

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

**1. Title**

Earth Swap

**2. Organizers and presenters' names and affiliations**

Shelby Ganzert – UC Davis

**3. URL of the demo website or video**

<https://smganzert.github.io/des157/project/prototype.html>

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

A location to build a local online community based on eco-friendly trade, swaps and gifting. This will promote more environmentally friendly methods to disposal and reuse others' items or materials. A world can be custom built to promote exchanges that help protect and better the environment. It is a place where you can meet and barter with people who share similar beliefs about saving the environment.

**5. General description of the Project**

The project will be a website or app that will resemble an online trade forum. There will be options to sell items, trade items or donate items to others. You can create a custom post similar to craigslist where other locals near you will see your location and what you have to offer or are looking for. Items would include include upcycled items, homegrown produce, old/used items you would otherwise throw away or donate, etc. The concept of the app will surround eco-friendliness and sustainability. You can also find information on it such as the nearest recycle centers, donation centers or tips to make your home greener.

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.

I will submit my design to the 'Design, Art, Science, and Technology' category. It is linked to environmental science and is attempting to lower our impact on the planet.

7. Biographies of the Author(s).

Shelby Ganzert is a fourth-year Design major and Education minor at the University of California, Davis. She is originally from Placerville, California. She partakes in the Environmental Policy and Planning Commission for her campus student government. She wants her project to reflect her desire to make small changes to human action that cause large, positive changes to our environment.