

Script of Presentation

1. How could the mobile device aid in establishing European Media Culture presence and identity?

Currently we use mobile to share our experiences, photos, locations...

It couldn't help create a EMC presence in itself

With changes to continent-wide cellular networks (make them cheap or free), Europe could be identified to the world as a continent that is progressive with digital media culture

2. What is European Media Culture 2013?

Currently continental media cultural events (Eurovision, Sports...) are competitive

EDiMA, the European Digital Media Association, is an alliance of new media companies whose members provide new media platforms offering European consumers a wide range of online services, including e-content, media, E-commerce, communications and information/search services. EDiMA represents the interests of the new media sector in Europe in policymaking. EDiMA - alliance of New Media & Technology Companies (inc. Nokia, Microsoft, Apple, eBay, Google..)

Europrix > EU Youth Award - showcase of talent so there is a starting point but not widely established

European media culture in 2013 revolves mainly around competitive, rather than collaborative events. Eurovision for example, though only focused on European nations, puts countries up against one another rather than creating partnerships. However there is evidence of alliances, and people generally vote for their neighboring countries. Despite not having a strong media culture, there are associations that are working towards increasing collaboration between European companies. Events such as the EU Youth Awards, showcase talent from around Europe. This is a starting point to creating a European media presence, however it has yet to be widely established. The European Digital Media Association (EDiMA), is an alliance of new media companies that aims to

provide European consumers with a wide range of online services. EDiMA is comprised of companies such as Nokia, Microsoft, Apple, eBay and Google.

Situation at the New Media Art scene

Traditional presentation spaces are being questioned, because they create exhibition models that are not particularly appropriate for new media art.

“The white cube creates a “sacred” space and a blank slate for contemplating objects. Most new media is inherently performative and contextual,” says one of the leading new media curators Christiane Paul. Paul goes even further, arguing that new media art does not just resist the white cube, but even the kind of understanding provided by the contemporary art world: “New media could never be understood from a strictly art-historical perspective: the history of technology and media sciences plays an equally important role in this art's formation and reception. New media art requires media literacy.” She responds to this situation by painting a picture of the art curator as less a caretaker of objects and more a mediator, interpreter or producer.

According to Paul, “the museum / gallery audience for new media art might be divided roughly into the following categories: the experts who are familiar with the art form; the fairly small group of those who claim a “natural” aversion to computers and technology and refuse to look at anything presented using them; a relatively young audience that is highly familiar with virtual worlds, interfaces and navigation paradigms but not necessarily accustomed to art that involves these aspects; and those who are open to and interested in the art but need assistance using it and navigating it.”

/Domenico Quaranta. What's (Really) Specific about New Media Art? Curating in the Information Age. Published in: Rhizome.org, 06/12/2012./

(<http://rhizome.org/editorial/2012/dec/6/whats-really-specific-about-new-media-art-curating/>)