

ELO 2014 Conference Proposal

Stuart Moulthrop, University of Wisconsin-Milwaukee (UWM)
Version 5 (11 July 2013)

Dates: Wednesday, June 18 – Saturday, June 21, 2014
(Board meeting and informal outing on Sunday)

Location: Milwaukee, Wisconsin

Personnel:

Stuart Moulthrop (Local Organizer): responsible for budget, venue coordination, and program planning; coordinating with Program Committee on composition of program, invitations for plenary talks, panels, etc.

Nancy Kaplan (Logistics Chair): advance planning, staff management, workshop arrangements, registration, and on-site coordination.

Kathi Inman Berens (Exhibitions Chair): selection of jury, management of proposal review, planning and setup of exhibits, correspondence with artists.

Stephanie Boluk (Publicity Chair): composition of Call for Proposals, circulation of same, general community relations; updating conference Web site with venue, travel, lodging information, news about deadline, and other particulars.

Sandy Baldwin (Program Co-Chair): assemble Program Committee, configure and run review process, collaborate with Local Chair on program arrangements.

Marjorie Luesebrink (Program Co-Chair): assemble Program Committee, configure and run review process, collaborate with Local Chair on program arrangements.

Venues:

I am currently working with UWM and the City of Milwaukee on hotel bids for accommodations, banquet, and local transportation. Costs to attendees should be comparable to previous U.S. conferences. A request will be made for limited, lower-cost housing in the UWM dormitories.

Sessions, gallery display, and readings/performances will take place on the UWM campus, located in a residential neighborhood on the northern edge of the city. Free bus service will be provided from the conference hotel. Travel time should be 15-20 minutes. Media and technology support will be provided by the University, including laptops and displays for the gallery.

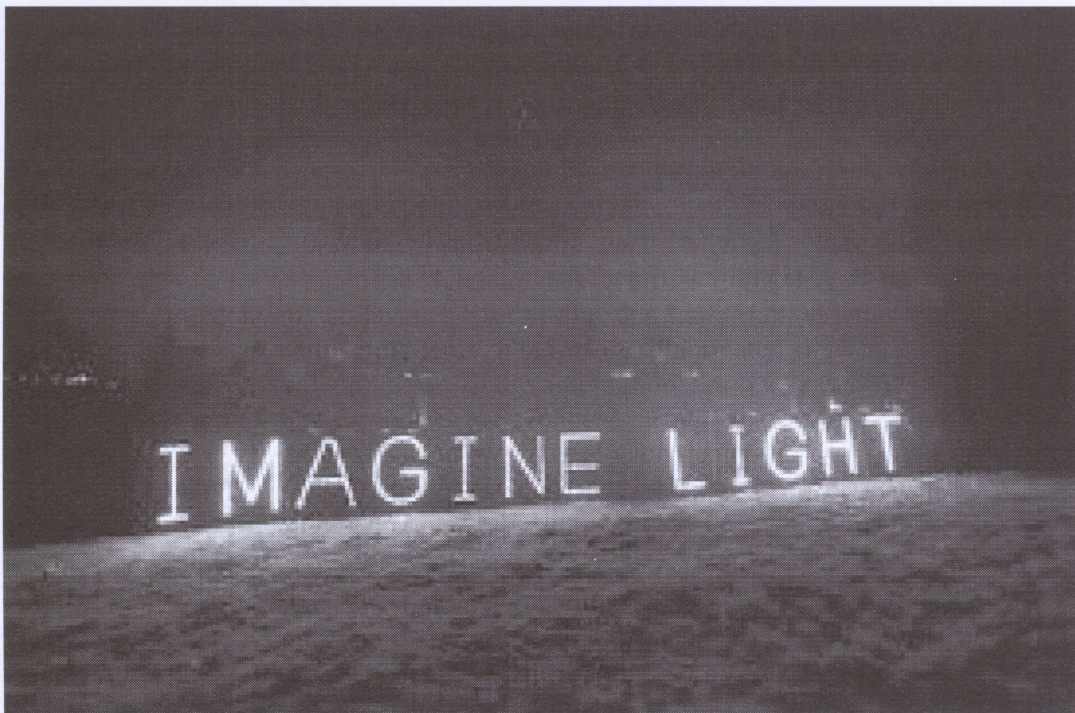
Milwaukee is a medium-sized city (population about 600,000) located on the southwestern shore of Lake Michigan 92 miles north of Chicago. It has many fine

restaurants and entertainment venues, including a riverfront development within easy walk of major hotels. The Milwaukee summer is usually a bit milder than many parts of the U.S.

The city is easily reached by air. Major carriers serve Mitchell Airport (MKE), a 15-minute cab ride from downtown. Train and bus service from Chicago take about two hours. For those seeking non-ELO fun, there are food and music festivals downtown, an architecturally stunning art museum, and the world's only museum devoted to Harley-Davidson motorcycles. Local specialties include cheese (60% of U.S. annual consumption) and beer (the best brews are available only in-state).

Title and Theme:

I offer the working title *Hold the Light: Identity and Change*. The first phrase refers to something I'd like to make a local signature, the Overpass Light Brigade, an ongoing political art project by my colleagues Lisa Moline and Lane Hall, in which participants stand in public spaces with single-letter, hand-made, illuminated signs spelling out advocacy messages. Some might see in this international project a radical interpretation of *electronic writing*. The second phrase connects, through the first, with the more general need to redefine our aims and practices at a moment when the novelty of *new media* is fast fading. What claims can we make for ourselves as electronic, word-based artists, when nearly all commerce in symbols now moves through digital media?



Official motto of winter in Wisconsin