27 October 2025

Rules and regulations

V International Open Call for Digital Arts ‘Worldbuilding’

SMTH TECNOLOGÍA CREATIVA S.L., a company specializing in new technologies and digital experiences (www.smth-art.com), in collaboration with the non-profit association MMMAD Madrid’s Urban Digital Art Festival (www.mmmad.art) are proud to announce the second international open call for digital arts.

1. PRESENTATION AND THEME

The fifth edition of the SMTH x MMMAD International Open Call invites digital artists to explore *worldbuilding* as a critical and speculative practice. In a present marked by ecological crises, social inequalities, and unprecedented technological acceleration —with the horizon of 2030 as a turning point— digital art is proposed as a space of exception where imagining worlds is not an act of escapism, but an urgent necessity.

We are looking for works that design open, ever-evolving universes capable of questioning current political, social, and technological structures and opening **new imaginaries for the future**.

In this edition we have the collaboration of the centers: @ccprincipepio (Madrid), @ccplenilunio (Madrid), @zieloshoppingpozuelo (Madrid), @laljub (Alicante), @ccislazul (Madrid), @ccelboulevard (Vitoria), @lagohsevilla (Sevilla), @oasizmadrid (Madrid), @centromaxcenter (Bilbao), Nuga (Madrid), @ccpalaciodehielo (Madrid), @ccncondomina (Murcia), @lilladiagonal (Barcelona).

The call will be open from **October 27 to December 10, 2025**. A jury of experts will select the **five best works**, each of which will receive a **1,000€ prize** and will be exhibited on the shopping mall screens from **January to April 2026**.

2025 THEME: WORLDBUILDING

From founding myths to contemporary science fiction, every visual narrative has served both to reflect reality and to propose alternatives. Today, in a present marked by ecological crises, social inequalities, and unprecedented technological acceleration, imagining other worlds is no longer an act of escapism but an urgent necessity. The horizon of **2030** appears as a turning point in the West: the

moment when climate, economic, and political commitments will be put to the test, shaping the decades to come.

Worldbuilding is a practice rooted in literature, cinema, and video games — the creation of complete universes with their own geographies, rules, and mythologies. But beyond this planned construction, digital art allows us to think of worldbuilding as a living and relational process, closer to the concept of *worlding*: worlds that are made as they are inhabited, open to transformation and uncertainty.

As in the *magic circle* described by Johan Huizinga, art can generate spaces of exception where ordinary rules are suspended, giving rise to new logics, territories, and communities. Works such as the narrative simulations of **Ian Cheng** embody this idea: digital ecosystems in which characters and environments evolve autonomously and unpredictably, proposing worlds that escape the artist's absolute control.

Worldbuilding also shares with *sandbox* environments the possibility of experimenting without predefined scripts: open spaces to test hypotheses, play with rules, and speculate about possible futures. From this perspective, building worlds through digital art becomes both a poetic and political exercise — imagining other forms of community, questioning the boundaries between the natural and the artificial, and expanding the limits of what is possible.

With this open call, we invite digital artists from around the world to practice **worldbuilding**: to create critical, speculative, or utopian worlds that allow us to confront the urgencies of the present and open imaginaries toward what does not yet exist.

2. AWARDS AND EXHIBITION

From all the artworks received, **a jury of experts will select the five best**, which will form part of an exhibition on SMTH's screens, which will **open on January and close on April 2026**.

The five selected artists will receive a **prize of €1,000.00** (taxes and deductions not included) each, to be paid in a single bank transfer within 30 working days of the opening of the exhibition. In the case of art collectives, the prize will be shared among all the members of the group.

3. CALENDAR AND DEADLINES

27 Oct - 10 Dec, 2025: Open call

22 Dec, 2025: Jury announcement

Jan – Apr, 206: Exhibition

The jury's decision will be announced on the open call's website: https://www.smth-art.com/

4. REQUIREMENTS FOR PARTICIPANTS

Artists over 18 years of age, of any nationality and from any country may participate with their works, with no other requirement than the contribution of their own work, guaranteeing that it does not infringe the rights of third parties and that they have all the rights to transfer them to the organising institutions in the event of being selected.

Works by more than one person (artistic groups or collectives) will be accepted, in which case the prize will be shared among the members of the group.

Each artist may submit as many works as they wish as long as they follow the theme of the call for entries, although the jury may only select one work per artist.

5. REQUIREMENTS FOR ART WORKS

The artworks submitted must be **video pieces created using digital techniques** and **respond to the central theme of the call (POINT 1).**

- Duration: **between 1 and 2 minutes.**
- Dimensions: **4000x4000px**
- Format: **.mp4**

The artworks may be **newly created, unpublished or adaptations** of existing works, as long as they are adapted to the screens' formats specified in these rules. Works 'in loop' may be presented as long as this format makes sense. All digital supports are equipped with a high quality **audio system**, so the pieces may incorporate sound.

The artworks will be displayed on **different types of devices** with multiple formats and resolutions. The winning artists authorise SMTH to make the corresponding adaptations in order to display the works in all available formats.

Works that do not adapt to the theme or technical requirements of this call will be discarded.

