

The International Fund for the Promotion of Culture  
UNESCO

**e-rizoma**

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**Net-Literature**

By Luciana Del Gizzo

Application

December 12th, 2005

# e-rizoma

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## Net-Literature

By Luciana Del Gizzo

*“Escribir, hacer rizoma, ampliar nuestro territorio por desterritorialización, extender la línea de fuga hasta lograr que englobe todo el plan de consistencia en una máquina abstracta.”*  
Gilles Deleuze, *Mil mesetas*.

### 1. Identification

1.1 **Title of the project:** e-rizoma. Net-Literature

1.2 **Name of the person submitting the application:** Luciana Del Gizzo

1.3 **Curriculum vitae of the applicant**

#### LUCIANA DEL GIZZO

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#### **EDUCATION**

##### **UNIVERSITY STUDIES**

**Literature and Linguistics Degree.** Orientation:  
**Literature Theory**  
Facultad de Filosofía y Letras. Universidad de Buenos Aires.  
Advanced student (two exams remaining for graduation)

## SECONDARY SCHOOL

(1994) **Orientation in Humanistic Sciences**  
Instituto Dr. Dámaso Centeno.

## SCHOLARSHIPS, COURSES, SEMINARS AND CONGRESSES

08/05 National Scholarship of the **Fondo Nacional de las Artes** (Argentina) to the project research "Critical Reading of Translations. The reproduction of culture and the conformation of particular identities on literary pieces' translation".

10/04 Coordinator and exhibitor of the International Congress "Debates actuales. Las teorías críticas de la literatura y la lingüística" organized by the Literature Department of Facultad de Filosofía y Letras (Universidad de Buenos Aires). Title of the paper: "Escritura doble, lectura desmembrada. Acerca de la opacidad de la traducción".

04/04 "Computer aided journalism" The World Press Institute, Investigative Reporters & Editors, Foro de Periodismo Argentino (FOPEA), Knight Center for Journalism in the America and United Nations Foundation.

04/04 "Internet Advanced Research" The World Press Institute, Investigative Reporters & Editors, Foro de Periodismo Argentino (FOPEA), Knight Center for Journalism in the America and United Nations Foundation.

## LANGUAGES

SPANISH	Mother tongue
ENGLISH	Reading comprehension, writing, speaking and translation skills.
ITALIAN	Reading comprehension, writing, speaking and translation skills.
PORTUGUESE	Reading comprehension and translation into Spanish.

## PROFESSIONAL EXPERIENCE

1999 until today Publishing corrector, editor and writer of reports free lance for the following organizations, among others: Poverty Reduction Network, Regional Policy Dialogue, **IADB** (Inter American Development Bank); **ECLAC – Mexico**; Foro-Debate "Argentina: Estrategia País" (**Caritas Argentina**).

Books edited, among others:

- Bernt, Martín, *Henequén. La resistencia yucateca*, in press (novel).
- PNUD/BID/GADIS, *Índice de desarrollo de Sociedad Civil Argentina. Total País*, Buenos Aires, Edilab Editora, 2004. Available at [www.confinesociales.org](http://www.confinesociales.org)  
[http://www.iadb.org/Etica/Documentos/ubg\\_indic.pdf](http://www.iadb.org/Etica/Documentos/ubg_indic.pdf)
- Romero, Luis Alberto, Hilda Sabato, Roberto Di Stefano y José Luis Moreno, *La iniciativa asociativa en Argentina*, Edilab Editora, 2002. Available at [www.confinesociales.org/pdfs/HistdelasAsociaciones.pdf](http://www.confinesociales.org/pdfs/HistdelasAsociaciones.pdf)
- PNUD/GADIS, *Confines sociales*, Buenos Aires, Edilab Editora, 2000.
- PNUD, *Unidas. Directorio de Organizaciones de Mujeres*, Buenos Aires, Gama, 1999. Available at <http://www.undp.org.ar/archivos/unidas.pdf>

04/04 until today	<b>TakingITGlobal</b> Voluntary translator and developer of the Spanish site ( <a href="http://www.takingitglobal.org/home.html?width=800">http://www.takingitglobal.org/home.html?width=800</a> )
04/2004	<b>IADB – Europe</b> (Inter American Development Bank) Collaborator and translator of the research: “Assessing and reviewing the criteria of representative of civic NGOs” by Lic. Elba Luna.
09/03 to 04/05	<b>GADIS</b> (Grupo de Análisis y Desarrollo Institucional y Social) Editor of <a href="http://www.confinesociales.org">www.confinesociales.org</a> , website of information and communication to the Third Sector. Representative in the Enlarged Bureau of the Diálogo Argentino. Further information at <a href="http://www.dialogo-argentino.org.ar">www.dialogo-argentino.org.ar</a> Representative at Plan Estratégico de la Ciudad de Buenos Aires. Further information at <a href="http://www.buenosaires2010.org.ar/">http://www.buenosaires2010.org.ar/</a>
12/04	Press and Communication of the presentation of the “Citizen Participation Index” of the Inter-American Democracy Network. Further information at <a href="http://www.redinter.org">www.redinter.org</a>
03/2003 to 07/2003	<b>Programa de Gerencia Social para el Desarrollo Humano FCE - UBA – PNUD. Cátedra de Honor de Gerencia Social para el Desarrollo Humano. Directed by Dr. Bernardo Kliksberg.</b> Writer of reports of conclusions (free lance).
06/2003 to 07/2004	<b>GAP Argentina for Diálogo Argentino (PNUD).</b> Writer of reports.

