

MEDIAFONDS

Seminar — 11 June 2010

Artcasting – The Art Museum as Producer of the Moving Image

From art documentaries to smartphone applications, from TV shows to feature films: in the 21st century art museums have become increasingly involved in the creation of media productions. Moreover, in this 2.0 era museums have created their own digital channels - just like the rest of the world - through which these productions can be broadcasted. Think of Tate Media and Boijmans van Beuningen's Arttube. This development raises several interesting questions, such as:

- What are the implications for the conventional players in the media field, i.e. producers, broadcasters, directors?
- What can we say about the quality of these museological media productions?
- Is there room for institutional criticism or is this an advanced form of museum marketing?

The seminar will be devoted to answering these questions and investigating the future of this current development.

Multi-channel television and the Internet are killing public service broadcasting as we have known it. Instead, let's use the subsidy to turn Britain's remarkable creative and artistic talents into public service "narrowcasters"

Peter Bazalgette - media consultant, digital investor and former creative director of Endemol Worldwide.

Programme

12.30 coffee and tea / visual prologue **Emile Zile**

Emile Zile is an artist and performer engaged with popular screen iconography, hybrid performance and single-channel video.

13.00 start of the programme: welcome

13.10 lecture **Margriet Schavemaker**

Head of Collections, Stedelijk Museum Amsterdam

A critical analysis of the history of the intricate relationships between museums and media productions: from the early films and television productions up to the latest digital presentations of moving images on the internet and locative media.

13.35 Intervention & questions

13.45 lecture **Jane Burton**, Head of Content and Creative Director, Tate Media

Besides the wide variety of Tate Media productions and its online platform from which these moving images (lectures, interviews and documentation of exhibitions) are broadcast, Jane Burton will discuss the new Tate plans to produce a feature animation film.

14.10 Intervention & questions

14.20 break

14.45 lecture **Anne-Michèle Ulrich**

Director audio-visual department, Centre Pompidou

Centre Pompidou is coproducer of the film on Alexander Calder, presented by Doku.Arts. Anne-Michèle Ulrich will present a new iPhone application, and show a preview of the new internet channel centrepompidou.tv, which will premiere in November 2010.

15.10 lecture **Sjarel Ex**, Director Boijmans van Beuningen

A critical retrospective of the first year of Arttube will be offered, tuning in on the pros and cons, and focusing on the development of this media channel from marketing tool to 'curatorial depth'.

15.35 Intervention & questions

15.45 panel discussion

16.30 summary & drinks

TrouwAmsterdam Wibautstraat 127 1091 GL Amsterdam trouwamsterdam.nl
Free entry, please register before June 4 via doku.arts@mediafonds.nl

The seminar is conducted in English, moderated by Hans Maarten van den Brink, director of the Mediafonds, and presented in the framework of Doku.Arts, international festival for films on art, 9 – 13 June, 2010.
www.doku-arts.com, www.eyefilm.nl
