Evolutionary archive structures

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- instead of one film piece presented in social context as unique artistic articulation of contemporary audiovisual message, an archive makes possible immediate viewing of hundreds, thousands of films from various authors and historic periods, we can see whole lifes of people, tune to emotional states and reinterpret the social experience
- an archive is a visual communication structure which is transpersonal and transhistoric and gives us entirely different cultural posibilities than the classic environments based on single film, redefining the visual literacy on higher level



Memory space

- The main idea of the ars memoriae is to imagine one's memory in "places" organized into an imaginary architecture, e. g. the rooms of a house. This basic architecture must be well-known and familiar, in order to let oneself wander easily within it. Then, to remember particular sequences of things, one will populate these rooms with "images" that should refer directly or indirectly to what has to be remembered.
- The main assumption here, which goes back obviously to Plato, is that (visual) images are easier to remember than words. With its emphasis on the power of images, this tradition, especially in its last incarnations such as Giordano Bruno or Leibniz, would therefore naturally lead to the notion of a perfect language based on images instead of words, as images "speak more directly to the soul".







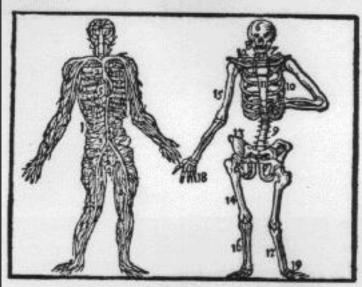
 Chronicle of Dalimil, 14th century

> fully illuminated manuscripts allowed knowledge distribution in times when the basic literacy was rare



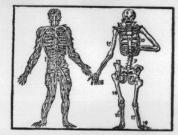


 wall paintings – illumination of biblical or historical story square hallway in the church of Emauzy, Prague, 14th century



XL: Canales et ossa.

Canales et ossa. Das Geäder und Gebeine.



les corporis sunt: venae 1 iguinem ex hepate, artecalorem et vitam è

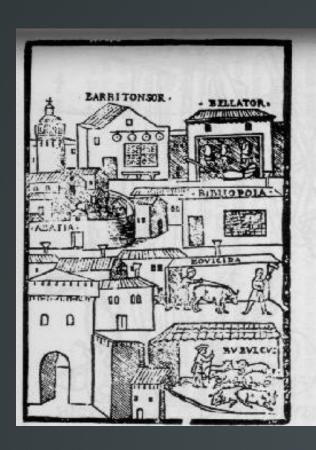
ro per corpus deferentes.

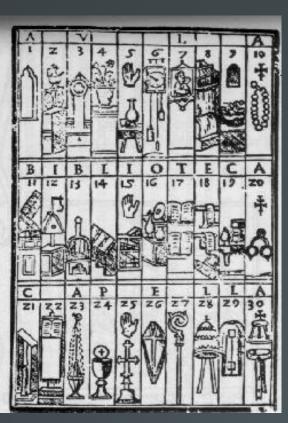
- 1851 Porrò: ab ore || in ventriculum 4 Ferner: vom Mund || in den Magula 2, via cibi ac potûs, et juxtà hanc ad pulmonem guttur 5 pro respiratione:
 - ad excernendum stercus; ab hepate ad vesicam uréter 4 reddendae urinae.
 - patel hépare F. caloreml quae cal. Bs. - 2. sensum] qui sen. Bs. - depotûs] est gula, via c. ac p. in ventric. den Unflat Bs. 2 Bs. - 5, columl est colum Bs. ab] ah B, ad F. - Vréter A. - redd. urinael ad urinam reddendam Bs.

- Geröhre des Leibs sind : die Adern, so das Geblüt aus der Leber, die Pulsadern, so die wärme und das Leben aus dem Hertzen.
- sensum et motum à ce- 2 die Nerven (Senn Adern), welche die Sinnlichkeit und Bewegung aus dem Gehirn durch den Leibleiten.
 - ubique sociata in- 3 Diese dreve 1 findst du überall beysammen.
 - gen der Schlund 2, die Strasse der Speiß u. Tranks, und neben dieser zur Lungen die Luftröhre 5 zum Odem-holen:
- a ventriculo ad anum colum 3 5 vom Magen zum Hintern der Mastdarm 3 zu ausführung des Unflats: von der Leber zur Blase die Harnröhre 4. den Harn zu lassen.
- I. sanguinem] quae sang. Bs. he- 4. in . . . Tranks] ist der Sch., die Strassen (Cs: Strasse) der Speiß u. des Trancks in den Magen 2 Bs. ferentes] deferunt Bs. - 3 ubique soc. 5. Hintern] Hindern Cs. - der 1] ist inv.] invenis ub. soc. Bs. - 4. in... der Bs. - zu... Unflats] auszuführen

A technique put to use by Comenius and others in 17th century is to attach letters or numbers to parts of the image and to refer to those symbols in the text. He therefore had recourse to indexical signs to make the image work as a global pictorial diagram.