#### 1.4 Name and address of applicant:

**Luciana Del Gizzo**, Carlos Calvo 241 2º F, Ciudad de Buenos Aires, Argentina.

#### 1.5 Person responsible for the project: **Luciana Del Gizzo**

#### 1.6 Category under which the project is submitted: **Promotion of diversity and promotion with new audience**

#### 1.7 Brief summary of the project:

**E-rizoma** will be a network of texts and writers supported by a website, that will seek to produce a specific Literature for electronic media, taking advantage from the possibilities that the new technologies offer to enrich writings, but also adopting their characteristics. The project has the objective of promoting the production and the consumption of Literature among young people and public little habituated to reading in the new context of the information and communication technologies, in order to become an interchange space that enforce creativity, the work in groups and the strengthening of individual capacities. At the same time, it will look for interesting in Literature new publics who do not frequent books or other usual publications, but are familiarized with Internet. For it, it intend to develop a virtual textual map that will be extended

horizontally with the contribution of the participants, where each word, description, character or detail will give occasion to a new writing.

### 1.8 Duration of implementation of the project:

Even if **e-rizoma** has not got a foreseen end, we will employ the Fund's financing during a year, in order to put in motion the website and start the diffusion of its content. After that period, the project will be able to self-financing and/or get other donors.

1.9 **Financing required from the Fund (in U\$ dollars):** U\$ 13,539.90

## 2. Justification

### 2.1 Detailed description of the project

**E-rizoma** will be a network of texts and writers supported by a website, that will seek to produce a specific Literature for electronic formats<sup>1</sup>, taking advantage from the possibilities that the new technologies offer to enrich writings, but also adopting their characteristics. Indeed, a literary production of this type will have to contemplate aspects that determine the reading on Internet, like shortness, fugacity, fleetingness, nonlinearity, and the hyper-linkage to other texts<sup>2</sup>, redeeming that rough and superficial reading that favors Internet. Thus, **e-rizoma** will be a group textual map that will be extended horizontally with the contribution of the participant writers<sup>3</sup>, where each word, description, character or detail will give occasion to a new writing.

Rigorously taking the prophetic concept of Gilles Deleuze of rhizome-book as departure point, with all its characteristics of multiple and total text in its fragmentarity<sup>4</sup>, **e-rizoma** will take advantage of the electronic format to promote the writings inspired and linked one to each other, rhizomatically<sup>5</sup>. By this, they will extend its territoriality horizontally, so as the reader can construct a new route of reading every time and, thus, a new piece; writers can get inspired one from others. It will be a Literature being created and reproduced to it constantly.

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<sup>1</sup> Even if **e-rizoma has been planned to function on-line on the** Internet, we do not discard the use of this literature modality to other digital formats and supports (for example, Flash displays or other design and animation programs, edited on CD, like the one attached to this application).

<sup>2</sup> The *e-rizoma manifest* describes as follows the aspects that will define the Net-Literature: "**Shortness, in order to avoid the impossibility of reading an endless plain text on the screen; Fleetingness, in order to give space and Kbytes to other writings; Visuality and Sonority, with the aim of getting the most advantage from the technology's possibilities; Mobility and Change, inside the website, in order to a text can reproduce itself permanently, as well as outside , in order to allow its rhizomorphic reproduction; Hyper-linkage, to favor the constant jump to other writings; Nonlinearity, to rescue literature from the tying imposed**". For further information, see Del Gizzo, Luciana (2005) *e-rizoma manifest*, on CD attached to this application.

<sup>3</sup> The call will be wide and it will be targeted mainly on young people. Thus, the participant writers will not be professionals and they will do it voluntarily.

<sup>4</sup> Deleuze and Guattari define this way of writing as an abstraction of the One to form the multiple, as a superficial ramified extension without center until its concretion in bulbs and tubercles. Some characteristics of this system are the following: any point of the rhizome must be connected to any other; it is a multiplicity that does not have relation to the One as subject or object; it can be interrupted at any point, but it continues by any other; it is a map that is spread territorially; etc. Deleuze, Gilles y Félix Guattari (2000) *Mil mesetas. Capitalismo y esquizofrenia*, Valencia, Pre-Textos.

<sup>5</sup> "*Ser rizomorfo es producir tallos y filamentos que parecen raíces, o, todavía mejor, que se conectan con ellas al penetrar en el tronco, sin perjuicio de hacer que sirvan para nuevos usos extraños*" (Deleuze y Guattari, 2000: 20)

For that, the members tied to the network like writers<sup>6</sup> will publish their writings of any literary genre, whose only requirement will be to be brief –until twenty lines approximately, as maximum— and the acceptance that their writings will be on-line for a limited period of time. The rest of the writer-members will be able to submit writings of similar characteristics, linking them to a word, a sintagma, a sentence, a passage or a thematic of the previous text. By this way, the relation generated between both texts could be vast: from the coincidence of a word to an issue or image or, even, the continuity of a story. In addition, the writings can be connected in a multiple way and with a very wide limit, which will only be determined by the capacity of the website<sup>7</sup>.

The enrichment of electronic texts through sound and image will be also stimulated, in order to take advantage of the format and the possibilities that Internet allows, as a new material supporter for Literature. We will also seek to involve writers, artists and intellectuals of trajectory, with the aim of they participate in forums debate to share experiences and knowledge<sup>8</sup>. Finally, there will be a section destined to promote social and cultural values destined for those that consider Literature as an instrument of intervention in these areas<sup>9</sup>. As it will be specified more ahead in this document, the content of this section will be developed in alliance with TakingItGlobal ([www.takingitglobal.org](http://www.takingitglobal.org)).