6. CODE OF CONDUCT

The selection of artists and works will be carried out following criteria of non-discrimination in terms of gender, marital status, skin colour, religion or cosmovison, culture, education, social origin, disability, age, sexual identity or nationality.

Works or conducts that incite hatred in any form, including racism, sexism, hatred against queer/trans people, ageism, disability, classism, etc., will not be accepted. In the case of works displayed in the public space, works with sensitive content, including sexually explicit content, weapons, violence, etc., will be avoided.

The organising institutions undertake to scrupulously respect the moral rights of the authors over their works, acknowledging their authorship at all times.

7. FORM OF PARTICIPATION

Artists interested in participating in this open call must send their work through the online form provided for this purpose on the call's website www.smth-art.com

On the form itself, the artist must provide the following information:

- **Name and Surname**. In the case of a collective, first indicate the name of the collective -if it has one- and then the names of all the members of the collective.
- **Nationality**: country of birth. In the case of having been born or residing in Galicia, documentation must be provided to prove it (ID card or census certificate).
- **Profile photo**. In high quality (minimum 1920x1080 px).
- **Biography**. No more than 200 words.
- **Website or networks**. Links to them.
- **Contact e-mail address**. In the case of a collective, a single contact e-mail will be selected.
- **Artwork**. Attach the original file in the format indicated in these rules.
- **Title of the work**. In Spanish, Galician or English.
- **Description of the work**. It must not exceed 250 words.
- **Year of production**.
- **Exhibitions**. If the work has already been exhibited, indicate the institution, place and dates.

The submission of the artwork to the call automatically implies the artist's willingness to participate in it and the acceptance of these rules, as well as the authorisation to the organising institutions to exhibit, reproduce, distribute and publicly communicate the works submitted, indicating their authorship, by any means, for the whole world and for the period of protection of rights in accordance

with Royal Legislative Decree 1/1996, of 12 April, which approves the revised text of the Intellectual Property Law.

In addition, the winning participants authorise the organising institutions to exhibit the works at the specified centers for a maximum period of 12 months from the opening date of the exhibition.

8. JURY

The evaluation of the artworks received for this call will be the responsibility of the jury, made up of:

- A professional in the field of contemporary art linked to the theme of the open call.
- An international professional in the field of contemporary ar.
- An international digital artist of recognised prestige.
- An institutional vote, made up of one representative from each of the organising institutions.

The decision will be communicated directly to the five selected applicants and will be announced on the call's website. The organizing institutions may, however, change this date and publish it on the call website.

The jury's decision will be determined by majority vote and the decision will be final, so that no appeal may be lodged against the decisions it adopts, unless there is evidence of having violated the provisions of these Rules.

The jury reserves the right to declare the competition void with respect to all the prizes or any of the prize categories if it considers that none of the works has sufficient merit to be awarded a prize.

Following the jury's decision, a member of the MMMAD team will contact the winners, who must provide the following information in a document provided by the organisation:

- Contact details
- Photocopy of ID card or passport
- Bank details for payment of the prize
- Certificate of tax residence issued by the participant's country for non-residents in Spain.

This documentation must be provided within a maximum period of 10 working days following the request for documentation.

Those who win the prizes must sign a contract for the assignment of intellectual property rights over the works created for participation in this call for entries.

9. LEGAL NATURE OF THE RELATIONSHIP BETWEEN THE PRIZEWINNERS AND THE AWARDING INSTITUTIONS

The winning artists will sign a contract for the assignment of all exploitation rights of the selected works, including those of public communication of the same, for their exhibition during the exhibition period stipulated in this agreement.

Furthermore, the artists will cede all rights to their works for publication in catalogues, posters, promotional videos, websites, social media and other digital, audiovisual or printed media, always related to the communication and dissemination purposes of the organising institutions' projects, in their own media or those of third parties, for the whole world and for the maximum time permitted by intellectual property regulations. This is without prejudice to the moral rights held by the author of the aforementioned works in relation to their authorship.

The organising institutions undertake to scrupulously respect the moral rights of the authors over their works, acknowledging their authorship at all times.

The rights of reproduction of images for the dissemination and promotion of the exhibition arising from this agreement are paid for in the prizes. In the event that the author has assigned their image and reproduction rights to a management entity, it will be the author themself and the third party to the contract who will manage this issue in a manner unrelated to this document, and without the amount of the contract undergoing any modification or generating other economic commitments.

10. PERSONAL DATA

By submitting his or her work to the call, the participant authorises the organising institutions to process his or her personal data for the purpose of executing this agreement and in such a way that the organising institutions may exploit the rights transferred in accordance with this agreement. Profiles will not be created from these personal data and no automated decisions will be made on the basis of these profiles. The legal basis for the processing of personal data of participants shall be the performance of the contract pursuant to Article 6(1)(b) of the European Data Protection Regulation 2016/679.

The personal data collected will not be communicated to any other third party, unless legally obliged to do so.

You may contact us free of charge at the email address hola@mmmad.art or by post at the address C/ Ramón Sainz 22, local - 28025 Madrid to exercise your rights of access, cancellation, rectification, deletion and opposition, limitation of processing and data portability.