

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 LIVES 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



▶ 9'36"
etuda
Kirk Douglas | Marek Piwowski



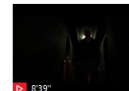
▶ 12'44"
etuda
Muchotłuk | Marek Piwowski



▶ 6'36"
etuda
Uwertura | Marek Piwowski



▶ 4'20"
etuda
Przedział na sto i więcej osób | Marek Piwowski



▶ 8'39"
etuda
Improwizacja na temat „Rejsu” | Komentarz subiektywny | FilMOTEKA Szkolna



▶ 28'54"
wywiad/rozmowa
Wojciech Młynarski | Rozmowy poszczególne



▶ 32'27"
wywiad/rozmowa
Tomasz Stańko | Rozmowy poszczególne



▶ 26'21"
wywiad/rozmowa
Wiesław Myśliwski | Rozmowy poszczególne



▶ 38'05"
wywiad/rozmowa
Zygmunt Bauman | Rozmowy poszczególne



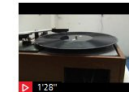
▶ 29'43"
wywiad/rozmowa
Kazimierz Kutzi | Rozmowy poszczególne



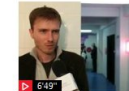
▶ 1'32"
zwiastun
Status: obywatel 2012



▶ 58'06"
wykład
Witajcie w kulturze konwergencji | Henry Jenkins | Media, sztuka, dziedzictwo 2006



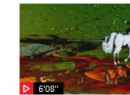
▶ 1'28"
wypowiedź
Grupa panGenerator | Kultura odnawialna 2010



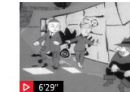
▶ 6'49"
reportaż
Wędróżka na poziom 2.0 | Świadomi mediów 2011



▶ 4'15"
reportaż
Dodecaudion | Świadomi mediów 2011



▶ 6'08"
animacja
Korń | Witold Giersz



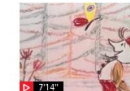
▶ 6'29"
bajka
Podarta książka | Witold Giersz



▶ 2'31"
bajka
W krainie dinozaurów | Stefan Szwalkopf



▶ 6'08"
animacja
Ratuj – dziadziul | Ryszard Słapczyński



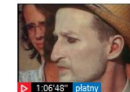
▶ 7'14"
animacja
Wiosenne przygody krasnala | Witold Giersz



▶ 7'13"
etuda
Słoń | Agnieszka Osiecka



▶ 9'21"
dokument
Sławomir Mrozek | Finezje literackie | 1/5



▶ 1'06'48"
dokument
Według Mroźka | Ignacy Szczepański



▶ 8'19"
dokument
Sławomir Mrozek | Finezje literackie | 2/5



▶ 8'46"
dokument
Sławomir Mrozek | Finezje literackie | 3/5

2. online/offline -> where we are?

NiA 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 – paralel ways

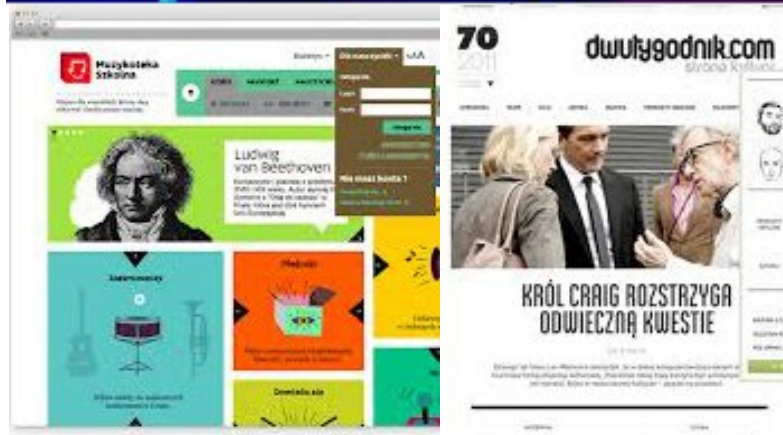
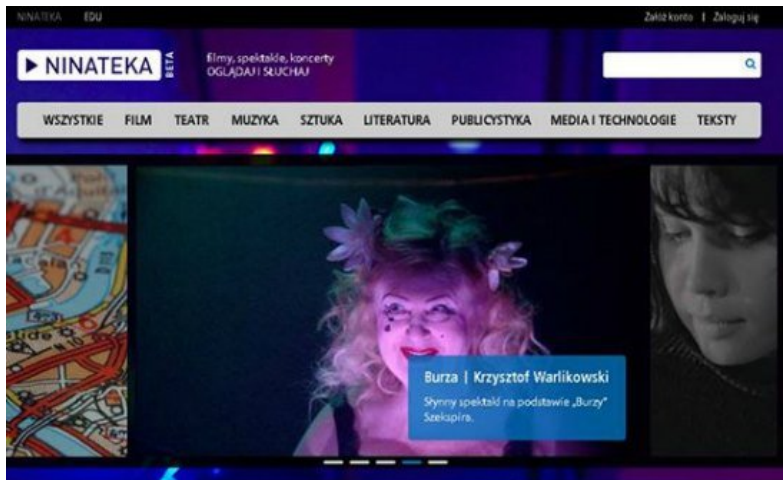
ONLINE