The project has as main objective to promote the creation of literature, basically, among young people in the new context that the Information and Communication Technologies (ICT) presents, as an innovating way to socialize and to generate bonds, becoming an interchanging and inspirational space that impels the work in group and the strengthening of individual capacities. At the same time, it will seek to interest on Literature new public that do not frequent books and that is familiarized with electronic media (i.e. young people who accede usually to Internet). Although it will be a site dedicated to Literature, its added value is that it will spread a new kind of Literature related to Net-Art, since it is conceived like an artistic production on the base of Internet<sup>10</sup>. In an optimum way, it can contribute to agglutinate future groups of intellectuals, jeopardized with values that respect cultural diversity, world-wide peace and participate in the Information Society, replacing Literature in the cultural reproduction; it will be also a new space for new talented writers that could not have diffusion in another way.

***E-rizoma*** it will offer support and coordination for the generation of bonds among the participants, and it will respect the tenor and diversity of the published proposals<sup>11</sup>. Moreover, it will promote the multiplicity, supporting the participation of writers of different cultural and linguistic scopes. In order to reach that, the website will be launched in English and Spanish at first, and soon it will be translated into other languages. We also count on the support of TakingItGlobal to diffuse the website all over the world (see the international supporters at the Annex of this document).

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<sup>6</sup> There will be also reader-members, as it will be explained ahead in this document.

<sup>7</sup> The capacity of the website will be established according to the technological requirements.

<sup>8</sup> With the aim of preserving the quality of the website's content, some writers and intellectuals of trajectory will be called to participate.

<sup>9</sup> Due to Literature is a cultural operation that strike over the social network, ***e-rizoma*** will make explicit the lines of ideas that will support and that will sustain it. However, this will not be established as a limit of the expressions nor will discard those that represent a notion of self-defined Literature or untied from the social issues.

<sup>10</sup> We intend as Net-Art every contemporaneous art piece created specifically for Internet, made by digital tools and that use Internet as support and diffusion media,

<sup>11</sup> However, one of the main tasks of the webmaster will be the detailed monitoring of the submitted writings, in order to detect discriminatory contents or those that attempt on peace, which will be taken off from ***e-rizoma***. In case the content is uncertain, we will communicate with the author in order to request more information and/or the modification of the text.

**E-rizoma** departs from the conviction that the literary culture is rebuked by ICTs, but it has not reacted absolutely yet to this interpellation. It only tries to adapt coldly through extensive plain texts, impossible to read on the screen of the computer. For that reason, it is necessary to smooth the way in order to generate a new Literature with an innovating format, suitable to a new material support that does not look for replacing the book, but to complement it, offering new surfaces and occasions for creation.

## Objectives

### Main Objective

To produce a specific Literature for electronic media that promotes the writing and the diffusion of Literature among young people and public little habituated to read, in the new context that the Information and Communication Technologies present, becoming an interchange space that inspires creativity, the work in group and the strengthening of individual capacities.

### Specific Objectives:

*For the creation of literature*

- To foment the collective creation, as a new way of thinking the reproduction cultural value at a global scope.
- To make compatible the literary creation and the use of Internet, like a new medium that offers different material possibilities to the reproduction of cultural value, improving the Literature's position at the Information Society.

*For the diffusion of Literature*

- To interest and to initiate new public little habituated to usual reading in the consumption of Literature.
- To generate an alternative space for the diffusion of a new Literature.
- To contribute to the diffusion of young talented writers.

*For the interchange between participants*

- To generate bonds between training writers, and to improve and increase the literary production by their interaction.

## Activities

The main and first activity will be the development of a website that will work as platform of the project and as fundamental base for its implementation. Due to its characteristics, its multiple hyper-connection and its different sections, that imply certain complexity in its programming, it will be launched gradually and in stages:

- **1º Stage. Hypertext launching:**

It will be a writings network interconnected in a multiple way.

During the preparation of this phase, young nonprofessional writers will be summoned, in order they can submit their writings on the website at first instance. For it, they will be called to work jointly in order to select and to link their texts<sup>12</sup>.

Once a network of about 10 writings has conformed, it will be published at the website, emphasizing one text at the home page, to start the reading. This first writing will contain one or more links towards others, through which the reading

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<sup>12</sup> This step has just been accomplished and its result is in the CD called "Tracing", which is attached to this application. This writings network will be launched at first instance at the website.

map will be formed. Periodically, this initial text will be replaced by another one of the network.

Paula Brusca, Cristian Palacios, Juan Sebastián Fernández, Marisa Rubio and Juan Isaguirre, among others, have jeopardized their participation in this first instance of the project (see their curricular synthesis at the Annex of this document).

From this first network of writings, the writers who come from the public, previously registering as members, will be able to submit their works, linking them to those which are already on line. A word, a description, a character, a detail or a part of the writing can inspire another fragment, written by the same or other author, which will be on line linked to the one that gave it origin. Each writing can be linked by one or several parts, and who submit it will accept as a condition that it will be or not hyper-linked without limit, and that its permanence on-line will depend on the capacity of the website<sup>13</sup> and the coming up of new writings.

- **2º Stage. Seeking contacts:**

Once the writing of the hypertext is initiated, we will seek to involve professional writers and intellectuals in the activity of the website, assuring their participation on the hypertext, as well as in the forums debate about specific subjects related to Literature or cultural values, in order they could express their opinion and could offer their experience. Reached this objective, the sections "criticism", "debates" and "cultural value"<sup>14</sup> will be launched.

- **3º Stage. Monthly Newsletter Edition:**

When the previous sections are in full operation, the monthly newsletter will be developed. It will have new features, and will distinct a writer-member by an interview and outstanding publication of his writings. Also at this stage, we will look for agreements to publish a writing of the chosen writer-member of the month in some specialized or general interest review or edition with wide diffusion, in order to promote the writers and the site.

