MIX 2023

STORYTELLING IN IMMERSIVE MEDIA

MIX 2023 Call for Presentations and Papers: Storytelling in Immersive Media

7 July, 2023 at the British Library, London

MIX 2023, our biennial conference on where and how creative writing and emerging technologies meet, will be co-hosted by Bath Spa University and the British Library. From 2 June 2023 the British Library will be hosting *Digital Storytelling*, an exhibition of digital literature and emerging formats which will highlight digital publishing from recent years. MIX 2023 will enable scholars and practitioners to come together to explore the exhibition at the British Library as well as share current research and practice in the rapidly developing field of storytelling in immersive environments.

About the Conference
Based at Bath Spa University, MIX is a biennale conference that explores the intersection of writing and technology, bringing together people from around the world to make, think and talk. MIX investigates where creative writing and media creation intersect with and/or are dependent upon technology. Previous themes have included Experiential Storytelling, Amplified Publishing and Writing Digital. MIX has a history of bringing together academics and creative practitioners, scholars and artists, to share research and thinking; it is this mix of people that makes our conference distinctive.

MIX is situated within Bath Spa University's world-class Creative Writing department within the School of Writing, Publishing and Humanities, as well as the Centre for Cultural and Creative Industries, which also co-hosts the online magazine of writing and technology, The Writing Platform.

MIX 2023
In 2023, we will present MIX away from Bath Spa's campus for the first time, co-hosting the conference at the British Library in London. Our conference team expands to include Co-Curators Stella Wisdom, Digital Curator for Contemporary British Collections at the British Library, and Dr Amy Spencer, post-doctoral researcher on MyWorld, a 5 year UKRI-funded project that supports the development of creative media production and technology in the West of England, alongside MIX co-founder, Prof Lucy English, and co-chair, Prof Kate Pullinger.

Major themes for MIX 2023 will include text in immersive media, interactive and locative works, digital and film poetry, narrative games as well as digital preservation, archiving, enhanced curation and storytelling with AI. Hosting this year's conference alongside the British Library's exhibition will enable us to both look at what has been preserved of the emerging literature as well as what new forms storytelling might take in the near future.

In 2023, MIX will kick off with an optional afternoon tea and tour of the *Digital Storytelling* exhibition with curators on 6 July, followed by the conference on 7 July.

About the British Library Exhibition:
[Digital Storytelling](#) explores the many ways expanding technologies have transformed and enhanced our narrative experiences, from the widely popular audio fiction running app, *Zombies, Run!*, to award winning interactive adventure, *80 Days*, to experimental electronic literature. The exhibition reflects the wide range of creative and innovative possibilities of digital storytelling. It invites readers to become a part of the story themselves, through interactive works that invite and respond to user input, reading experiences influenced by data feeds, and works that draw from multiple platforms and audience participation to create immersive story worlds. *Digital Storytelling* is co-curated by Stella Wisdom, Ian Cooke, Head of Contemporary British Published Collections, and Giulia Carla Rossi, Curator Digital Publications.

About the British Library:
Located in London, the British Library is the national library of the UK and gives access to the world's most comprehensive research collection. With a collection of over 170 million items including artefacts from every age of written civilisation, the library keeps the nation's archive of printed and digital publications, adding around three million new items to their collection every year.

Located close to St Pancras railway station, the British Library is easy to access by London Transport and train, including by Eurostar.

MIX 2023 Themes:

- **Storytelling in Immersive Media**
Experiential stories can be told through new forms of narrative delivery and audience interaction in immersive media. We want to understand the role of emerging technologies in developing new forms of experiential storytelling and audience engagement, from digital fiction, audio and performance through to film, games and immersive media technologies.

- **Interactive and Locative works**

Interactive and locative works can challenge the way that readers engage with stories and their environment. We want to explore the nuances of such innovative forms with practitioners and academics in the field.

- **Narrative Games**

From branching narrative adventures and walking simulators to visual novels, story focused games bring exciting ways to combine story and game play. We want to learn more about the intersection between game and story and what this means for readers and players. We are interested in hearing about new projects and emerging genres.

- **Storytelling with AI**

There is increasing potential to develop creative works in collaboration with AI technologies and we would like to explore what this means for authorship, emotional interaction between AI and humans as well as the new possibilities for storytelling with AI..

- **Digital Preservation, Archiving, and Enhanced Curation**

There can be many challenges in preserving and archiving innovative digital works, which rely on technologies that can become obsolete. We wonder how we can meet the challenges of preserving, collecting and meaningfully sharing born-digital and hybrid digital objects in libraries, museum collections and online. We are interested in issues such as collection management, digital preservation, enhanced curation and issues of accessibility and inclusion.

MIX 2023 Keynote

Our Keynote speaker is Adrian Hon, co-founder and CEO at Six to Start, creators of gamelike stories and story-like games including the world's best selling smartphone fitness game, "Zombies, Run!" with ten million players, the exhibition of which will be a highlight of Digital Storytelling. He's author of *You've Been Played: How Corporations, Governments, and Schools Use Games to Control Us All* and *A History of the Future in 100 Objects*, a columnist at EDGE magazine, and has spoken at the flagship TED conference, the Long Now Foundation, GoogleX, and Disney Imagineering. Before becoming a game designer, Adrian was a neuroscientist and experimental psychologist at Cambridge, UCSD, and Oxford.

How to Participate in MIX 2023

Tickets for the Afternoon Tea on 6 July and the day of the conference, 7 July, will be sold separately through the British Library's ticketing service. Because of the support of the British Library and Bath Spa University, we are able to keep the cost of tickets very low this year.

We are looking for proposals for **15 min papers or presentations and 6 min lightning talks** from technologists and creative writers and poets working in the digital realm, including artists and practitioners, as well as academic researchers and independent scholars. We are particularly interested in the work and views of creators, audiences and

communities currently underrepresented across writing and technology. Papers, presentations, and lightning talks focused on teaching and pedagogy are also welcome.

If you are unable to attend MIX2023 in person, we are accepting a limited number of pre-recorded presentations. Please get in touch if you would like to propose one of these.

If travel or other associated costs would be a barrier to you attending MIX 2023, you can apply for support from our Access Fund. Email mix@bathspa.ac.uk with details of the amount you are requesting.

HOW TO SUBMIT

We would like to hear from you if you have an abstract or proposal for a 6 minute lightning talk or 15 minute paper or presentation. Most sessions will be 60 minutes long, with time for 3 papers and 15 minutes of questions. We will also accept group panel proposals for 60 minute panels (composed of three papers or presentations).

To submit, please send us a 300 word abstract or summary of each paper or presentation you are proposing here. When you submit, please select which of the themes your submission best fits. Please include a 100 word biography (include biographies of all other speakers if you are proposing a panel). The deadline for submission is **Monday 13th Feb**

We will let you know whether your submission has been successful by **the end of Feb.** For queries on your conference submission, email mix@bathspa.ac.uk, or take a look at our FAQs.