Abbey memory system,
 16th century

The main assumption images are easier to remember than words. With its emphasis on the power of images, this tradition, especially in its last incarnations such as Giordano Bruno or Leibniz, would therefore naturally lead to the notion of a perfect language based on images instead of words,

Reprezentation of historic reality

After the war, everything was collected, what was left in cinemas, what remained after german companies, but also it was searched after such a materials, which Germans wanted to liquidate or to disallow to be used during the war because of strict censorship. First activity after the war, it was race against time. It was about who comes first, because there were two armies here, which had the same goals. They searched the territory Ofcourse there were no places to store the things. The first part was where is the Hotel Internacional in Dejvice. There was a brickworks building and a swimming pool. The things were gathered there, were identified, checked and taken to other places because there were no facility to store such an ammount of films. Yes, ofcourse then generation it was the generation of fans and collectors. They had different approach than we have after 40 years. They like certain kinds of cinematographies, certain genres ant it has precedence. There was no scientific approach, it was formulated as far as here in 1965.

Reprezentation of historic reality

- Even Cinémathéque française was in fact at first one of the largest cemeteries of film. A lot of works died away there before CMC, archival centre has arisen. Instead of catalogization, they had such booklets, where there was written what they have. And when their greatest repository burned down, which was five floor department store, and to this day is not known if there was 8000 or 10 000 films, from the storage only pieces of tin remained. Everything evaporated. At first it was totally dilettante archive, they did fabulous cine-meetings but they were able to liquidate the only copy in the world and undertake the risk they would play the film and damage it forever. So this was the approach of the first generation. They were fans, enthusiasts, and they were able to do anything to play the film and not to preserve it.
- Vladimir, Opela, National Film Archive Prague



Reprezentation of historic reality

- Censorship, politics of selection
 decisions of what will get into archive tied to establishment, power etc.
- Social and cultural value
 what people usually see as important or rubbish these values can be changed every 15-20 years by reason of wars, revolutions, social changes
- Individual factor
- Economic factor
 reusing the expensive tapes, deleting, choosing what is economically possible

Accessibility – society vs. archive

- We study Cinematography of Weimar republic and this period on films, film percepcion etc. V Německu tehdy nastupoval fašismus, tady byla standartní demokracie a v Rakousku se připravoval puč. Takže to byla taková republika, která měla spíš blíže k Mussolinimu než k demokracii. A na základě toho se studují cenzurní prameny a z toho vyplývá něco zajímavého. Například máte jeden film a ten byl u nás cenzurován proto, že tam někdo řekl sprosté slovo, v Německu proto, že tam byl Žid a v Rakousku proto, že tam byly sukně příliš vysoko.
- Isou dva typy archívů, které zažily největší totalitu: sovětský archív a archív nacistický. V sovětském svazu se ty zakázané filmy nezničily, jenom se nemohly dostat ven, byly ve specielním oddělení. A stejně tak Reischfilm archiv, když zabavil věci židovských autorů, tak je nelikvidoval. STB hlídala, aby se nic neudálo, ale někdy na to zapomněli. Takže zhruba v roce 1980, když už laboratoře neměly místo, kam dávat nové filmy, tak prostě všechny ty zakázané filmy přišly do archivu a nikdo netušil, že tu jsou. V rámci skartační komise bylo zkrátka dáno, že tyto materiály je třeba předat do archívu. Ale filmy se nemohly hrát venku. Celá řada tvůrců se na ně přišla podívat, třeba polovička zakázaných filmů byla v oddělení sportu. Ta díla se tam pak polotajně promítala.
- Letos např. rozšířili práva výkonných umělců na 70 let, ač proti tomu protestovaly všechny archívní svazy, které pečují o světové kulturní dědictví. Tady nejde o to, že je to protismyslné, když na jednu stranu chtějí informační společnost a na druhou to blokují. Jde o to, že v tomto případě jde o úplně jiný druh audiovizuálního dědictví, které potřebuje mnohem větší péči než obyčejná kniha. Jestliže tady máte 50 let produkční práva a pak 70 let po smrti posledního autora, tak to znamená, že během těch 120 let musíte dvakrát provést restaurování, aby se zachovaly barvy filmu. Na to žádný autor nepřispěje ani korunou, na to žádná společnost ochrany autorských práv nedá nic. Platí to tedy společnost ze svých daní a nemá ani právo, aby to mohlo být použito pro edukativní nebo archívní účely.

