Conceptualizing audiovisual documenting in the Estonian National Museum

Taavi Tatsi, Pille Runnel, Estonian National Museum

“Transformation as Stability: Audiovisual Archives in the Era of New Media”
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• Estonian National Museum
  – a museum of ethnography and cultural history, reflecting primarily everyday life of people living in Estonia
  – traditional culture of Finno-Ugric peoples
  – different archives (artefacts, ethnographic notes, field notes, photos, AV-materials etc) closely connected to each other
Questions, related to the position and role of the AV-documenting framework of the existing collection policy.

Emphasis upon film and video documentation.

Framework of the existing collection policy.
Continuity with the role of existing archive and collecting practices

Earlier approaches in ENM:
- focus on material culture
- film and audio recordings as an extraordinary medium in ethnographic recordings (expensive), agency of the professionals
Synchronizing collecting policies and strategies with other AV archives and memory institutions

- Is there an AV archive of everyday life and cultural practices?
- Different collection policies in archiving institutions: focus on institutional film production and audiovisual production sector; AV-"field notes" as part of various research paradigms...
- Lack of coordination regarding content, legislation
Current and potential users

- Media literacy: usability and content of earlier archives was related to professional users (researchers);
- Scope of needs today?
- *Produsage* as part of contemporary mediated experiences
ENM as content producer

Ways of producing audiovisual documents: Should ENM produce visual anthropology, make films and anthropological cinema (Jay Ruby 2008)? Or should it only collect and store the rushes of video footage from people, video amateurs, as well as selected professional documentary films?
Modelling: ways of producing audiovisual documents

Systematic AV-archive of everyday life (ENM as producer)

Research projects, exhibitions etc as triggers for content production (ENM as producer)

Professional production from AV-production sector: documentary film, cooperation with TV etc

Audience as a producer: participatory content production
Modelling: ways of producing audiovisual documents

Systematic AV-archive of everyday life (ENM as producer)

Research projects

Professional production

Audience as a producer

http://kit.nl/smartsite.shtml?id=21826
http://astro.temple.edu/~ruby/opp/
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- Research projects
- Professional production
• Next challenge: how to document everyday-life going digital?