Other transversal activities that will be perform continuously:

- **Content production, edition and management**

All the texts of the website where the writer-members do not participate will be developed (newsletter, cultural value<sup>15</sup>, frames, para-texts, translations, etc.). Subjects related to Literature and culture will be proposed to the discussion in forums at the Debate section. In addition, the permanence of writings submitted by the members will be decided, according to the website capacity and the incoming of new texts.

- **Communication and promotion**

A communication and promotion plan will be made to spread the website and to obtain followers in universities, NGOs of young people and culture, etc. We consider that an Internet resource must be spread in other media. For that, brochures will be distributed, support of universities and organizations will be looked for, and the publication of reports at publishing media.

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<sup>13</sup> See note nº 5 of this document.

<sup>14</sup> For more details of these sections, see next section of this document.

<sup>15</sup> As it has been mentioned above and as it will be explained at the next section, the contents of this section will be Developer jointly with TakingItGlobal ([www.takingitglobal.org](http://www.takingitglobal.org)).

## Website components

### For the members' interaction:

- **Hypertext:** it will be the proper **e-rizoma**: a multiple book composed by brief texts of different authors, hyperlinked one to each other by means of emergent windows. The writer-members will be able to submit their own creations, linked to writings of the first writings network (see the previous section, phase 1), from a word or a group of words. As a consequence, a text will be displayed at the home page –that will vary periodically—, which will contain several highlighted links. When clicking one of them, a new window with another writing will appear, and it also will contain several hyperlinks, so that the reader will follow its own reading-route as he advances through the windows. The hyper linkage will be free and limitless. The permanence on line of writings will be determined by the website capacity and the incoming of new writings.
- **Members' Directory:** It will be composed by the filling of a simple form, with personal data that the future member wants to publish, in order to favor the interchange between members. They will be able to participate as writers and/or readers. Both will be able to publish texts, although the readers will not be able to do it at the literary hypertext, but in the "Criticism" section and the debate forums.
- **Debate:** This section will be composed by discussion forums open or closed. For the first ones, the site coordination will propose specific subjects, and will look for summoning the participation of writers, intellectuals and artists of trajectory, in order to enrich the interchange. Those outstanding debates, where professional writers have participated or which are particularly interesting by its content, will be summarized and published in this section.
- **Criticism:** Section for the readers and other writers can submit opinions about the writings that form **e-rizoma**, advice reading-routes to follow, rank texts, etc.

### Site's Services

- **Cultural Value:** In order to interest those people that consider Literature as an instrument of action and incidence over the social field<sup>16</sup>, this section will have information and reports about global interest issues, which contribute to world peace, as cultural diversity, poverty, social justice, human rights, ICTs, etc., with the aim of creating consciousness and commitments for the future writing. These contents will be development jointly with TakingItGlobal, following the proposals of the on-line review "Panorama" (<http://www.takingitglobal.org/express/panorama/>) and the section "Understand Issues" (<http://www.takingitglobal.org/understanding/>)<sup>17</sup>. We do not discard the inclusion on **e-rizoma** of a link towards that website.
- **Monthly Newsletter:** It will contain writings selected among the submitted on the website during the last month, reports on other artistic expressions compatible with the **e-rizoma's** proposal, an interview and writings of an outstanding writer-member of the website, etc.

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<sup>16</sup> Due to "*un libro existe gracias al afuera y en el exterior*" (Deleuze y Guattari, 2000:10) and to, as it has just been pointed out, literature is a cultural operation, it is possible to consider its relation to the social field, even if some currents of Literary Theory do not agree with this point of view.

<sup>17</sup> This fits to the aim of TakingItGlobal of connecting their members culturally and of inspiring the artistic creation and the global making decisions. For further information, see TakingItGlobal's synthesis on the Annex of this document or visit [www.takingitglobal.org](http://www.takingitglobal.org)

## Validation

Without any doubt, Literature still seems not to take totally advantage of the new information and communication technologies (ICTs). The electronic libraries and web sites about writers, editorials and contests, promote the reading effectively, but they do not use the substantial characteristic of the Web<sup>18</sup>, because basically Internet promotes the communication, the interchange and the conformation of networks that strengthen capacities and extend equitably the opportunities.

On the other hand, Literature is a cultural operation, as it is originated in the culture and affects it actively; but also because it is a specific and certain expression of the time and place where it is produced<sup>19</sup>. Thus, we do not think that the literary creation is taking the specific shape that the Information Society requires to participate outstandingly in it<sup>20</sup>.

For that reason, we think that it is necessary to encourage and to support its expansion by means of the interchange of related aesthetic ideas related to present conjunctures between the writers, which allow them to strengthen and to improve their capacities; at the same time, they can find among their pairs affinities that inspire their creative power. Without any doubt, this impulse can occur through the ICTs, but this tool also requires a format adaptation of Literature to a media signed by the partitive and volatileness: a new Literature that in the particularity of the fragment knits connections towards the universal thing.

## 2.2 Proof of the applicability of selection criteria

### • Innovative use of new Technologies

**E-rizoma** is mainly aimed to spread an innovative application of the new technologies to Literature, fomenting the use of its potential in order to enrich the literary works. Thus, the project seeks to be a multiplying mechanism, so that new writers include the benefits of the electronic media in their production of writings.

These technologies offer a new reading logic, alternative to linear or page by page of the book, where the reader has a more active role in the construction of the text –he decides the reading-route—, and that supposes new possibilities of meaning. To incorporate these possibilities would imply a great creative enrichment for the literary production. In addition, it would reach a more outstanding status among the speeches that form the Information Society, enriching and spreading it.

