Additional information

**NSEAD goals for the MICA workshop**

1) Finalize a pilot network vision, mission, goals and objectives
2) Refine network structure
3) Draft a roadmap with milestones for 5-year and short term goals (to 8/2013)
4) Identify resources needed for these milestones and goals
5) Identify individual and institutional commitments, support, and follow on funding proposals
6) XSEAD involvement clarified
7) Understand the continued roles of the lead PI and Lead PI institutions over the next year and a half.

**Documentation needed:**

XSEAD mailing list for those who wish to participate in beta testing the site; in January, a wiki will be set up for site development. They wish to also identify existing content repositories.

**Comments by participants:**

The proposal to create NSEAD responds to a need- but I am concerned that we find 21st century responses/models and not just create another organization. There are dozens of existing organizations whose interests and expertise would overlap with NSEAD. What is needed is a true ‘multi hub’ model that is sustainable and which is effective at helping create bridges between existing organizations.

Is NSEAD/ XSEAD about establishing a forum and taxonomy for peer review for cross-disciplinary practices or is NSEAD/ XSEAD about establishing a new values framework, with ample public participation, for experimental collaboration and art labor?

Many of the mismatches of non-profit perspectives vs. corporate partners’ perspectives listed in the NSEAD_CDI materials pdf are just as present when comparing art+design perspectives vs. science+engineering perspectives. These mismatches may be restated to include the list below.

- mismatch of scientific research vs. art_design project timeframes
- mismatch of scientific research vs. art_design exhibition objectives
- alignment of incentives for scientific researchers vs. artistic researchers
- there is need for mutual education in terms of goals, methods, and policies

A challenge will be to create a set of guidelines + tools for cross-disciplinary collaboration. These guidelines and tools should be effective in assisting the collaborating parties - as well as the institutional cultures they may be affiliated with - in the communication of project priorities, expectations, and opportunities and limitations. It is possible that a neutral space (ie, an extra-institutional, type Switzerland) will prove to be essential for meetings of collaborations and for project production. This would enable participants to meet on equal ground, and in place where the norms and pressures of their ‘home base’ cultures may be mediated or re-negotiated.

How to get and then keep attention on, excitement about, the respect of NSEAD Users over the long term? Do we need big name leadership? An endowment? A ‘strong industry presence’ (as mentioned by XSEAD participants)? Traveling exhibitions?

Ensure that NSEAD become a nexus site for innovative projects that do not overwhelmingly prioritize art+design over scientific+engineering research and practice.

Provide a Chinese menu of project support and matchmaking options that works. NSEAD will ideally have a flexible system capable of giving the right kinds of support at the right times during the lifespan span of a project. This may include follow up funds, networking opportunities, and access to resources such a listing of as local production spaces affiliated with NSEAD. Also,
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create an opportunity grants program that will allow for unusual and short-term project opportunities.

Who are our Stakeholders?
How do we prioritize?

Creators Of Work
Artists into Science
Scientists into Art
Artists
Scientists
DIY / Hackers
Entrepreneurs
Industry (e.g. Google)
Architects
Designers
Professors/Researchers
Students & Educators (K-12, informal, etc.)
Performance Researchers
Performers
Engineers
Graduate Students
Longitudinal Researchers
Emerging Fuzzy Disciplines

Facilitators/Enablers/Advocates
Cultural Leaders/Advertisers/Advocates
Journalists
Technical Writers
Art Reviewers
Scholars
Historians

Academic Figureheads (control of T&P + help define field)
Deans
Department Heads
Provosts
Presidents

Cultural Institutions
Museums
Publishers
K-12 Educators
Studios
Design Firms
Colleges & Universities
Galleries

Advocates with Resources
Venture Capitalists
NSF/NEA funding advocates
Local Community
Lobbyists
Trustees/Donors

Agencies/Current (Wind) of Change/Environment
Industry Leaders - defining standards
(Apple/Google)
Traditional Sources of Funding
(NSF/NEA/Google/Darpa/Trustees/NGOs/Foundations)
Policy – Politicians, Presidents, Senators, Lobbyists

Users of Work
Public
Pre-K-16
Graduate, Post-Graduate
Lifelong learners
Artists, Designers, critics, institutions, etc. (recursive)

Funders - National
Googlegrants
American Giving Awards, by Chase
MacArthurFoundation
KnightFoundation
Cisco
Autodesk
Phillips
Andy Warhol Foundation
Johnson&Johnson
AT&T
AmericanExpress
Panasonic
David Bermant Foundation
IntelCorporation
Lucent Technologies
Mariposa Foundation
National Endowment for the Arts
SONYCorporation
The Rockefeller Foundation
LEGO Children’sFund
Wyo Lum’s InnovationGrant
Federal funds
Various Grassroots Grants
Programs
Various airlines
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**Funders - Local**
Local service organizations (Rotary Club, Kiwanis, Lions Club, Elks, Chamber of Commerce)
Local foundations or philanthropic organizations within a community
State funds
Community Grants
Various Grassroots Grants
Programs

**Funders – Individual**
Participating members (via dues or donations)
Micro Donations
Other may include materials, expertise, etc

**In-Kind Donations**
Web Hosting
George Clooney or Branjolina publicly advocating for the program
local foundations or philanthropic organizations within a community
10 key challenges for the network in the next five years
1) Maintain clear primary goals such as (but not limited to):
   • Promoting rigorous research methods
   • Promote unusual matches in expertise and interest(s) and organizations
   • Promote the development of taxonomy (as stated in the XSEAD content review)
   • Promote the development of a novel collaborative framework in order to foster collaborations of many types
   • Provide the means for which the values that the NSEAD community will establish to be integrated into national educational standards, pk-gray

2) Ensure that NSEAD is THE place for a regular convening of people who are defining new creative sectors and cross-disciplinary practices. This is where they go to dialogue and to collaborate.

3) Maintain a clear sense of whom NSEAD is serving and not try to cater to too many potential constituencies immediately. For example, to what degree will NSEAD focus on support for youth, adult learning, local creative communities and local creative economies?

4) Understanding what NSEAD Network users really want and what they can’t find elsewhere. If NSEAD is not a Craig’s List, not a TED talk, not a NYFA, not a Rhizome, not a CAA or SIGGRAPH or ISEA, not an Academia.edu, not a Leonardo, not an ASCI.org, not a Sunday Soup, not an OurGoods.org... then what is it?
UNC CDI NSEAD Workshop
September 30 - October 1, 2011

Attendees

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Project Leader, Industrial Collaborative Environments (ICE) Team
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Jonah Bokaer
Choreographer, Media Artist
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Sheldon Brown
Professor of Visual Arts
Director, Center for Research in Computing and the Arts
Founder, New Media Arts for the California Institute of Telecommunications and Information Technologies (CalIT2)
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AT&T Career Development Professor
Director, High-Low Tech Group
MIT Media Lab

Daragh Byrne
XSEAD Developer/Designer
Assistant Research Professor
Arts Media and Engineering at Arizona State University

Donna Cox
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NSEAD Pilot network for Arts, Sciences, Engineering, and Design

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