

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

1. Title

Fitness Fifteen by Miaelii

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. Category. ISEA2017 artistic call convenes to participate in five categories, please select one: Soundscapes, Exhibitions, Installations and Performances, Media Art (Video, Animation, Net Art), Film-and-digital and Design Cases.

Interdisciplinary platforms for coexistence, Media Art (Net-Art)

7. Technical Rider. Please provide the requirements (technological equipment, materials and characteristics of space for all categories of this call)

Phone

8. Biographies of the Author(s).

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