At first instance, the project supposes to make a collective text, based on the emergent windows logic, and a network of writers in order that all participants can learn from each others the new way of writing. As they get expertise in the use of the new technologies, they will appropriate the methodology and will be able to create writings under the logic of the hyperlink. Moreover, the submission of writings enriched by images, sound and innovative formats (Flash, animation, 3D, etc.) will be stimulated.

Actually, **e-rizoma** target to favor the implementation on Literature of the logic that support the new technologies, with the purpose of innovating its practice, enriching

<sup>18</sup> For further information about website dedicated to Literature, visit [http://www.educared.org.ar/guiadeletras/archivos/sitios\\_sobre\\_literatura/index.htm](http://www.educared.org.ar/guiadeletras/archivos/sitios_sobre_literatura/index.htm)

<sup>19</sup> "El libro no es una imagen del mundo, según una creencia muy arraigada. Hace rizoma con el mundo." (Deleuze-Guattari; 2000:16)

<sup>20</sup> For further information, see *e-rizoma manifest*, at the CD attached to this document.

and giving it a new field to spread out, but also to improve the position that it has at the moment at the Information Society.

- **Economic, social and educative benefits**

**E-rizoma** will favor the development of Literature over an alternative field, different from the editorial one. This fact allows to extend the intellectual field without competing directly with the consecrated Literature and the industries dedicated to it. Even if the project does not contemplate direct economic benefits –it is a non-profit initiative—, it is aimed to open the literary field. Without any doubt, this opening will benefit many emergent writers and the reading community in general. Thus, the whole culture and society will be benefited.

It is also probable that some derivations of the project can arise, aimed to edit hypertexts in CD of one or several authors, as the one attached to this document (*Tracing*), in order to sell them. This will bring some economic benefits that will be used to maintain the website, once executed the UNESCO's financing, which will be essential to the first steps towards the goal of the self-financing.

The opening of the intellectual field will also constitute a social benefit, since it will give space to new voices that can raise new questions and issues, from different communities and sectors; at the same time, it will favor its connection and debate. In addition, the whole society will be favored when getting in touch with a contemporary Literature, which reflects the present state of things, without the market or the publishing policies limit.

Moreover, due to it is developed in new sphere for Literature, **e-rizoma** seeks to win public not habituated to reading that can be interested on the innovation of the proposal.

On the other hand, the use of ICTs allows to jump the borders of the communities, reason why the interchange will be in the greatest diversity. In order to help this interchange, the Coordination of the project will bring all the possible linguistic and translation tools<sup>21</sup>.

Finally, Literature is an excellent educative tool. **E-rizoma** will be available to those educators that wish to use its texts or its writing tools with educative purposes (to promote reading and writing).

- **Cultural diversity, cultural traditions, respect for human rights:**

As it has already been pointed out, **e-rizoma** will offer a plural space to those people that do not accede habitually to express their opinions. In addition, it contemplates the interaction of writings, speeches and people from different communities, which will enrich their cultures and their writings, without losing their own identities.

Although it is true that the site at the beginning will be spread mainly in Argentina<sup>22</sup>, the Coordination of the project will favor the access of people from different

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<sup>21</sup> Even if the writings of the *e-rizoma* hypertext will be submitted at the original language, the Coordination of the project will encourage its bilingual publication.

<sup>22</sup> This could happen mainly because the Coordination will be centered in Buenos Aires (Argentina). However, we count on the global network of TakingItGlobal, which has 100,000 members all over the world, to spread the existence of the website in other countries. In fact, there are many TIG's members that are already involved in this project (see Annex of

communities. Moreover, our desire is to open the use of this writing way to a wide scope of users all over the world and from all cultures and traditions. In order to help this goal, the web site will be launched in different languages progressively.

Finally, Literature helps to make better subjects. As to writers as readers will be benefited in their individuality.

- **Financial feasibility**

Due to the costs of the project are not expensive and to it is possible to examine secondary financing ways (advertising, editing and selling of CD-hypertexts, etc.), it is possible to perform it. In addition, if it is necessary, we will look for complementing the financing with other subsidies.

## 2.3 Description of subsidiary activities

- Research:** the project contemplates a permanent research about the applicability of the computer tools to Literature production. This means that the main programs available that can add value to writings will be analyzed (Flash, html, animation, 3D, etc.) In addition, the research will be aimed to discover the characteristics that the literary creation must imply, so that writings can adapt to totally different formats from traditional supports as book or paper<sup>23</sup>. The results of this research will be explained on a report.
- Experimentation:** the **e-rizoma** project is whole conceived like experimentation. Although the writings of different authors linked one to each other is not newness, the hyper-linkage and the use of new technologies in the creation phase (writing) does it. In addition, this type of writing faces a new nonlinear and extremely visual logic that will turn out an innovative way of creating Literature, even individually.
- Training:** the project looks for bringing its research and experimentation results to its members, as readers as writers. The direct contact with the Coordination of the website and the use of the tools available will favor the interchange of experiences and knowledge. We do not discard the accomplishment of writing workshops where to apply the knowledge acquired in a later phase of the project.

## 2.4 Human resources and other implementation means (equipment, premises, etc.)

For its accomplishment, at first instance, **e-rizoma** must have two people who carry out its management and coordination. At first place, a **coordinator/editor** will supervise the administrative processes and all the activities of the project, and will be responsible of the edition of the website, the generation of alliances, the promotion, etc. Secondly, an **assistant** will be in charge of making administrative tasks, coordinating the users' interaction; he/she will also contribute in edition tasks. It will be also necessary to develop the website, and later to count on technical and designing support.

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this document). We also count on the network of Proyecto V ([www.proyectov.org](http://www.proyectov.org)) to diffuse the site among more than 500 members.

