IMPACT REPORT

Electronic Literature Organization 2008 Conference

Drs. Dene Grigar & John Barber
Digital Technology & Culture Program
Washington State University Vancouver

EXECUTIVE SUMMARY

Background

Visionary Landscapes: The Electronic Literature Organization 2008 Conference was co-hosted by Drs. Dene Grigar and John Barber from the Digital Technology and Culture Program at Washington State University Vancouver (WSUV) .

Conference presentations took place on the WSUV campus from Friday, May 30 – Sunday, June 1, 2008. Media art exhibits ran simultaneously at three venues in the Vancouver area: the Firstenberg Student Commons on the WSUV campus, at North Bank Artists Gallery, and at Clark College.

The conference met its budget of approximately $25,000.

Highlights

- Attendees included 121 media artists and scholars from 17 different countries, including Korea, Australia, Brazil, the UK, Canada, Norway, Sweden, Spain, France, Germany, and Portugal.

- 74 attendees gave papers at the conference, and 36 exhibited their art at the media art show.

- Scholars attending the conference hail from top Tier One research institutions in the US, including MIT, Brown U, Stanford U, Yale U, University of Texas, Georgia Tech, UCLA, USC, Purdue, and U of Washington, as well as from international research labs and centers like the Laboratoire NT2 (Canada), the Hermeneia Research Group (Spain), Media Upheavals (Germany), and Centre Benjamin Franklin (France), and libraries like the Beinecke Rare Book and Manuscript Library, the Dodd Research Center, the Harry Ransom Center for the Humanities, and the New York State Archives.

- 149 artists submitted art to the Media Arts Show; of these, 40 artists were selected for the exhibition and 10 received bursaries awards of $500 each.

- 86 participants were not current ELO members and contributed to $4040 in membership revenue.

- Total revenue for conference registration and membership was $21131.65; total profit for the event was $2546.58.

- The event was featured on the front page of the *Columbian* newspaper and has been publicized in electronic media like news websites, YouTube, blogs, Twitter, and Flickr.

- It provided close to $150,000 in economic revenue for local area hotels, food establishments, transportation companies, and business centers.

- Over $11,000 of kind support was provided from the Apple Corporation, Starbucks, McGraw-Hill Publishers, and FedEx/Kinko's, and Clark College.

DETAILED INFORMATION

1. **Attendees**

Keynote and Featured Speakers

Mark Amerika, University of Colorado Boulder, USA
Sue Thomas, De Montfort University, United Kingdom
John Cayley, Brown University, USA

Conference Participants

Joan Bies Adell, Universitat Oberta de Catalunya, Spain
Maria Angel, University of Western Sydney, Australia
Stefan Müller Arisona, University of California Santa Barbara, Switzerland/USA
Sarah Atkinson, University of Brighton, United Kingdom
Lissa Holloway-Attaway, Blekinge Tekniska Högskola, Sweden
Damon Loren Baker, UIUC, Krannert Art Museum, USA
Sandy Baldwin, University of West Virginia, USA
John F. Barber, Washington State University Vancouver, USA
David Benin, University of California San Diego, USA
Melissa Berman, University of Buffalo, USA
Jim Bizzocchi, Simon Fraser University, Canada
Serge Bouchardon, University of Technology of Compiegne, France
Laura Borràs Castanyer, Universitat Oberta de Catalunya, Spain
Roderick Coover, Temple University, USA
Cheri Crenshaw, Texas Woman's University, USA
Dawn Dietrich, Western Washington University, USA
Jeremy Douglass, University of California San Diego, USA
Holly Dupej, York University, Canada
Brian Evans, University of Alabama, USA
Jason Farman, Washington State University Tri-Cities, USA
Caitlin Fisher, York University, Canada
Leonardo Flores, University of Puerto Rico, Puerto Rico
Michael Forstrom, Beinecke Rare Book and Manuscript Library, Yale University, USA
Noah Wardrip-Fruin, University of California San Diego, USA
Martha Carrer Cruz Gabriel, University Anhembi Morumbi, Brazil
Pablo Gervás, Universidad Complutense de Madrid, Spain
Anna Gibbs, University of Western Sydney, Australia
Steve Gibson, University of Victoria, Canada
Dene Grigar, Washington State University Vancouver, USA
Carolyn Guertin, University of Texas Arlington, USA
Juan Gutierrez, Flordia State University, USA
Belinda Haikes, Virginia Commonwealth University, USA
D. Fox Harrell, Georgia Institute of Technology, USA