_thematic websites:
Ninateka.pl, dwutygodnik.com,
biweekly.pl, muzykotekaskolna.pl,
culturecongress.eu
_online streaming
_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

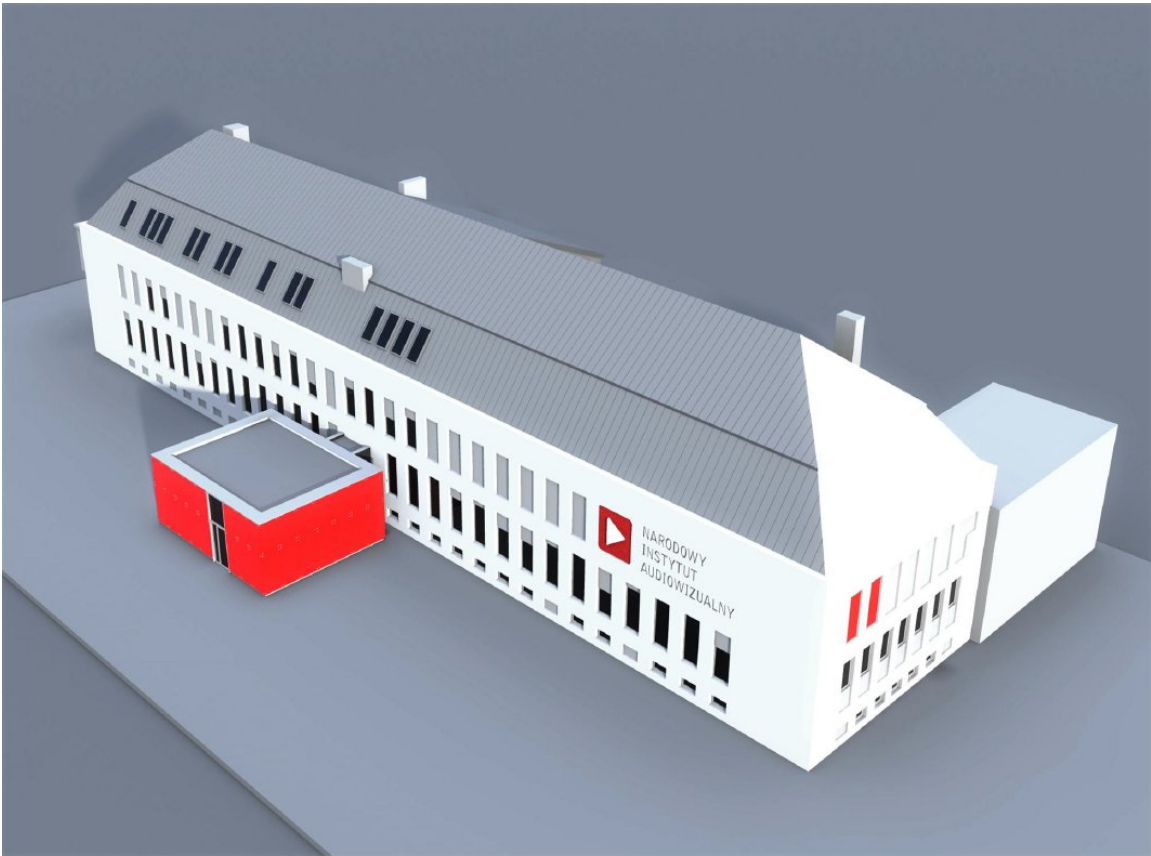
Today:

- _online projects
- _events in external venues
- _cooperation with other 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

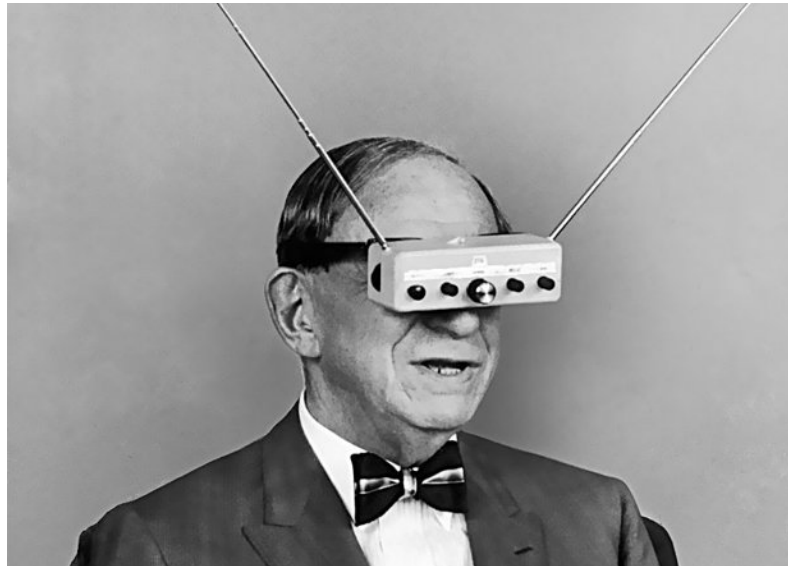
_content distribution based on: topic of the week, collections, online festivals

_section for schools

visit NINATEKA.PL !



THANK YOU!



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