



Culture 2.0 STATUS: citizen on 26 and 27 October at the NInA premises.

An interdisciplinary Culture 2.0 Festival will be held in Warsaw on the 26th and 27th of October at the National Audiovisual Institute (NInA) premises. The motto of this year's sixth edition of the event will be the network citizen and the culture civic dimension. Each year Culture 2.0 is the focal point of Polish celebration of the World Day for Audiovisual Heritage established by UNESCO and falling on October 27.

A two-day Culture 2.0 festival will begin in Warsaw on the eve of the World Day of Audiovisual Heritage established by UNESCO, that is on the 26th October. The event is organized for the sixth time by the National Audiovisual Institute, a state cultural institution whose mission is to digitize, share and promote Polish audiovisual heritage. The Institute continuously takes action in the field of research, media and audiovisual education, and so called Culture 2.0 activities. Culture 2.0 is a term referring to the creation of a new culture cycle, shaped by the digital media experience and the opportunities offered by the media.

Mathieu Gallet, Director of the French Institut National de l'Audiovisuel (INA), will be the festival special guest. INA was an official partner of Culture 2.0 in 2010, and since 2009 within the partnership agreement it has supported NInA knowledge and experience in the field of digitization and audiovisual archives.

The program of this year's, multi-and interdisciplinary Culture 2.0 festival will include issues related to the civic dimension of culture and the network citizen, so-called Citizen 2.0, and the way in which individual and collective activity, not only network activity, contributes to the development of relations, social networking, and how it affects culture, and contributes to its development. The participatory dimension of culture will be the focus of attention, associated with the technological and informational development. *How can culture mediated by technology act to the benefit of the citizenship? How can the community become involved in its cultural resources creation and creative transformation? How does citizenship work in art? What is the citizen's right to the culture content?* - the participants of the festival, which will be part of the World Day for Audiovisual Heritage celebration in Poland, will find answers to these and other questions concerning each citizen, their activity to the benefit of culture, as well as risks and new opportunities associated with network.

The event program is shaped around three thematic themes: **Citizen 2.0 in culture**, **Community Archives** and **Art for citizenship**. Each of them will be preceded by an introduction in the form of a lecture. The theoretical part of the festival will be complemented by events inviting the participants to actively participate and interact, including workshops, games, concerts or art works and installations in *Go to Level 2.0* exhibition space.

Citizen 2.0 in Culture

The lecture opening the first of the themes will be delivered by a culture and media expert **Miroslaw Filiciak**, starting with the review of projects derived from culture 2.0, he will take a critical reflection on the "free culture" hidden assumptions, the forms of exclusion it generates, and its relationship with public cultural institutions.

NATIONAL AUDIOVISUAL INSTITUTE



ul. Wałbrzyska 3/5	PL- 02-739 Warszawa
T. [+48] 22 380 49 00	F. [+48] 22 380 49 01
E-mail: sekretariat@nina.gov.pl	www.nina.gov.pl



The theme will be also composed of a series of seminars on issues or projects in which the festival participants can actively participate. **Colaboratory Seminar. Why, how, and with whom to mediate in knowledge networks?** led by a sociologist Maciej Frąckowiak, presenting specific tools that allow "colaborative" (the term includes both the interaction and laboratory) planning and implementation of changes, with Polish and foreign examples from the field of photography, public art, social sciences, and design. Sławomir Idziak, Oscar nominated, a cameraman, a director and a screenwriter, will propose new "better and cheaper" filmmaking model for the crisis (**How to make movies cheaper and better? seminar**). During **Online Cultural Workers** seminar Małgorzata Rycharska will show how to design good social service and incorporate community representatives in its creation, illustrated with an example of Labib - the librarian social networking website prototype concept, prepared for The Information Society Development Foundation. **Open Incentive- a project or a process?** the seminar will be devoted to the issue of opening public cultural institutions to the public so far excluded (including disabled and older people, but also those with limited access to culture, e.g. in small towns), as well as the benefits and risks it presents. The seminar based on the example of the Open Incentive project, led by Hanna Wróblewska, a Warsaw gallery director.