Daniel C. Howe, New York University, USA
Rob Kendall, New School University, USA
Alice van der Klei, Université du Québec á Montréal, Canada
Andrew Klobucar, Capilano College, Canada
Deena Larsen, Independent Artist, USA
Donna Leishman, College of Art, Scotland
Margie Luesebrink, Irvine Valley College, Canada
Jimmy Maher, University of Texas-Dallas, USA
Kirby Malone, George Mason University, USA
Talan Memmott, Blekinge Tekniska Högskola, Sweden
Mark Marino, Universitiy of Southern California, USA
Carolyn Handler Miller, Independent Writer, USA
Nick Montfort, Massachusettes Institute of Technology, USA
Stuart Moulthrop, University of Baltimore, USA
Jason Nelson, Griffith University, Australia
Clara Ogburn, University of Wisconsin-Milwaukee, USA
Catherine Stollar Peters, New York State Archives, USA
Diana Pimental, University of Madiera, Portugal
Allegra Pitera, University of Detroit Mercy, USA
Jessica Pressman, University of California Los Angeles, USA
Gregory Turner-Rahman, University of Idaho, USA
Rita Raley, University of California Santa Barbara, USA
Gabriela Redwine, Harry Ransom Center, University of Texas, USA
Scott Rettberg, University of Bergen, Norway
Jeff Rush, Temple University, USA
Hans K. Rustad, Hedmark University College, Norway
Kenneth Sherwood, Indiana University of Pennsylvania, USA
Cynthia Deike-Sims, University of Alaska, USA
Jennifer Smith, Virginia Commonwealth University, USA
A. Braxton Soderman, New York University, USA
Andrew Stern, Procedural Arts, USA
Stephanie Strickland, Independent Artist, USA
Joseph Tabbi, University of Illinois Chicago, USA
Kristine Trever, Virginia Commonwealth University, USA
Melissa Watterworth, University of Connecticut, USA
Gail Scott White, George Mason University, USA
Melinda White, Virginia Commonwealth University, USA
Rob Wittig, University of Minnesota, USA
Nanette Wylde, California State University Chico, USA
Jichen Zhu, Georgia Institute of Technology, USA

Artists

Jamie Allen, United Kingdom
Mark Amerika, United States
Alan Bigelow, United States
Jim Bizzocchi, Canada
Serge Bouchardon, France

Jay Bushman, United States
J. R. Carpenter, Canada
K.Blake Carrington, United States
L.Mark Cooley, United States
Roderick Coover, United States
Martha Cruz Gabriel, Brazil
Brian Evans, United States
Steve Gibson and Stefan Müller Arisona, Canada and Switzerland
Ian Hatcher, United Kingdom
David Kasdorf, United State
Rob Kendall, United States
Deena Larsen, United States
Donna Leishman, Scotland
Erik Loyer, United States
Will Luers, United States
Marjorie Luesebrink, United States
Judy Malloy, United States
Mark Marino, United States
Talan Memmott, Sweden
Ethan Miller, United States
Judd Morrissey, United States
Alexander Mouton, United States
Kate Pullinger and Chris Joseph, United Kingdom
Kenneth Sherwood, United States
Sam Smiley, United States
Stephanie Strickland, United States
Joel Weishaus, United States
Victoria Welby, Canada
Gail Scott White, United States
Nanette Wylde, United States

2. Income Statement

Income	
Registration	$17,091.65
Sponsors	$650
Banquet	$80
Seed Money	$6,000
Memberships	$4,040
Total Income	$27,861.65

Expenses	
Breakfast, Lunch, Breakout Sessions	$2,834.84
Dinner	$5,488.77
Conference Insurance	$427
Student Coordinator	$1,100
Registration Services 150 @ $15	$2,250
Hotel Costs for Speakers	$671.15
Printing	$853
Web Design	$450
Miscellaneous	$169.11
Room Rental for Media Arts Show	$1,000
Artist Bursaries 10 @ 500	$5,000
Shuttle Transportation	$1,651.20
Honoria @ $2500	$2,500
Tech Support and Rental	$1,000
Total Expenses	$25,395.08
Total Profit from Event	$2,466.58

*Expenses do not include MITH support for Helen DeVinney's time as ELO GA. The time she devoted to the conference exceeded her normally allotted time of 20 hours a week and did so for at least 4 weeks before, during, and after the conference.

3. Publicity

The *Columbian* (Print and electronic articles)
http://www.columbian.com/lifehome/lifeHomeNews/2008/05/05302008_Works-of-art-a-click-away.cfm

YouTube

"Exploding, Plastic, Inevitable" Performance at North Bank Artists Gallery by Drs. Steve Gibson and Stefan Mueller Arisona
Posted by S. A. Atkinson, U if Brighton, UK; June 7, 2008
http://www.telebody.ws/Exploding/Movies/EPI_ELO_Original.mov.

