HOW TO MAKE CULTURE AVAILABLE WITH EXISTING ONLINE AND OFFLINE INFRASTRUCTURES?

IASA-BAAC conference, Vilnius 2013

1. National Audiovisual Institute NInA / background

2. online/offline -> where we are?

3. past-present-future -> programme strategy

4. infrastructure and accessibility

5. content, interface, user: NINATEKA.PL

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HOW TO MAKE CULTURE AVAILABLE WITH EXISTING ONLINE AND OFFLINE INFRASTRUCTURES?

In NInA's case it means:

WHERE DO ONLINE AND OFFLINE LIFES CROSS EACH OTHER?

WHICH ONLINE TOOLS CAN INSPIRE OFFLINE ACTIVITIES?

HOW TO ATTRACT THE AUDIENCE / USERS WITH CULTURE?

HOW TO DEAL WITH ARCHIVES AND AV CONTENT IN THIS CONTEXT?

1. NInA / background

POLSKIE WYDAWNICTWO AUDIOWIZUALNE

formerly (2005-2009):
a publishing house

POLSKIE WYDAWNICTWO AUDIOWIZUALNE (PWA)

mission:
_publishings (music, theatre, documentary, animation)
_recording of performing arts
_festivals

NARODOWY INSTYTUT AUDIOWIZUALNY

today (since 2009): an interdisciplinary cultural institution

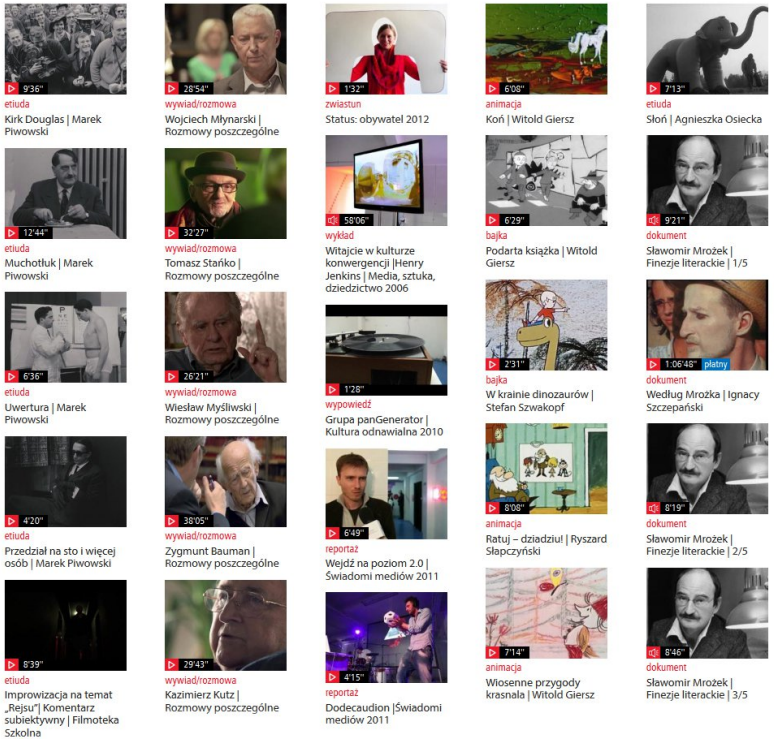
NARODOWY INSTYTUT AUDIOWIZUALNY (NInA)

mission:
_digitisation &archiving
_coproductions
_collaboration with public broadcasters
_enabling access to AV heritage
_media education
_ artistic events

from publishing DVD to distributing online

POLSKIE WYDAWNICTWO AUDIOWIZUALNE

NARODOWY INSTYTUT AUDIOWIZUALNY



2. online/offline -> where we are?

NInA exists among other institutions dealing with archives, film, audiovisual heritage and contemporary culture such as:

_Polish Television (Telewizja Polska S.A.)
_Polish Radio (Polskie Radio S.A.)
_National Film Archives (Filmoteka Narodowa)
_National Digital Archives (Narodowe Archiwum Cyfrowe)
_Łodź Film School (Państwowa Wyższa Szkoła Filmowa, Telewizyjna i Teatralna)
_National Heritage Board of Poland (Narodowy Instytut Dziedzictwa)
_Polish Film Institute (Polski Instytut Sztuki Filmowej)
_National Library of Poland (Biblioteka Narodowa)
and among others production film studios and GLAM organizations