<sup>23</sup> Even if it is true that there are diverse websites about Literature, so as electronic literary editions, we consider that it has not still been Developer a Literature specific for the Internet, due to in general there are endless plain texts that lead to a superficial reading or to the printing of the writings, and so they loose their digital characteristic. There are some experiences similar to the **e-rizoma's idea** in poetry, although rarely contains hyperlinks to other literary texts, which is a basic characteristic of the Web.

Even if we count on one **computer**, it will be necessary to have an additional equipment. In addition, an Internet broadband connection and the hosting of the site will be needed.

Finally, the project contemplates the promotion in others mass media and the web, which in some cases can imply some costs.

## 2.4 Detailed provisional budget of the whole of the project (in US dollars)

	By month	12 months
Website Development (1)	U\$ 1766.60	U\$ 1766.60
Computer (2)	U\$ 433.30	U\$ 433.30
Hosting (3)	U\$ 15.-	U\$ 180.-
Internet Broadband Connection (4)	U\$ 30.-	U\$ 360.-
Promotion y Diffusion (5)	U\$ 200.-	U\$ 2400.-
Coordinator/Editor (6)	U\$ 300.-	U\$ 3600.-
Assistant (7)	U\$ 200.-	U\$ 2400.-
Technical and Design Support (8)	U\$ 100.-	U\$ 1200.-
Materials and Services' Costs (9)	U\$ 100.-	U\$ 1200.-
<b>Total</b>		<b>U\$ 13,539.90</b>

- (1) It corresponds to the designing and the programming of the website.
- (2) Values corresponding to the prize of a computer in the Argentinean market.
- (3) Values corresponding to the prize of a computer in the Argentinean market.
- (4) Values corresponding to the prize of a computer in the Argentinean market.
- (5) Estimative cost.
- (6) Values corresponding to the monthly and annual salary.
- (7) Values corresponding to the monthly and annual salary.
- (8) It corresponds to the support offered while de website is on-line.
- (9) It includes services as electricity and gas, as well as computing materials and assistance in case of damage, etc.

## 2.4 Financial partners (financial sources other than the Fund) and detailed description of their contribution

Even though we did not have financial associated by the moment, in the case it was necessary the **e-rizoma** project will be presented to other cultural funds and to organizations that support art and culture, with the aim of assuring its continuity and success (i.e. British Council of Argentina, Cultural Fund of the Government of Buenos Aires, etc).

In addition, as it has been mentioned above, we will seek to self-finance the project.

## 2.7 Multiplier effects

### a. Potentialities of the project for serving as an example

In an optimal way, after a year of implementation, **e-rizoma** will count on a solid network of collaborating writers (more than 200), members of the site, that include its writings in the network periodically; as well as an important number of readers, countable in the visits to the page and the directory of members (more than 200). It will also have the collaboration of writers and intellectuals of professional trajectory who interact with the members of site, offering their experience.

In an exemplary way, the project will get alliances with others publications (electronic and graphical), where their members can publish their writings periodically, in order to give promotion to page and to the own writers.

On the other hand, **e-rizoma** project will be an important tool so that educators (teachers and others) can stimulate reading and writing in young people less habituated or resistant to approach books. Thus, the website can be a departure point for "discovering" Literature.

Also ideally, the writers members will appropriate the way of hypertextual creation, and it will be encouraged the creation of literature pieces in electronic formats (CDs, websites, etc.)

Finally, in a superb way, **e-rizoma** will contribute to generate groups jeopardized with values that respect cultural diversity and that participates in the Information Society, replacing Literature at the center of the cultural production, favoring the interchange of futures intellectuals of different communities in ample debates of different complexity. At the same time, it will encourage the emergence of new talented writers. Without any doubt, it will be a space that will contribute to improve the communication between the intellectuals and writers of the future.

### b. Chances of encouraging new financial partners and others for project follow-up

We are convinced that **e-rizoma** is an innovating project, of high cultural and educative importance, with possibilities to obtain a high impact, reason why it will not be difficult to find new associated financiers. In addition, once the project is launched (website, promotion, etc.), its cost will be considerably reduced, reason why the new investors will not need to make expensive inversions.

Finally, once reached the objective of writers members beginning to create Literature in electronic format, we do not discard the possibility of publishing those texts in low cost supports (CDs) with commercial aims, which could give self-sustainability to the project.

## 2.7 Foreseen tangible results and indicators enabling the evaluation of the project's impact

**E-rizoma** hopes to favor the literary creation in the following way:

- It will be generated an alternative way of literary creation, in agreement with a new material base as Internet is.
- Groups of aesthetic and cultural affinity will be conformed, in order to work jointly to strengthen their capacities and to promote the writing as much as in group or individually.
- It will improve the communication between pairs.
- It will spread the work of the participant authors.
- Alliances with electronic and graphic media will be made for the diffusion of the works and the project.
- Leader personalities will arise, who can be inserted in the culture community.
- There will be obtained bonds with other communities.

The following quantifiable indicators will arise after a year of implementation:

- More than 5,000 monthly visits.
- More than 200 writer-members.
- More than 200 reader-members.
- More than 50 writings submitted per month.
- More than 5 intellectuals and writers of trajectory participating in discussion forums.
- More than 10 discussion forums held.
- 12 Newsletters published and distributed by e-mail.
- More than 1 writing per month of different authors published on graphic media.

## **2.9 Risks incurred capable of preventing the achievement of the project. Solutions planned to avoid those risks**

The main risk that will face the project will be a low activity level of the users. It is a difficulty that faces most of the websites, due to the enormous supply of Internet proposals that exist. In order to prevent this disadvantage, the project anticipates a percentage of its budget to invest in its promotion, fundamentally in spheres related to Literature and young people. A press campaign for its launching will be also made, and the diffusion activities by different media will not be left off during the operation of the website. In addition, the users and lectors' level of activity will be checked periodically, and will be considered diffusion and press strategies ad hoc. Another strategy to avoid this problem is the publishing of monthly on-line newsletters, spread by e-mail, that refer to the site for more information. This will make that those who read the newsletter have to get into the page and they can continue navigating there. Finally, we do not discard the possibility of making literary workshops that spreads the Literature modality that the project supposes, whose practices will be published in the website.

