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

IASA-BAAC conference, Vilnius 2013
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

**formerly (2005-2009):** a publishing house

**POLSKIE WYDAWNICTWO AUDIOWIZUALNE (PWA)**

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

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
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)
Łódź 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 – parallel ways**

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<tr>
<th>ONLINE</th>
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<td>_thematic websites:</td>
<td>_artistic events: concerts, festivals</td>
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<td>Ninateka.pl, dwutygodnik.com,</td>
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<td>biweekly.pl, muzykotekaszkolna.pl,</td>
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<td>culturecongress.eu</td>
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<td>_online streaming</td>
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<td>_online festivals</td>
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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 institutions
- 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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