NInA digital archive – context

Diversification of resources:

_selected digitized archives from public broadcasters
_NInA's productions and coproductions
_content digitized by NInA in frame of government funding programmes
_culture institutions, NGO's and GLAM organizations archives
_private archives

online & offline – paralel ways

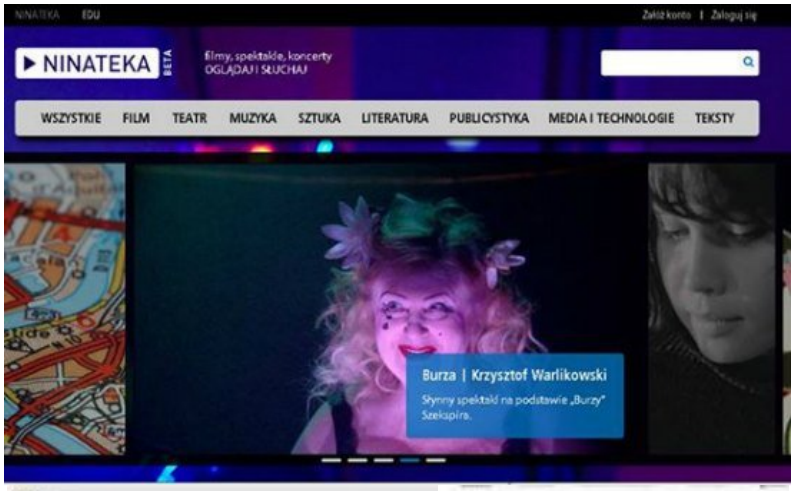
ONLINE

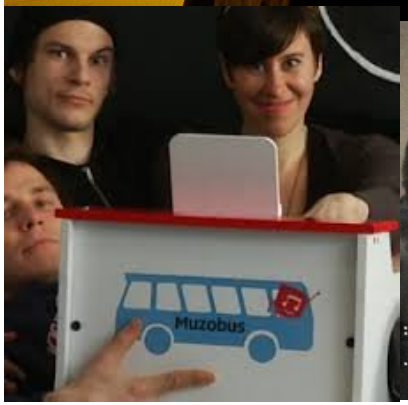
_thematic websites:
Ninateka.pl, dwutygodnik.com,
biweekly.pl, muzykotekaszkolna.pl,
culturecongress.eu
_online streaaming
_online festivals

OFFLINE

_artistic events: concerts, festivals
_conferences
_meetings
_public screenings of NInA productions
_workshops
_ visiting audiovisual library

from born digital to live performances





3. past-present-future -> programme strategy

programme principles:

_pro-user approach
_curatorial projects providing wide scope of context
_archives as a source for contemporary culture
_mixing context, people, places
_online has its continuation in offline actions and vice versa

key words:

_24/7 access to culture
_living archives
_remix / reload /reinterpretation
_do it your self
_democratic content