On the first day of the festival, the Unit for Social Innovation and Research - "Shipyard" - will conduct a survey among participants on the network behaviour and customs which will be used to develop the final quiz based on the famous TV show, *Familiada*. The invited guests and the festival participants will stand on both sides of the quiz. **Familiada 2.0** final can also be watched at nina.gov.pl.

As part of the *Citizen 2.0 in culture* theme, Maciej Wojnicki, Mateusz Makosiewicz and Jarek Halikowski will lead **Open Source FabLab** workshop, which is a summary of the *Do It Yourself 2.0* first edition, conducted by the City Culture Institute in Gdansk. The workshop participants co-invented a modern workshop in the form of a three-dimensional printer that enables to make plastic spatial objects, CNC milling machine cutting out shapes from wood, Plexiglas and aluminium, and Arduino microcontrollers that let create electronic devices. During Culture 2.0 festival, the chairmen will talk about FabLabu concept and personal production, and will present the capabilities of devices created within the DIY project.

Community archives

Social Archives theme will be introduced by **Simon Tanner**, the Head of Digital Consultancy and a Research Worker at the King's College London Department of Digital Humanities. He will discuss the way new technologies change our participation in heritage, and thus the functioning of galleries, libraries, archives, and museums (so called GLAM sector). He will also consider the implications of these processes on the individual and collective identity formation and development, and therefore their impact on our lives. For the first time, he will also present his model of a new way of thinking about the archives.

The **Community Archives Online** seminar will be conducted by Ylva Berglund Prytz, a researcher working at Oxford University IT Services, currently involved in projects such as Great Writers Inspire and Europeana 1914-1918. She will talk about the efficient digitized resources usage, and together with the participants will consider main challenges and the community power to create and manage social archives.

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The *Community Archives* theme will be accompanied by the **presentation of Polish social archives**, and thus the examples of various forms of archiving both history and heritage, but also the daily life of the inhabitants of a particular region. The block will be devoted to interesting initiatives related to digitization and heritage in a broad sense, which were implemented in Poland in recent years. The common feature of these projects is their social aspect - each of them in various ways activate the community in the process of collecting materials, some assume the inclusion of its representatives in the very process of digitizing or supplementing the material already digitized. During short presentations of individual projects, the representatives of institutions and organizations that were the initiators, will talk about the project objectives and progress, as well as major challenges of their work. The following initiatives will be presented: Praga Talks Project (*Praga Gada*), the Digital Archive of Local Tradition, Open Monuments and Oral History. Detailed descriptions available at www.culture20.eu.

The theme will also enable to gain practical knowledge of how to efficiently create and edit Wikipedia entries. During the **Wiki-workshop with Korczak**, the participants will work with passwords related to Janusz Korczak, that need to be refreshed. Together with the invited experts - including wikipedists and Marta Ciesielska, an expert in Korczak's biography, they will analyse the most common mistakes, and take part in a "community wiki-action." The **Audio Description workshop workshop** will enable to learn verbal description of objects used for reception of visual content by people with sight dysfunction. It will be conducted by Tomasz Strzyński, an audio description precursor in Poland, and the president of the Audio description Foundation aiming at making culture and arts available for disable people, and Barbara Szymańska, an educationalist and the Foundation vice-president. A unique workshop proposal is **The Running Through the archives** workshop. **Workshop for seniors** gives a chance to become familiar with the biggest available archives, and the opportunities they offer - to illustrate memories, create multimedia narratives, stimulate imagination and memory. The festival program offers also a **digital city game**, created on the basis of the **Open Monuments** project by the Digital Centre, designed to enrich Polish civic monuments catalogue. During the game held at the festival, the participants will be asked to arrive at the designated place, complete one of Warsaw monument's profile on otwartzabytki.pl, and finally present it to other participants. Along the way, the players will be given instructions and tasks by antique special agents.

