

ISEA2017
23rd INTERNATIONAL SYMPOSIUM ON ELECTRONIC ART
XVI INTERNATIONAL IMAGE FESTIVAL
CREATIVE CALL

1. Title

Fitness Fifteen

2. Organizers and presenters' names and affiliations

Liz Miao

3. URL of the demo website or video

An app

4. Abstract (ready for diffusion). 200 words maximum.

I want to create a fitness app for social change to bridge the gap between the fitness industry and everybody else. I want to promote a healthy fitness induced lifestyle for people of all kinds. This app will primarily be an app that provides fresh and fun 15-20 minute at home workouts for people to do. This reaches out to the non-gym goers and busy students and people with time-consuming jobs. Each workout will be different (I'll generate a special formula to calculate the workouts) so that weekly, a user who uses the app daily would have worked every muscle group. This takes the thinking away from the user, making it easy to use.

5. General description of the Project

This project is a fitness app that welcomes people of all shapes, sizes, and income levels into the fitness community. Many people who can't afford the gym or don't feel comfortable around people who seemingly know what they're doing in the weightlifting room feel like there's a big barrier between themselves and the fitness community. My goal is the bridge the gap between those people and healthful living, promoting and structuring a positive lifestyle for everyone. I hope for everyone after a few months of continual use, to love their bodies and develop confidence in themselves.

These 15-20 minute workouts are carefully thought out for people to do everyday, anywhere. Over the course of a week, the user will have used all muscle groups. This makes takes makes fitness convenient and more pervasive

6. From glenda: I'm not sure what they will be asking in this field, but I imagine they will want to see how you

connect your content to the ISEA call, so that is what I would like you to write here.

Interdisciplinary platforms for coexistence is the sub-theme that I have chosen, and my project relates to it because it connects people in the fitness community, and bridges the gap between gym-goers and people who aren't as involved in the fitness industry.

7. Biographies of the Author(s).

My name is Liz Miao and I am a third-year UC Davis student majoring in design, with an emphasis in user-interface/user-experience, and minoring in Chinese. I delight in applying my brand of aesthetics in the technical field and believe that stylish and user-friendly design is both paramount and lacking in this field.