4. infrastructure and accessibility

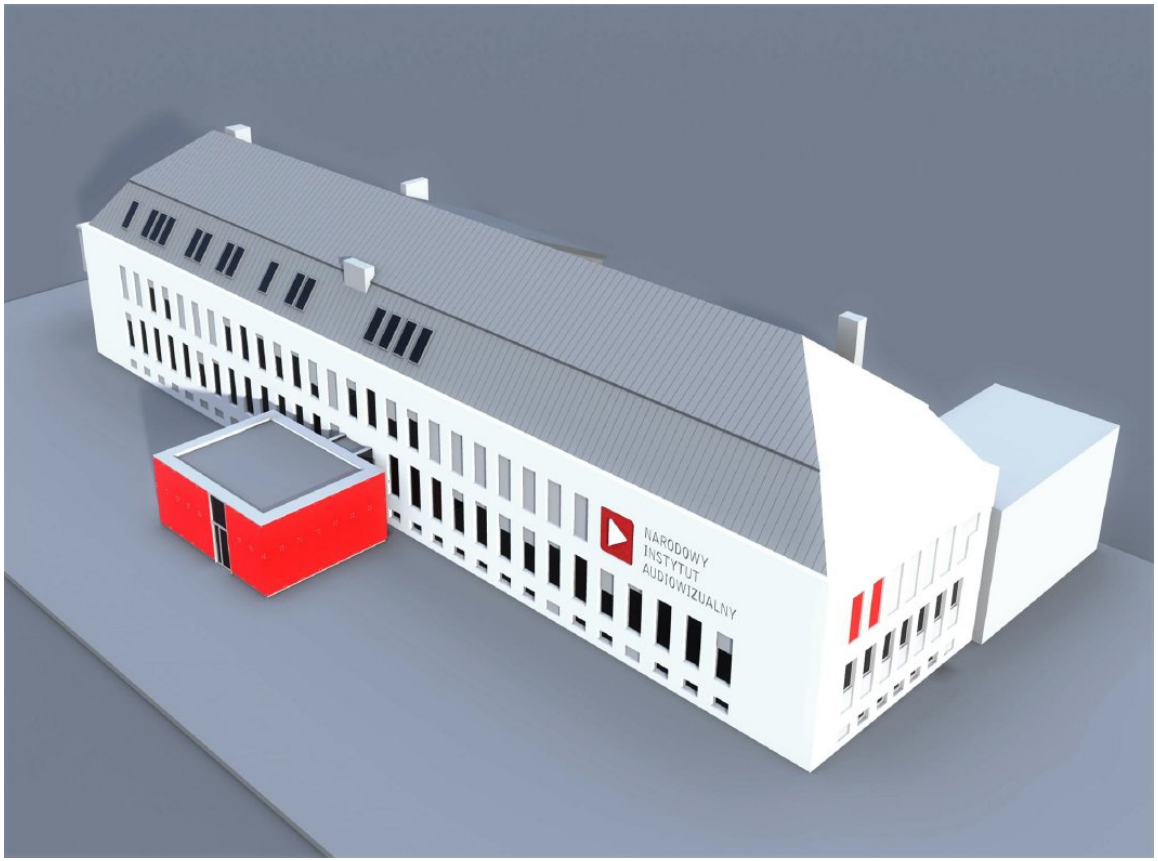
Today:

_online projects
_events in external venues
_cooperation with other instititions
_NInA headquater = office space

In 2015 (work in progress):

_renovation of NInA building
_new venue ready in 2015
_pro-user approach
_new NInA will transform into open, public venue
_new NINATEKA,workshops, screenings, AIR, conferences
_daily programme
_bar/cafe

new venue



5. content, interface, user: NINATEKA.PL

_NINA multimedia online library
_consist of almost 3000 records – video & audio
_several thematic categories
_ live streaming of culture events
_more than 98% of content free of charge

5. content, interface, user: NINATEKA.PL

pro-user approach:

**_catalogue with several categories: film,
theatre, music, literature, visual arts, new technologies**

_easy searching tools

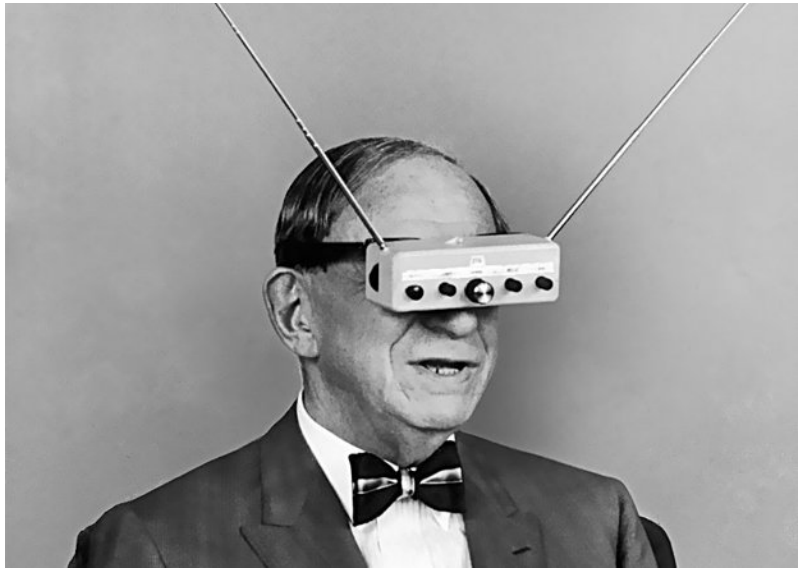
**_unique content: classics of Polish documentary and animation,
opera and theatre performances, interviews, tutorials, lectures, concerts**

**_content distribution based on: topic of the week, collections,
online festivals**

_section for schools

visit NINATEKA.PL !

THANK YOU!



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