Art for citizenship

The last theme, *Art for Civics* will be opened by **Ryszard Kluszczyński**. The professor of humanities will consider whether new media art as opposed to the so-called "traditional" art has a greater impact and more effectively activates its audience, and how it can affect citizenship. During the **Culture or art** seminar, Sławomir Czarnecki, a longtime coordinator of the Culture Observatory and Medialab programs at the City Culture Institute in Gdansk, will discuss the distinction and its practical implications between the concepts of culture (more often associated with the idea of community and joint participation) and art. The seminar will attempt to answer the following questions: *Which event supports social capital development more: a neighbourhood fair or an avant-garde performance? Does the community have the right to co-decide on the content and form of work created by an artist? Is the art role in the culture 2.0 perspective weakened? What value can it bring to new-media reality? As part of the seminar **Is enhanced visibility "civic"?** Piotr Krajewski, a critic, curator and lecturer, will present a variety of relationships between artistic creativity and cultural expression. He*

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will discuss enhanced visibility areas typical for new media, their influence on today's art, and the emergence of social creativity forms. While presenting selected works of contemporary artists, he will analyse along with the participants the art values, the spectator role changes, and an artistic experience alternative, such as cultural self-expression gestures and pleasure to contribute.

The *Art for citizenship* thread includes also programming with Processing workshop, used among others for graphic design and Muzykoteka Szkolna workshop, ***Musical Repositories – how to access them legally and why isn't that easy?*** - conducted by Iwona Lindstedt. The participants will learn how to reach free music materials, and find a way to legally use vast audio libraries of major record labels and music organizations. The workshop participants will be drawn into the fascinating process of continuous music download from the Internet, not breaking copyrights, without losing the good humour, and all that enriched with the history of music copyright background - its birth, development, and necessary limits. The integral part the festival enjoying a remarkable interest in the previous years, namely the exhibition and the place of creative interaction with the new-media art ***Go to Level 2.0*** will be constantly open. Most of the works and installations have been selected within the "open call" formula. The authors show surprising ways of using technology in art. The main event will be the punk rock concert in an archival Jarocin scenery - **AUDIO: BABYLON 2:0**, referring to the Culture 2.0 slogan - citizen and citizenship. In addition, during the festival you can digitize your cassette tapes and VHS recordings, and play a board game inspired by the Cultural Circulation Centrum Cyfrowe report.

A detailed festival program is available at www.culture20.eu.

Admission to all festival events is free. Registration ensuring entry and post-festival publication can be done at the following website: www.culture20.eu, in the Register (*Rejestracja*) tab. To participate in a workshop or a city game, please send your application, along with your personal information, and the workshop name to the address: warsztaty@nina.gov.pl. Registration details www.culture20.eu.

Most of the events will be broadcast on the National Audiovisual Institute (the event organizer's) website at nina.gov.pl.

Content-related Partners: the Digital Centre Project: Poland, The Information Society Development Foundation, the Panoptykon Foundation, The Unit for Social Innovation and Research – Shipyard.

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If you interested in participating in Culture 2.0 festival events, please contact us via e-mail media@nina.gov.pl.

Media contact:

Agnieszka Wolak

Spokesman for the National Audiovisual Institute

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ul. Wałbrzyska 3/5	PL- 02-739 Warszawa
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Press release

Tel. +48 22 380 49 75 M. 0503 099 013

E-mail: agnieszka.wolak@nina.gov.pl

www.nina.gov.pl

The National Audiovisual Institute (NInA) is a national cultural institution established in order to digitalize, share, and promote Polish audiovisual heritage. The mission of NInA is collecting, archiving, reconstruction, and sharing the most valuable forms of film, music, and drama culture. The Institute initiates and supports festivals, concerts, conferences, and exhibitions, co-operating with both recognized and alternative domestic and foreign artists. It records valuable Polish culture phenomena, publishes many unique DVD series (including Blu-Ray and 3D), and CDs presenting outstanding Polish animated films and documentaries, as well as recent works by contemporary composers and theatre and opera directors. NInA implements projects using the Internet capabilities addressed to a wide audience. It operates in the field of media education and research on audiovisual education and culture 2.0, working with experts in new media, copyright, and archiving. Last year, the National Audiovisual Institute was responsible for the Cultural Program – Polish EU Presidency 2011 conception and realization, stimulating Polish cultural landscape and encouraging people to actively participate in the interdisciplinary program of various projects, including European Culture Congress in Wroclaw. More info at nina.gov.pl.

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