The opposed possibility that also attempts against the normal development of the site, it is that the writings' fluidity would be very high and surpasses its capacity. For that, it has been anticipated the possibility of clearing texts to give place to the new ones. The criterion that will prioritize to do it will be the time on-line of the writing (it will be taken off those which have remained longer on line), but also it will be considered their quality (to more quality of the text, more permanence on line). For that reason, the Literature

created specifically for the Web supposes the fleetingness as one of its basic characteristics<sup>24</sup>.

Another possible risk is that the submitted writings were not of the expected quality. For that, it has been anticipated to initiate the project with some quality texts, written by writers selected by the coordination of the project<sup>25</sup>. We think that this will mark a determined publishing line. In addition, we will look for maintaining a fluid communication with those writers who arise from the public, in order to comment their texts and, even, to ask for the revision of them. Finally, the coordination will keep the right to clear texts of the page in case they were discriminatory and/or attempt against peace, although previously to do it, a communication channel with the author will be opened, so that he could modify it. All these activities will be edition tasks.

## 2.10 Expected commercial returns and plans for their utilization

**E-rizoma** does not look for commercial repercussions, more than the sale of some select publicity, in order to keep economically the site and its administration in the future. We think that, when the site obtains the amount of enough visitors, it will be able to commercialize advertising spaces, in order to achieve the resources to support itself. Thus, we will procure to select the advertisers, in order to privilege those associated with culture and Literature.

Another possible commercial repercussion is expected for a second phase of the project. It is about the selection of some site's writers to publish written texts in hypertextual format –enriched by specialized programs of Web-design, images and sound—, in digital format (CD) for its commercialization, as the one attached to this document, called *Tracing*.

## 2.11 Precise schedule comprising a complete list of activities foreseen

May, 2006. Starting the project development.

June, 2006. Starting development of the website.

August, 2006. Launch of the 1<sup>st</sup> Stage of the website and starting of the development of the 2<sup>o</sup> one.

September de 2006. Launch of the 2<sup>nd</sup> Stage of the project and starting of the working on the monthly on-line newsletter.

October, 2006. Launch of the 3rd Stage and delivery of the first monthly on-line newsletter.

October to December, 2006. Coordination of the total perform of the project.

December, 2006 to April, 2007. Seeking of contacts, alliances and possibilities of self-financing.

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<sup>24</sup> See the *e-rizoma manifest* on the CD attached to this document.

<sup>25</sup> This step of the project has just been performed and its results are on the CD attached to this document called *Tracing*.

These organization supports **e-rizoma** project:

**TAKING IT GLOBAL** ([www.takingitglobal.org](http://www.takingitglobal.org)) is an international organization, headquartered in Canada, led by youth and empowered by technology, that connects youth around the world to find inspiration, information and get involved in improving their local and global communities. TakingITGlobal.org serves as the most popular on-line community for young people interested in connected across cultures and making a difference, with hundred of thousands of visitors each month, and more of 100,000 members. It also works with global partners –from UN agencies, to major companies, and specially youth organizations—, to build the capacity of youth for development, artistic and media expressions, and involve young people in global decision-making. For further information, visit <http://about.takingitglobal.org/>

**FUNDACIÓN START.** It encourages the experimentation and development of new ways of social life throughout interactions between artists and non-artists via the use of new digital technologies. It promotes the construction of new public spaces, self-developed and self-sustained networks that connect and expand the cultural activity of Argentina, and relate it with the world. Start's activities have been carried out throughout the art magazine *ramona* ([www.ramona.org.ar](http://www.ramona.org.ar)) and Proyecto V ([www.proyectov.org](http://www.proyectov.org)). The action of Start is based on a voluntary teamwork and is sustained by its publications, courses and donations. It has obtained support from the Guggenheim Fellowship, the Fondo Nacional de las Artes (Argentina) and the Fondo de Cultura de la Ciudad de Buenos Aires.

**COMPAÑÍA NACIONAL DE FÓSFOROS (Matches National Company).** It is Theatre Company founded in 2002, that combines antic disciplines, as circus, magic, clown art, with innovative techniques, as absurd theatre, happening, and air theatre. Their members have studied at the Universidad de Buenos Aires (UBA). They have organized many seminars in Argentina and Mexico. They are also interested in the social theatre. The Company have performed the following operas, most of them participating on important theatre festivals: *El Abismo* of Cristian Palacios; *Damiens* (El Rastro de la Infamia project); *Shh*; *Libros de Piratas*, with the support of Proteatro, the Fondo Nacional de las Artes, the Instituto Nacional del Teatro, and it has been declared of interest by the Facultad de Filosofía y Letras (UBA). *El cuerpo de los Condenados* have participated of the III Festival de Teatro Intimo, in México. They also developed the Research Program *Con Los Cinco Sentidos*, child theatre, among other initiatives.

