex.html> (currently under construction). Any requests for additional information should be addressed directly to:

Professor Jo Chiung-Hua Chen Address: 162, Sec. 1, Ho-Ping E. Rd. Taipei, Taiwan, R.O.C. 106. E-mail: t81005@ntnu.edu.tw or iaeacongress2012@gmail.com

Overview on Deadlines and Payments

Deadlines	Checklist
February 1, 2012	Submit your abstract(s)
February 10, 2012	Notice of the status of your proposal (1 st letter of confirmation)
March 15, 2012	Submit the Early Registration Form; make the payment (2 nd letter of confirmation)
After March 15, 2012	Late Registration
May 30, 2012	Submit the full version of your paper
May 30, 2012	Make hotel room reservation, and decide on participation in social events and tours
June 10, 2012	Confirm your payment status for the registration fee, social events, and tours
June 15, 2012	Wait for an official invitation
June 30, 2012	Preliminary program
August 10, 2012	Keep us informed concerning the details of your arrival to and departure from Taipei
Prior to August 22, 2012	Arrival in Taipei
August 22-25, 2012	Congress
From August 26, 2012	Departure from Taipei

Deadlines	Registration Fees / Banquet			
	IAEA Non-Members	IAEA Members	Students (student ID required)	Accompanying Persons
March 15, 2012	135 USD 4000 NT	68 USD 2000 NT	68 USD 2000 NT	68 USD 2000 NT
After March 15, 2012	165 USD 4800 NT	82 USD 2400 NT	82 USD 2400 NT	82 USD 2400 NT
	Congress Banquet 35 USD 1000 NT	Congress Banquet 35 USD 1000 NT	Congress Banquet 35 USD 1000 NT	Congress Banquet 35 USD 1000 NT
Please note: Refunds cannot be guaranteed.				