

**MASC May 2014**  
South Valley University

International Conference Art & Technology

## **IN THE LIGHT OF LUXOR. MEDIA ART, MIND, LEGACY**

3. - 5. May 2014

Luxor – Egypt

<http://ww.svu.edu.eg>

### The conference

Solar myths and cults are found all over the world. The conference 'In the Light of Luxor. Media Art, Mind and Legacy' will explore the culture of ancient Egypt in Luxor as a focal point, a lense to survey light as a source and metaphor of human consciousness and its potential for global communication development in the field of extended media art including architecture, painting, sculpture and technology. This especially addresses the importance of the relationship between art and science. The conference explores optics and perception, regarding the outer, physical world of light as well as the inner world of the mind that processes visual information. Based on the concept of historic memory contributions examine the history of the subject as well as the frontiers of current research.

In order to open innovative frames of use in concepts of touristic 'scaping' contributions are welcomed which trace and address: historiographic ways of storing factual and fictional events and characters in belief systems, embodiment in monuments, philosophical justification, literary reinterpretation, philological restitution, falsification or demystification.

Fields of contribution are light in tourism, light as consciousness, light as a metaphor, light in ancient cultures, light in body & mind, light in art, light as energy, light in technology, light in nature.

### PresentationTopics

The conference program will address a variety of disciplines including

- Tourism
- Art
- History / Archeology
- Computer Science
- Culture Science
- Philosophy
- Education
- Medicine
- Architecture

- Engineering,
- Chemistry
- Physics

### Important Dates

- Abstract submission 15. March 2014
- Acceptance notification 1. April 2014
- Full paper submission 18. April 2014

### Abstracts

max. 500 words

### Submission

Abstracts should be submitted by 18.04.2014 to  
[masc\\_svu@yahoo.com](mailto:masc_svu@yahoo.com)

### Registration

#### Conference Fees

- Participants 150,00 EUR
- Residents 400,00 EP

Conference Fees include transfer between the hotel and the venue, participation, tea/coffee, buffet lunch, reception in archeological site

#### Accommodation

- Twin room 17,00 EUR [per night]
- Single room on request

Accommodation in Iberotel Hotel [4star] in Luxor (full board) in twin rooms single room supplement on request, reception in archeological site

#### Conference Fees

- Students 75,00 EUR
- Residents 150,00 EP

Conference Fees include transfer to and fro hotel and venue, participation, tea/coffee, buffet lunch, local transport, reception in archeological site

#### Accommodation

- Students 8,00 EUR [per night]

Conference special 390,00 EUR

Full conference [full board] with additional culture program see itinary:  
 7 days accommodation conference fees, 3 Luxor

cultural days, transfer to and from hotel

### Payment

Registration fees should be payed by 18.4.2014

Payment by one of the following methods

- Bank transfer
- Paypal

Bank Account

Central Bank of Egypt / Cairo

Public Service Center for conferences and marketing of scientific  
research

9/450/79749/8

### **The conference is held under the auspices of**

Prof. Dr. Abbas M.M. Mansour

[President of South Valley University]

His excellency General Tarek Saad

[Governor of Luxor]

### Chair

Prof. Dr. Mahmoud Khodari

[Vice President for Post-Graduate Studies and Research]

### International Organizer

Prof. Dr. Roy Ascott

[Planitary Collegium Plymouth University]

### Organizing committee

Prof. Dr. Mohamed Orabi [Dean Faculty Fine Arts Luxor]

Dr. Anne Krefting [University Erlangen / Visiting Prof. Faculty Fine Arts Luxor]

Hatham Nawar [Planitary Collegium Plymouth University]

Jeanne Whitehurst [Open Innovation Lab Egypt]

### Application

Online registration

Information should include home, affiliation address, email

### Contact address

Shaimee Fathy [conference secretary]

South Valley University

Faculty Fine Arts Luxor

Khaled Ibn Walid Street

Egypt

Email [masc\\_svu@yahoo.com](mailto:masc_svu@yahoo.com)

## Culture Itinary

### *Day 1*

Arrival, transfer to Iberotel

### *Day 2-4*

See conference program

## Accommodation

The official conference hotel is **The Iberotel Hotel, Luxor** , which is a 4 star hotel, see web site of hotel. We have a special rate for the conference for bed and breakfast which is as follows:-

sharing a twin room 155 LE(17 euro) per person per night

single room 250 LE(27euro) per night

twin room with Nile view 225 LE (24 euros) per person per night

single room with Nile View 350LE (38 euros) per night

For Students we can offer a 3 star hotel The Gaddis Hotel

Sharing a twin room 8euros

Sharing a treble room7euros

Single room 12 euros

Conference special 7 day holiday fully inclusive 390,00 Euros.

## Conference special

### *Day 5*

Valley of the Kings / Carter house

Lunch at Ramesseum

Hatchepsut Temple

### *Day 6*

Workman's Village & Tombs

Hathor Temple

Lunch at Marsam [resident of famous Egyptologists]

Medinet Habu

### *Day 7*

Karnak Temple

Lunch

Shopping in the souk

Luxor museum

### *Day 8*

Departure / transfer to airport

Additional programs on request.