



# VILNIAUS GEDIMINO TECHNIKOS UNIVERSITETAS KŪRYBINIŲ INDUSTRIJŲ FAKULTETAS

Viešoji įstaiga, Saulėtekio al. 11, LT-10223 Vilnius, tel.: (8 5) 274 5000, (8 5) 274 5030, faks. (8 5) 270 0112, el. p. [vgtu@vilniustech.lt](mailto:vgtu@vilniustech.lt)  
Duomenys kaupiami ir saugomi Juridinių asmenų registre, kodas 111950243, PVM mokėtojo kodas LT119502413

Fakulteto duomenys: Trakų g. 1, LT-01132, Vilnius, tel. (8 5) 237 0636, el. p. [kif@vilniustech.lt](mailto:kif@vilniustech.lt)

Saulėtekio al. 11, LT-10223 Vilnius, Lithuania, phone: +370 5 274 5000, +370 5 274 5030, fax: +370 5 270 0112, e-mail: [vgtu@vilniustech.lt](mailto:vgtu@vilniustech.lt)  
Faculty: Trakų str. 1, LT-01132, Vilnius, Lithuania, phone: +370 5 237 0636, e-mail: [kif@vilniustech.lt](mailto:kif@vilniustech.lt)

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## International Conference

### **VISUALITY 2025: SOCIAL INNOVATIONS FOR SUSTAINABILITY COMMUNICATION**

**8-9 May 2025**

**Vilnius Gediminas Technical University**

**Faculty of Creative Industries**

**Vilnius, Lithuania**

## **GENERAL INFORMATION ABOUT THE CONFERENCE**

The biennial international interdisciplinary scientific conference “Visuality” is organized by the Department of Philosophy and Cultural Studies (VILNIUS TECH Faculty of Creative Industries). The event attracts participants from various European and other countries: the USA, Australia, Brazil, Columbia, Taiwan, Brunei, England, France, Italy, Portugal, Finland, Germany, Czech Republic, Romania, Slovenia, Poland, Latvia, Turkey, Ukraine, etc.

The conference deals with various aspects of visibility from communication and media, philosophical, sociological, cultural, psychological, political, educational, technological, arts, creative industries etc. perspectives.

Both Lithuanian and foreign peer-reviewed articles, based on the conference reports, will be published in international research journals „Filosofija. Sociologija“ (Eng. "Philosophy. Sociology") and "Creativity Studies".

## **CALL FOR PAPERS**

The Organizing Committee proudly announces that Call for Papers on International Conference *Visuality 2025: Social Innovations for Sustainability Communication* is now open.

In recent decades, scholars (Mitchel 1994; Wiesenbergs and Verčič 2021; Greiffenhagen and Watson 2009; Wiesenbergs and Verčič 2021) claim that a broadly post-structuralist interest in language and textuality (often referred to as ‘linguistic turn’) had given way to a new interest in the notion of visibility. Since language could not offer a full explanation of reality, cultural theorists were united in their increasing emphasis on the power of the visuals in art, science, culture, public and indeed, everyday life. In other words, visibility is intertextual, cross-sectoral and coextensive space in which we live, interact, innovate and communicate (Kačerauskas and Mickūnas 2021).

Among the most important aspects of the above-mentioned space there are the multiple challenges of sustainability emerging and requiring quick and effective solutions in various areas of the contemporary world and society. Those areas involve not only industry, environmental protection, civil engineering, transport and urban development but also economics, business, management, education; local, regional and global politics, social policy, health care, cultural heritage protection, creative and cultural industries, R&D, citizen science etc. Addressing and overcoming of the above-mentioned challenges and issues demand the effective sustainability communication which, in turn, requires the appropriate social innovations. The participants on the conference are kindly invited to analyze all the aforementioned as well as related topics, questions and problems in the frames of multidisciplinary context including communication and media studies, philosophy, sociology, educational studies, political sciences, philology, linguistics, psychology, arts and technology studies, business, economics and management studies, urban studies etc.

## References

Mitchel, W. J. T. 1994. *Picture Theory: Essays on Verbal and Visual Representation*.

Kačerauskas, T., and Mickūnas, A. 2021. In between communication theories through one hundred questions. Cham: Springer.