The following people have manifested their support and interest in participating as writers of this initiative:

**CRISTIAN PALACIOS (Argentina).** He is actor, director, and dramatist. He integrated as founder, actor, and director the Cicuta Circus for four years, with which he made tours in the interior of Argentina and participated in diverse festivals. He is a Literature student in the University of Buenos Aires (UBA). He is professor of Latin and Literature at high school. He has also studied Direction in the IUNA, Circus Arts with Mario Pérez and made seminaries with Pompeyo Audivert, Enrique Federman, Hassane Kouyate, Robert Woodruff and Suzanne Lebeau. He worked next to Carlos Mathus in the Anatomy Lesson. In television he made works for Ecuador, Costa Rica, Chile, Mexico and Argentina. He has dictated seminaries of theater in diverse cities of Argentina and Mexico. Next to Paula Brusca, he has founded the Compañía Nacional de Fósforos. At the moment, he is part of the DE LA GUARDA group's staff, with who has made tours by Moscow, Chile and Argentina. His relation with Literature is a love – hate relation: He loves it, it hates him. He has released four own pieces - one of them in Mexico. It has not published anything yet.

**MARISA RUBIO (Argentina).** She is plastic artist, writer and librarian. She studied music in the Multipurpose of Art of Ushuaia (Argentina) and composition in the López Buchardo National Conservatory (IUNA, at present). During a long time, she has dedicated to drawing and writing in a nonprofessional way, but much jeopardized. She received a Subsidy to the Artistic Creation

of the Fundación Antorchas to make the art-work *The Contraction*. In addition, she participated in contests and collective exhibitions. At the moment, she attends and collaborates in the workshops of the plastic artists Miguel Harte and Ernesto Ballesteros, where she works as attending and develops her work.

**JUAN SEBASTIÁN FERNÁNDEZ (Argentina).** He is cinema producer and scriptwriter, graduated at the Centro de Investigación Cinematográfica (Cinematographic Research Center). Since 1998, he began to work in diverse short films, among them: "Black eleven" and "La promesa", and television programs for the Cuatro Cabezas and Pol-Ka productions. He also collaborated writing the scripts of the short films "Sub-versiones" and "La casa del asterión". He worked in the film "Rec" and in the production of the film "Cielo azul, cielo negro". He has written and directed the short films "Solo los tontos llegan a tiempo", "Río Negro" and "Trucos de sangre".

**PAULA BRUSCA (Argentina).** She is theater producer and dramatist. She studied Philosophy and Arts in the University of Buenos Aires and Scenic Direction in the IUNA. She belonged to the TEHALI research program, of the Institute of Arts of the Spectacle (UBA) and was a founder member of the Argentine Association of Compared Theater. She made theater seminars with Robert Woodruff (USA), Hassane Kouyate (South Africa), Patrice Pavis, Enrique Federman, TSO (Teatro Sanitario de Operaciones, Sanitary Theater of Operations). She worked next to Enrique Federman, Jorge Hakcer, Ana Padovani and Gonzalo Martinez in the Adam Buenosayres Cultural Centre in the workshops of theater production. She carries out tasks of production for the Los Goliardos group. Co-founder of *The National Company of Phosphorus*, has participated with her theatre pieces in several dance and theater festivals, and with the dictation of workshops in the Aerial Theater.

**JUAN IGNACIO ISAGUIRRE OBLIGADO.** He is Bachelor in Literature of the Universidad de Buenos Aires (UBA) and he is performed his doctorate in Literature. He is professor of Literature at the high school and he is adscript of the subject "Literary Theory III" of the Facultad de Filosofía y Letras (UBA). He also coordinates Creative Writing Workshop since 1999. He has participated in many congresses of Literature and has edited many publications. He has also published some poems in different publications.

**DR. CLAUDIA PATRICIA GILMAN (Argentina).** She is Doctor and Professor in Literature of the University of Buenos Aires (UBA), CONICET researcher (Consejo Nacional de Investigaciones Científicas y Técnicas, National Council of Scientific and Technical Researches). She has written *Preciosas cautivas*, Buenos Aires, Alfaguara, 1999, in collaboration (novel), *Entre la pluma y el fusil. Debates y dilemas del escritor revolucionario en América Latina*, Buenos Aires, Siglo XXI editores, 2003 (essay) and *Mejor Mañana*, Buenos Aires, Paradiso, 2004 (poetry). She has written dozens of articles of Argentinean and Latin-American Literature. She has performed as cultural journalist in important newspapers from Buenos Aires. At the moment, she works as traducer and is writing a new novel

Also manifested their support and interest in participating:

[Francis Awinda \(Kenia\)](http://profiles.takingitglobal.org/Awinda), <http://profiles.takingitglobal.org/Awinda>  
[Nahla Mubarak \(Egipto\)](http://profiles.takingitglobal.org/Nahla), <http://profiles.takingitglobal.org/Nahla>  
[Martin Tairo M. \(Kenia\)](http://profiles.takingitglobal.org/mmtairo), <http://profiles.takingitglobal.org/mmtairo>  
[Rose Gill \(Pakistán\)](http://profiles.takingitglobal.org/RoseGill), <http://profiles.takingitglobal.org/RoseGill>  
[Pathik \(India\)](http://profiles.takingitglobal.org/Pathik), <http://profiles.takingitglobal.org/Pathik>  
[Wanyax \(Japón\)](http://profiles.takingitglobal.org/wanyax), <http://profiles.takingitglobal.org/wanyax>  
[William Njoroge Hosea \(Kenia\)](http://profiles.takingitglobal.org/williamo), <http://profiles.takingitglobal.org/williamo>  
Prerna Chandak (Canadá), <http://profiles.takingitglobal.org/prernac>  
George Mener, (Estados Unidos), <http://profiles.takingitglobal.org/LePetitComte>  
Mike Blanchard (Australia), <http://profiles.takingitglobal.org/Predattack>  
Shakir Adedeji Ajayi (Nigeria)  
Odimegwu Onwumere (Nigeria), <http://profiles.takingitglobal.org/Afvyottl>  
Tarik A. Hilmy (Egipto), <http://profiles.takingitglobal.org/TarikHilmy>