Blogs

Examples of Announcements prior to the Conference

> Gameology
> http://www.gameology.org/cfps/visionary_landscapes
>
> Hermeneia: Literary Studies and Digital Technologies (Spain)
> http://www.uoc.edu/in3/hermeneia/eng/index.html
>
> Multimodal Mel @ MatX
> http://multimodalmel.blogspot.com/2007/09/visionary-landscapes.html
>
> Narcissusworks
> http://annyballardini.blogspot.com/2008/03/visionary-landscapes.html
>
> Networked Performance
> http://transition.turbulence.org/blog/2007/08/14/visionary-landscapes-electronic-literature-organization-2008-conference/
>
> New Media Poetry and Poetics: Leonardo Electronic Almanac
> http://groups.google.com/group/leanmp/browse_thread/thread/d44be31e3a3e9444
>
> RockBlog
> http://blog.lib.umn.edu/jrock2/rockblog/

Post-Conference Reviews and Commentary

> "ELO's Visionary Landscapes 2008 Conference by Numbers." Electronic Literature Organization. June 10, 2008.
> http://eliterature.org/2008/06/elos-visionary-landscapes-2008-conference-by-the-numbers/.
>
> "Expo '67, a retro-future worth (re)considering." Rob Wittig. *247 Design Heaven.*. June 19, 2008.
> http://24-7designheaven.com/24-7dh/2008/06/expo-67-a-retrofuture-worth-co.php.
>
> "Novel and Authenticity." Erik Luers. *Soluble Fish: Net Cinema Poetics*. June 19, 2008.
> http://solublefish.wordpress.com/2008/06/19/novelty-and-authenticity/.
>
> "An Inspiring Gathering for Lovers of Electronic Literature." *Generous Machine: Interactive Art, Design, and Commentary by Erik Loyer*." June 17, 2008. http://erikloyer.com.
>
> "ELO Friday." *Kooneiform: Writing + Text + Games*. June 5, 2008.
> http://kooneiform.wordpress.com/.
>
> "Electronic Literature Conference." *CultureNet: A Collection of Digital Curiosities*.
> http://capculturenet.blogspot.com/2008/06/electronic-literature-conference.html.
>
> "Provocation by Program: Imagining a Next-Revolution Eliza," "Pound, Chat, and Maps." "Storygaming, Cycles, Links, and Caves," "On Transliteracy. Communitizing Electronic Literature." Nick Montfort and Scott Rettberg. *Grand Text Auto*. May 29-31, 2008.
> http://grandtextauto.org/.
>
> "Envisioning the Visionary," "Loose Transcript of my Keynote at ELO 2008." *Professor VJ: art / remixology / politics / cinema / fiction / theory / performance / writing*. May 28-June 4, 2008.
> http://professorvj.blogspot.com/2008/05/envisioning-visionary.html

"Hypertext Is No Longer a Wild Teenager," "Elit as Information System," "Andrew Stern and Nick Montfort Have a Provocation from ELIZA." Mark Marino. *WRT: Writer Response Theory: a blog and podcast dedicated to discussing text arts forms*. May 31- June 12, 2008. http://writerresponsetheory.org/wordpress/2008/06/12/acm-hypertext-is-no-longer-a-wild-teenager/#more-778.

"Games that Matter." *Zone of Influence: A game studies blog (mostly tabletop) by Matthew Kirschenbaum*. May 30, 2008. http://www.zoi.wordherders.net/?p=107.

"Mouse Button or Cursor." Jean-Philippe Pastor. *MetaBlog: French Theory and Hypertext (France)*. June 2, 2008. http://metabole.blogspot.com/2008/06/mouse-button-or-cursor.html.

"ELO Conference Shakedown." Sam Smiley. *Astrodime Transit Authority*. June 15, 2008. http://astrodime.wordpress.com/2008/06/15/elo-conference-shakedown/.

"Visionary Landscapes, Vancouver, WA." JR Carpenter. *Lapsus Linguae: A Slip of the Tongue*. June 15, 2008. http://luckysoap.com/lapsuslinguae/2008/06/visionary-landscapes-vancouver-wa.html.

Twitter

Sue Thomas
http://twitter.com/suethomas.

Flickr

ELO 2008
http://www.flickr.com/groups/elo2008/.

Tim Menzies
http://www.flickr.com/photos/timmenzies/.

4. Economic Contribution

Washington State University Vancouver

Dining Services:
ELO events: $3186.49
Friday lunch: $600.00

Hilton Hotel (what can be documented by invoices)

Rooms: $35,000
Banquet: $5488
Restaurant / Bar: $2300
Miscellaneous (internet service, business center): n/a

Local Restaurants (those can be documented by invoices)

Tommy O's: $649.50
Salmon Creek Brew Pub: $700.00
Inn at the Historic Reserve: $344.99
Other: n/a

Local Venues

       North Bank: $1000
       Marshall House: $125

Business and Technical Services

       FedEx Kinko's: $737
       Fred Meyer (food for off campus venues): $300
       Miscellaneous (materials for exhibits): $700

Transportation

       Peterson/Laidlaw Transportation: $1651.20
       Airlines: $55,000
       Taxis and rental cars: n/a

5. In Kind Support

Clark College: Breakfast and Media Art Show venue (Fireside Room); $650
The Apple Corporation: Free use of 20 iMacs (10 24", 10 20", + shipping of computers); $7450
Starbucks: Food and coffee at Northbank Artists Gallery events; $250
FedEx/Kinko's: 50% off printing of programs; $737
McGraw-Hill Publishers: Computer bags for conference materials; $2000