11-13 October 2017

BAAC conference 2017, Warsaw

Second life of heritage collections - management and use of audiovisual content
I-Media-Cities
Innovative e-Environment for Research on Cities and the Media

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BAAC conference Warsaw, 11-13 October 2017
Cities have always been at the center of European film history

- Cities is where film was invented
- Cities is where the first film screenings took place
- Cities is where the first film studios were established

The city itself has been a popular subject of film from the early years

- Architecture and construction
- Transportation
- Urban life, people and events
Nothing but Time (1926, d: Alberto Cavalcanti) – Paris

Berlin: Symphony of a Metropolis (1927, d: Walter Ruttmann) – Berlin

Man with a Movie Camera (1929, d: Dziga Vertov) - Kharkiv, Kiev, Moscow, Odessa

prominent films such as these are widely available and there has been significant research
There is more...

- European film heritage institutions hold much more content on cities
- Much of this material is still unavailable to the public
- Lots of this material has never been systemized
- There is no central access point
- There is little research
- There is still a lot to learn from Europe's urban past
I-Media-Cities is a collaboration between

9 European film archives
5 research institutions
2 technological providers
1 specialist of digital business models

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Consortium

ATHENS
BARCELONA
BOLOGNA
BRUSSELS
COPENHAGEN
FRANKFURT
STOCKHOLM
TURIN
VIENNA

Coordinator CINEMATEK

Partners
Goals

○ Provide free access to large collections of high quality media content from the archives, one of the largest untapped sources for the history of the last century in Europe
○ Provide a cross-border and cross-language European platform
○ Make use of the possibilities of automatic video annotation
○ Provide both an area for academic research (city planners, historians, sociologists and anthropologists, artists and media professionals) and engage an amateur audience
○ Bring cultural content to new audiences in novel ways, allow for a maximum of interactivity
How to get there

- Creation of a digital repository
  - Repository for data (large!)
  - Repository for metadata
- Provide content and metadata (multi-lingual) from the archives
- Develop a semantic search engine to provide data & content discovery
- Create interfaces that allow for dynamic visualization of content & md
- Employ automatic video annotation and analysis
- Provide specific e-environments for academic research and the public
- Develop tools for interaction, annotation, tagging, commenting etc.
Functional Setup (general outline)
Visual Interfaces: Comparing Cities and Themes

Urban transportation

Post-War reconstruction

City1

Modernity

Pre-WW1

City2

City3
Visual Interfaces: Map and Timeline
Video annotation & analysis: automated object detection
Video annotation & analysis: automated motion detection
Contribution of Deutsches Filminstitut - DIF

- **Films**
  - From around 1900 to the 1960s
  - Documentaries, city advertising films, amateur works...
  - Focus on historical events, changing places, social relevance

- **Photos**
  - Frankfurt movie theaters from the beginnings to 1990

- **Texts**
  - Movie theater advertisements
  - Movie theater programs
  - Articles on Frankfurt movie theaters
History of Frankfurt movie theaters
“Scala” movie theater – post-war, 1949, and in the 1950s
Historical theater programs and advertisements
Possible target groups and research themes

- Professional and amateur historians with a focus on local history and the history of cinemas
- Teachers and students
- Tourists, city guides and tourist offices
- (local) press and news agencies
- Researchers in cultural anthropology, social history, film and media etc.
- Architects

- Social housing and urban development
- WWII destructions and post-war reconstruction
- Transport and infrastructure
- History of movie theaters and cinema
The status quo

- General informational website is online (www.imediacities.eu)
- Interim data repository has been developed and is operational → A first batch of digital content has been prepared and uploaded
- Interim metadata repository is operational / metadata model based on European Film Gateway (EFG) has been implemented → first metadata have been enriched by the archives
- Automated video analysis tools are close to completion
What's next

- Relaunch of the website
- Beta-test version of the platform will be ready in spring 2018
- Living Labs will serve to test and modify user tools and functionalities
- Archives will continue to upload content and corresponding metadata
- Archives & academic partners will develop research themes
- Project will be completed in spring 2019
Get involved

- We are looking for beta-users! (www.imediacities.eu)
- Register on the website for up-to-date info (www.imediacities.eu)
- Follow I-Media-Cities on facebook (www.facebook.com/imediacities)
- Connect with IMC on LinkedIn (www.linkedin.com/groups/8554622)
Thank you for your attention!

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