Accessibility – society vs. archive

- Emergence of archives various factors tied to individual people, later come the systematic administration (1960's)
- Reprezentation of the past is based on unstable factors, which change over time
- We need to understand the deeper principles of human culture and undergo complicated international standardization

Taxonomy of genres FAMU 1990's

absurd drama, agitka, action film, alegory, poll, bajka, balada, balet, barevná etuda, biografické drama, biografický dokument, biografický film, bláznivá komedie, budovatelská komedie, budovatelské drama, budovatelský film, černá komedie, cestopisný dokument, detektivka, detektivní komedie, dětský film, dobrodružný film, dobrodružný historický film, drama, duchařská komedie, epický film, erotický film, erotický thriller, esej, etnický film, drama, historický film, hořká komedie, horror, hraný dokument, hudebně obrazová fantazie, hudební dokument, hudební film, hudební komedie, hudební revue, katastrofický film, komedie, komorní drama, komorní film, komunální satira, koncipovaná reportáž, kreslený film, kriminální drama, kriminální film, kriminální komedie, metafora, milostná komedie, milostné drama, milostný film, muzikál, mystery, mystifikace, náboženský film, okupační film, opera, opereta, osudové drama, osvětový film, parafráze, parodie, počítačová animace, poetická koláž, poetický film, poetický horror, pohádka, politické drama, politický film, politický thriller, populárně naučný dokument, portrét, poválečné drama, poválečný film, povídkový film, přírodopisný film, protiválečná komedie, romantická komedie, romantické drama, romantický film, rozhovor, satira, satirická, komedie, sei-fi film, sci-fi komedie, sci-fi thriller, sociální drama, sociologický dokument, spaghetti western, špionážní film, společenská komedie, společenské drama, společensko-kritický film, sportovní film, surrealistický film, taneční film, thriller, tragédie, tragikomedie, umělecký dokument, válečné drama, válečný film, vesnické drama, western

Taxonomies change

- East Silver market, documentary distribution 2008

 Adventure, Anthropology, Archeology, Architecture, Art, Culture, Ecology, Entertainment, Ethnology, Experimental, Health, History, Human Interest, Music, Mystification, Nature, Personal View, Philosophy, Politics, Portrait, Religion, Science, Short Documentary, Social Issues, Society, Sport, Technology, Travel Film, Youth Documentary, Zoology
- Those taxonomies can be rich and fine-tuned for television programming, other hybrid for quick and clear distinction
- With taxonomies the structure of categories is not a law cutted into stone. In Czech National Library currently 50 100 new keywords is added every month to reflect the development (or paradigm change) in particular branches of science. Moreover, the authors and publishers can participate on accessibility of their publications, create author's keywords.

Organization of archive and knowledge

 Taxonomies are not static systems, they are socially and culturally contingent The ways of differentiation, vocabularies, values

- Different media (institutional structure establishes terminology)
- Different scientific specializations
- Different historic periods
- Different ways of use
- Different countries



Folksonomies

- collaborative tagging, social classification, social indexing, or social tagging
- The practice and method of collaboratively creating and managing tags to annotate and categorize content. Folksonomy is the bottom-up classification system. In contrast to traditional subject indexing, metadata is generated not only by experts but also by creators and consumers of the content. Usually, freely chosen keywords are used instead of a controlled vocabulary.



