

**17TH WORLD CONGRESS OF THE
INTERNATIONAL ASSOCIATION FOR SEMIOTIC STUDIES**

**JULY 26 TO 30 2027
CALI - COLOMBIA**



SEMIOTIC TERRITORIES

WAYS OF KNOWING AND PATHS IN CREATION

ORGANIZAN:



Bellas Artes
Institución Universitaria
del Valle del Cauca



SIASS
International
Association for
Semiotic Studies

Call for Panels and Papers

17th World Congress Of Semiotics 2027

Departmental Institute Of Fine Arts,
Cali, Colombia
26–30 July 2027

Semiotic Territories: Knowledge And Paths In Creation

Territories are neither merely geographical locations nor borders drawn on a map. They are material expanses traversed and marked by beings in motion, practices, memories, and rituals. They result from complex relationships between biophysical and/or technological environments and the dynamics of power, as well as the networks of cooperative and/or conflictual relationships that contribute to giving them meaning in a state of constant flux.

Therefore, territory is, by definition, a metamorphic space-time that expands or contracts, as a process immersed in continuous resignification and reinterpretation. Differences in scale and perspective—both internal and external—reveal that each of its components is affected by occupations or conflicts, or by emotional bonds and shared gestures, and that these acts alter the overall evolution in different ways. The coexistence of heterogeneous entities manifests the fundamental plurality of cultures and natures.

What models of society do territories offer us? Territorial topologies reflect contrasting collective identities, ranging from rigid hierarchies to acentric and rhizomatic networks, though more often asymmetrical. Thus, spatial relationships between individuals are organized around legitimate authorities that speak on behalf of others: villagers, ancestors, the river, the workshop, the mountain, as well as emerging technologies. However, in acentric territories, the roles of the entities that comprise them can only be local, temporary, and reversible. In AI-digital spaces, current interactions seem to be reduced to useful and mutually courteous exchanges and services.

Nevertheless, within algorithms and machine learning, certain latent “authorities” influence the impartiality and neutrality of the results generated by machines. Correctness prevails, but it often serves as a cover for unacceptable stereotypes and discrimination. These virtual territories have profound axiological, social, political, and environmental repercussions.

We live in an era marked by contradictions between humanitarian, ecological, and political crises, yet there is also a growing awareness of other beings and forms of life, all of which have an equal right to coexist on this planet. A mediating discipline such as semiotics, which focuses on meaning, sense and signification, cannot remain indifferent to these ongoing changes. The 17th IASS World Congress brings together semioticians and scholars of related sciences in Cali, Colombia, to investigate—using various methods, through empirical and epistemic approaches, and with heuristic aims, all complementary—the signs of value that beings attribute to their environments and to the other beings that inhabit them, as well as the traces of practices of care and neglect in these territories. Fortunately, neither semiotics nor other disciplines are starting from scratch in these cases. In fact, local knowledge—testimonies of transgenerational experiences—narrates stories of the valorization or devaluation of territories. Creative practices, in turn, explore territories of meaning, rearticulating and transforming what exists. They invite us to walk along little-trodden paths and to listen to the voices that pulse in the air.

Local knowledge and creative practices interpret and transform situations at different scales. In this regard, one of the challenges of our Congress is to determine under what conditions and circumstances they can or should be translated into political action and diplomatic strategy. Studies that focus on the vulnerability, fragility, and transience of beings can prove fruitful when viewed not as flaws to be corrected, but as symptoms of relationships that require rebalancing.

Proposals for Presentations and Panels

We welcome proposals for presentations and panels addressing the following topics, although not limited to them:

- 1. semiotics of sustainability:** biodiversity as a subject of meaning; regenerative urbanism and the biopolitics of territory through art and research.
- 2. semiotics of creation and cosmogonies:** collective creation as an act of signification; cosmogonies of indigenous and western thought.
- 3. semiotics of symbolic resistance:** decolonial territorial narratives; building rural communities; peasant, afro-descendant, and indigenous knowledge; memory and intercultural dialogue in peacebuilding processes.
- 4. semiotics of education:** methods of intergenerational transmission of knowledge about territories; poetics of contact and play in childhood.
- 5. semiotics of travel:** crossing territories; explorations and journeys; tourism and consumption practices.

6. semiotics of mediatization: discourse analysis, multimodality, and rhetorics of territories; corporate communication and advertising for territories in physical spaces and on digital media.

7. semiotics of digital environments: AI territories; digital art; video games; intermedia animations.

8. semiotics of corporealities: human and non-human bodies as territories; performance, dance, fashion, and bodily expressions; intersectional studies: gender, ethnicity, queer and trans diversity.

9. semiotics of design and space-time: design, architecture, graphic design, film, audiovisual media, fashion, and sound art as practices rooted in new definitions of territory.

10. semiotics of craftsmanship, trades, and material knowledge: craftsmanship as a cultural and symbolic practice; relationships between art, trade, the creative economy, and academia.

Deadline for submissions for academic participation categories: October 31, 2026.

Visit the congress website at <https://congresosemiotica2027.org>