Greiffenhagen, C., and Watson, R. 2009. Visual repairables: analysing the work of repair in human–computer interaction. *Visual Communication*, 8(1), 65–90. <https://doi.org/10.1177/1470357208099148>

Wiesenberg, M., and Verčič, D. 2021. The status quo of the visual turn in public relations practice" *Communications* 46 (2): 229–252. <https://doi.org/10.1515/commun-2019-0111>

## Key questions on visibility

Within the aforementioned theoretical frameworks and beyond, our conference will attempt to address the following questions about a number of various contexts of visibility as we understand them today:

- What role does visibility play in the social innovations?
- What aspects of social innovations do we have in creative industries?
- What are the philosophical aspects of sustainability?
- What social innovations are required for the effective sustainability communication?
- What is the relationship between visibility, media, sociability, politics and innovations, how are these areas connected?
- What are the aspects of visibility in the urban environment?
- What is the relationship between visibility, media education and public sphere?
- What implications does visibility have on sustainable social innovations?
- What aspects of sustainability do we have in visual media?
- What is the relationship between creativity and sustainability?
- Does visibility eliminate or encourage creativity in media?
- What are innovative methods for science communication and citizen engagement?
- What are aspects of visual communication's ethics and ecology under the conditions of social change?
- What aspects of social innovations do we have in the creative society?

**Date and venue of the conference:** 08-09 May 2025, Vilnius Gediminas Technical University, Trakų St. 1, Vilnius, Lithuania. The conference will take place in a hybrid format: onsite and online.

**Chairman of the Scientific Committee:** Tomas Kačerauskas, [tomas.kacerauskas@vilniustech.lt](mailto:tomas.kacerauskas@vilniustech.lt)

**Secretary of the Scientific Committee:** Vaida Asakavičiūtė, [vaida.asakaviciute@vilniustech.lt](mailto:vaida.asakaviciute@vilniustech.lt)

**Chairman of the Organizing Committee:** Vytis Valatka, [vytis.valatka@vilniustech.lt](mailto:vytis.valatka@vilniustech.lt)

**Secretary of the Organizing Committee:** Kristina Kovaite, [kristina.kovaite@vilniustech.lt](mailto:kristina.kovaite@vilniustech.lt)

**E-mail:** [kifk@vilniustech.lt](mailto:kifk@vilniustech.lt)

**Web page:** <http://visuality.vilniustech.lt>

**Organized by** the Faculty of Creative Industries, Vilnius Gediminas Technical University

**Language of conference sessions:** English

#### **Planned sections (topics) of the conference:**

- Visuality, sustainability and social innovations
- Responsible research and innovations (RRI) and sustainability communication
- Visuality, sustainability and (dis)information
- Philosophy of communication / media
- Social and technological innovations in education
- Visuality, media, sociability and politics
- Social innovations and digital communication
- Communication for sustainable creative industries
- Visuality, creativity and innovations
- Visuality, arts and technologies
- Visuality in the urban environment
- Climate change and citizen engagement
- Cultural heritage and sustainable development

#### **PUBLISHING OPORTUNITIES**

The presenters are kindly invited to submit the articles based on their papers to scientific journals *Philosophy. Sociology* (CA Web of Science DB, IF 0,3; CiteScore 1,0; SNIP 0,349 <https://www.lmaleidykla.lt/ojs/index.php/filosofija-sociologija>) and *Creativity studies* (Scopus DB, CiteScore 3,2; SNIP 0,903 <https://journals.vilniustech.lt/index.php/CS>) for peer-review. The articles submitted to *Philosophy. Sociology* should not exceed 28000 characters, including spaces, whereas the articles submitted to *Creativity Studies* should not exceed 50000 characters, including spaces.

#### **DEADLINES AND KEY DATES**

##### **Abstract submission:**

15 March 2025

Abstracts should be sent to

[https://docs.google.com/forms/d/e/1FAIpQLSf5eLvGp9xSp4Ys1svtUwX5tZ8CFVdwMz\\_0\\_N\\_cw\\_wygzg\\_s2yg/viewform](https://docs.google.com/forms/d/e/1FAIpQLSf5eLvGp9xSp4Ys1svtUwX5tZ8CFVdwMz_0_N_cw_wygzg_s2yg/viewform)

##### **Abstract acceptance:**

31 March 2025

##### **Paper submission to one of the above mentioned journals for peer-review:**

September 2025

Papers must be submitted on-line

*Philosophy. Sociology*

<https://www.lmaleidykla.lt/ojs/index.php/filosofija-sociologija/about/submissions>

or

***Creativity Studies***

<https://journals.vilniustech.lt/index.php/CS/user/register>

#### **ONSITE PRESENTER FEE**

Early Bird (before the deadline of 15 March 2023) – **120 EUR**

Standard Price (before the deadline of 20 April 2023) – **140 EUR**

#### **ONLINE PRESENTER FEE**

Early Bird (before the deadline of 15 March 2023) – **90 EUR**

Standard Price (before the deadline of 20 April 2023) – **110 EUR**