

### PIF (Partner Identification Form)

<b>Full legal name (Spanish)</b>	Dibujo, gráfica y conocimiento: estudios interdisciplinarios sobre las técnicas y prácticas artísticas
<b>Full legal name (English)</b>	Drawing, graphics and knowledge: interdisciplinary studies on art techniques and practices
<b>PIC</b>	
<b>OID</b>	
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<b>Phone number</b>	
<b>National identification</b>	
<b>Non-profit organization?</b>	Yes
<b>Activity level</b>	National - International

#### Short description of the organization

The university research group **"930034: Drawing, Graphics, and Knowledge: Interdisciplinary Studies on Artistic Techniques and Practices"** is an interdepartmental team attached to the **Faculty of Fine Arts from the Complutense University of Madrid (UCM)**.

The group has a double character, **teaching and researching**. Being part of the university environment, the group's main goal is to train future teachers and researchers and to contribute to the generation of new knowledge.

Our research is based on **art production** and **creation**, with a strong national, international and interdisciplinary projection, aspects that arise from our attachment to the Faculty of Fine Arts from the UCM. This is fostered through close collaboration with art institutions both inside and outside of Spain.

### What are the activities and experience of the organization?

This is a well-established group with a significant number of members that approach art practice from an interdisciplinary perspective. The group's members have been working together since 2004 in the field of art productions, focusing on **drawing, printmaking, new technologies**, and **visual perception** studies, focusing particularly on optical illusions. The overall trajectory of the group and the projects we have undertaken demonstrate a clear emphasis on specific aspects of art practice, such as virtuality and the ambiguity of vision, and anatomical representations.

In recent years, our main objective has been to explore synergies between **science, technology** and **art**, using innovative technological tools to create cutting-edge artworks. We have investigated and experimented with new forms of art expression, employing virtual reality, augmented reality, artificial intelligence and other emerging technologies to push the boundaries of visual perception and to challenge traditional conventions.

The group has well-defined lines of research in five major areas, with cohesive and complementary objectives. We have also received funding and support regularly since it was created. Our lines of research are:

- Cognitive Drawing: Graphics in Researching and Teaching through Art.
- Processes, Strategies and Semantics of Graphics.
- Optical Illusions and Visual Perception.
- Applied Graphics in Cultural Industries. Graphic Animation - Graphic Reproduction (copy, multiple, replica).
- New Graphic Technologies: Augmented Reality (AR), Virtual Reality (VR), Data Visualization/Representation.

### What are the skills and experience of the key members of the staff?

Although the research group "Drawing, Graphics, and Knowledge: Interdisciplinary Studies on Art Techniques and Practices" is composed of a significant number of members, there are going to be nine of them taking part in the project "**Exploring the Metaverse: Creating Immersive Artistic Experiences in Inclusive Environments**". Additionally, there will be a series of visiting researchers who will join the team.

Below is a brief bio of the nine researchers on the team, as well as the profile of the visiting researchers:

**Marcos Casero Martín** holds a PhD in Fine Arts from the Complutense University of Madrid, an MA in Cultural Heritage Conservation (UCM) and an MA in Teaching Training (UCM). He was awarded the Extraordinary Prize for his BA in Fine Arts (UCM, 2012-2013). Currently, he teaches at the Faculty of Fine Arts (UCM) and his art research is focused on the fields of drawing, urban art, optical illusions and new technologies. He has undertaken Erasmus+ mobility for teaching staff at the Accademia di Belle Arti di Venezia (2019) and the Oslo National Academy of the Arts - KhiO (2020). He has participated in various exhibitions and urban art festivals and has created artworks for different public and private institutions. Additionally, he has presented papers and given lectures at international conferences and has published multiple academic texts.

**Eva Cruz Losada.** A hybrid professional with a background in design, teaching and business. Her educational journey includes a combination of studies: a Diploma in Graphic Design and Advertising Graphics (University of Oviedo), an MA in Design (UCM), a BA in Tourism Enterprises and Activities and an MA in Teaching Training for Secondary Education, Vocational Training and Language Teaching (UNIR), specializing in Vocational and Career Guidance. She is currently working on her PhD and her main research focuses on graphic changes in post-covid brand identity with tangential application in the metaverse (UCM). Eva is currently leading the External Internships Department in the MA in Contemporary Drawing and Graphics at UCM, where she also serves as an associate professor and a member of the UCM research group: Drawing, Graphics and Knowledge. She has given specialized lectures in the Madrid Community Science Week on "Visual Dissemination of Research: How to Communicate Science through Design and Digital Culture" and "Metaverse: The New Developing Landscape for Creation and the Market". With her diverse background, Eva has worked for 20 years in the design sector, serving as an art director, project manager and designer for various brands. She has also been a leader in innovative educational programmes like the Higher National Diploma in Art & Design (BTEC), designing academic content and facilitating projects between companies and educational institutions.

