

REBOOT Workshop



Cultural Audiovisual Heritage for the Public Good and European Competitiveness

You are cordially invited to a workshop focused on the film and media industry, titled "Cultural Audiovisual Heritage for the Public Good and European Competitiveness." This workshop aims to explore the functioning of various film markets across Europe, emphasizing film policy-making and the role of public institutions in supporting the film industry.

Organizers: REBOOT project consortium in collaboration with researchers from the PSM-AP project and Zachęta - National Gallery of Art, in cooperation with Creative Europe Desk Poland and FINA - National Film Archive - Audiovisual Institute.

Date: 22 January 2025, 15:00-19:00

Address: Zachęta - National Gallery of Art, Cinema Room, Stanisław Małachowski Square 3, 00-916 Warsaw

Description: We are looking forward to hosting Poland's REBOOT national workshop with scholars, filmmakers, producers and key state institutions to support the audiovisual and film industries, all gathered to discuss the Public Good and European Competitiveness in the age of global media platforms. The REBOOT research, societal and policy-making contributions aim to explore Poland's and European audiovisual heritage and access to pre-internet era archives once the production and distribution blend.

Overall, we aim to ask: What are the organisational and cultural conditions of audiovisual funding institutions that share and find cultural heritage online, explicitly focusing on databases and policies to support Poland's film and audiovisual industries' visibilities? What are the conditions for the digital spread of what is in for social cohesion, bearing in mind that production, distribution, and exhibition are among the critical factors for European film competitiveness? And what can we do to expose and strengthen the European and public good-driven content and industries?

Scholars from the REBOOT EU Horizon Europe project will be joined for the three-day event in Warsaw under the umbrella of the Knowledge Exchange, setting the scene for public service media to thrive in the Age of Platforms. We invite you to the participatory debate titled *Cultural Audiovisual Heritage for the Public Good and European Competitiveness* to take place at Zachęta – National Gallery of Art, on January 22, 2025, in Warsaw (15:00-19:00). The multistakeholder debate (scholars and industries) will be followed by Zachęta sightseeing and a networking event, something of potential value to draw on reinvention strategies and models to futureproof audiovisual and film industries in the European landscape(s).

The event is part of the REBOOT (Reviving, Boosting, Optimising, and Transforming European Film Competitiveness) project, funded by the European Commission under Horizon Europe. It is led by Katharine Sarikakis from the University of Vienna. For more information about the project, please visit <https://thereboot-project.eu/>

Workshop language: English

Schedule:

15:00-15:15 Welcome coffee

15:15-16:30 REBOOT Workshop: Cultural Audiovisual Heritage for the Public Good and European Competitiveness

- Chair: Michał Głowacki, University of Warsaw
- Gentiana Ramadani, University of Vienna
- Fernando Ramos Arenas, Complutense University of Madrid
- Tadeusz Kowalski, the National Broadcasting Council, University of Warsaw

16:30-17:00 Zachęta - National Gallery of Art - guided tour

17:00-19:00 Drinks and snacks

To register for the event, please contact Jacek Mikucki: j.mikucki@uw.edu.pl

In the title of your email, please write: WORKSHOP REBOOT

The Polish research team of the REBOOT project - WDIB University of Warsaw

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