**María de Iracheta Martín** holds a PhD in Fine Arts from the Complutense University of Madrid. Currently, she is a Professor at the Faculty of Fine Arts (UCM) and also develops her art research on interpersonal relationships. In her project, she employs various visual narratives, focusing on drawing, digital imagery, animation and concept art. Her most personal works have been exhibited at fairs such as ARCO and ESTAMPA, as well as in several national and international galleries.

**Carmen González Castro** is a Professor at the Faculty of Fine Arts from the UCM. Her research is both based on art practice and theory, resulting in various publications in collaboration with different institutions and universities, as well as national and international exhibitions on the concept of canon, appropriationism and the imagery of classical myths. Among her creative strategies, she emphasizes a spatial conception of the artwork, regardless of the media, that give viewers an active role, making them actors and responsible for what they perceive. This interest stems from her PhD thesis on the use of space as an object and material for art creation.

**Borja Jaume Pérez** holds a PhD in Fine Arts from UCM, where he teaches and does research on new technologies applied to experimental drawing. His art project focuses on virtual, augmented and mixed reality, and how they can influence human perception and challenge the boundaries of imagination. He explores the relationship between Op Art, optical illusions and extended reality art, incorporating concepts such as expanded perception, multisensoriality, synesthesia, immersion and sensory overstimulation. Additionally, Borja works on projects using open-source software in educational contexts and participates in seminars and conferences exploring the creative possibilities of XR (Extended Reality) tools.

**Luis Mayo Vega** holds a BA in Fine Arts, a BA in Sociology and a PhD in Drawing that was awarded an Extraordinary Prize from the Ministry of Education. He is an Associate Professor at the Faculty of Fine Arts, UCM, where he teaches in the Design and Fine Arts undergraduate programs, as well as in the MIAC MA programme. He is part of the Sculpture Department. He has previously served as Vice-Dean of Academic Affairs in the Faculty of Fine Arts and has been part of various scientific committees. He is also an advisor for several journals. As an art manager, he has curated several exhibitions and served as coordinator for chairs such as the "Francisco de Goya" Chair in Ávila and the "Ciudad de Albacete" Chair, featuring artists like Antonio López, Carmen Laffón and Julio López. As a visual artist, he has received various awards (Ayto. de Valdepeñas, Penagos, Riaza, Humboldt) and has participated in international fairs (ARCO, Arte BA). His artworks are included in the collections of La Caixa, Banco de España, Caja Burgos, and the Albertina in Vienna.

**Carmen Pérez González** is a multidisciplinary artist and PhD in Fine Arts. For four years, she held the position of Art Director in Multimedia companies, where she professionally worked on the creation of video games, animations, and other products. As an artist, she has explored themes related to gender discourses surrounding female iconography and the violence of dominant stereotypes. In addition to her artistic career, she has been

dedicated to teaching and academic management. She was a master's program coordinator, director, and secretary of the Drawing and Printmaking Department at the Faculty of Fine Arts, UCM. She has also been involved in research, leading the UCM research group: Drawing, Graphics, and Knowledge. Her research areas focus on topics such as optical illusions, anatomy in art, animation and video games, and Extended Reality.

**Pedro Juan Sánchez Bermejo** holds a Ph.D. in Fine Arts - Sculpture from the Complutense University. He also has a Master's in 3D Animation with Maya and a Bachelor's degree in Fine Arts from the same university. He specializes in audiovisual production with Autodesk and has extensive professional experience as a professional photographer and graphic designer. Additionally, he has worked as a coordinator and editorial designer, Art Director, and Project Leader in various companies, where he developed design concepts, style guides, and multimedia executive editing in the educational sector. He has collaborated with numerous companies across different fields, including Grupo Santillana, Repsol-YPF, and Oxford University Press. Pedro has been a professor in various disciplines at different training centers and universities. Currently, he combines his teaching work with freelance jobs in Design, 3D, and multimedia. He is an expert in 3D, digital project management and production, as well as being skilled in sculpture and digital animation.

**Denica Veselinova Sabeva** is a graduate and master's degree holder in Fine Arts, a visual artist, researcher, and teacher at the Faculty of Fine Arts, Complutense University of Madrid since 2019. Her main research focuses on the convergence of science, technology, and art, particularly in artificial intelligence (AI) and technological tools in the creation of artworks. Her artistic practice spans various disciplines, such as video art, interactive environments, AI, and drawing. By merging technology with traditional techniques, she establishes a new path in her artistic production, aiming to engage the viewer on a deeper level and create empathetic and moving experiences. A significant portion of her work is based on audience interaction, turning the spectator into an essential part and completing the artwork itself.

The guest researchers for the project are:

- **Duna Gant.** Visual artist from Second Life and director of Artemisa Gallery.
- **Javier Gorostiza Carabaño.** Predoctoral researcher.
- **Sara Polo Lucio.** Predoctoral researcher.

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