Folksonomies

- Jorge Luis Borges, literary example of chinese encyclopedia, where animals are divided into following groups: a) belonging to emperror; b) embalmed; c) domesticated; d) pigs; e) sirens; f) mythologic; g) piedogs; h) animals in this classification; i) those who are like crazy; j) uncountable; k) painted with thin brush from camel hair; l) et cetera; m) those which just broke the vase; n) those, who are like flies looking from distance.
- The same way people use tags. Without respect to large terminological systems they choose for given topic a tag, which represents immediate association, personal and valid only in the individual space. Tagging is more emotional access to distinction. The terms are assumed from friends and used in informal coordination and mixed with established terms in their exact meaning the same way as in the meaning shifted by the way of thinking of the individual or his network. In the content indexed such a way the searching is different, associative, broader range, not so sharp.

Information model

- Information model of artefact; information aktivity with artefact
- Preservation keeping of informational integrity and accessibility
- Dichotomy content carrier. This idea allows accessible content and preservation of the carrier
- Models of informational structure are frameworks for description, analysis and study

3 layers of on-line archive

- videographic timespace film, video, moving image, text, sound as timespace objects continuum of historic and artistic reality the myth
- social network

 people make archives, social relations are forming collections, bring new additions and the goals of archives are based on their different behaviors
- knowledge management
 emergent knowledge finds natural environment at the same place where the
 research is under way

- Sphere of interconnection of the archive layers
- Clash of different media (languages)
- Rendezvous of humans and technology

 Interprets and presents content depending on chosen taxonomies, navigation model and visual code. In an interdisciplinary environment every community needs specific interface

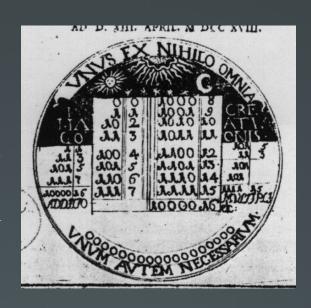
• Interface as the top of the iceberg reflects aktivities in different layers:

 Archive as a gallery, meeting place, research material, archive with social networking features, as a tool for collaboration knowledge management

Living archives



• The success of the computer as a universal information-processing machine lies essentially in the fact that there exists a universal language in which many different kinds of information can be encoded and that this language can be mechanized. This originates as a dream of Leibniz - universal language that would be both a lingua characteristica, allowing the "perfect" description of knowledge by exhibiting the "real characters" of concepts and things, and a calculus ratiocinator, making it possible for the mechanization of reasoning.



■ The modern way of media processing is based on development of computer software and hardware after 1960's when Noam Chomsky introduced the theory og generative grammars. The global electronic memory today is created by languages, which originated from it 3



Interface languagesWWW, DVD, VRML (3D)...

VIDEO: Roy Wroth, Chris Marker



Interface – video annotation



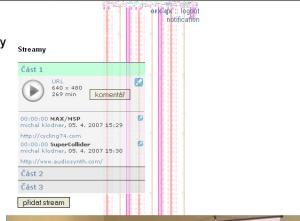
Pondělí 2. dubna 2007

syntéza a zvukový design v programech MaxMSP a SuperCollider 3 # pro zájemnce podrobnější "Úvod do SupperCollider 3"

#14:00 - 18:00, Andre Bartetzki + Lenka Župková Kompozice a

technologická analýza vlastních koncertních skladeb + představení skladeb skladatelky Annette Schlünz (Strassbourg)

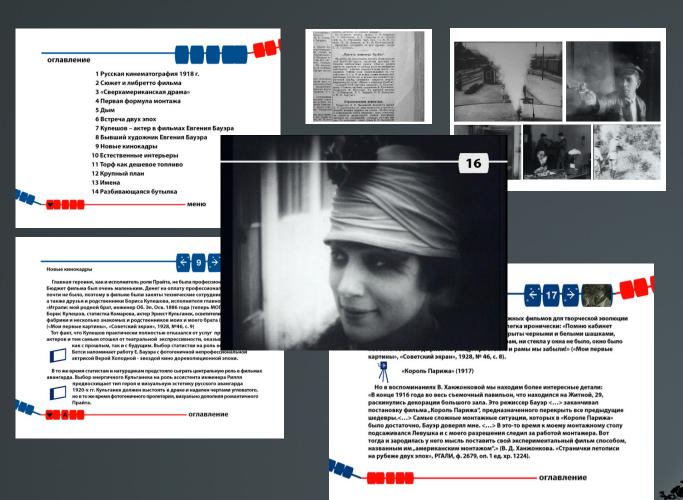
10:00 - 14:00, Andre Bartetzki + Lenka Župková #Interakce při živé hudební performanci a live-electronic





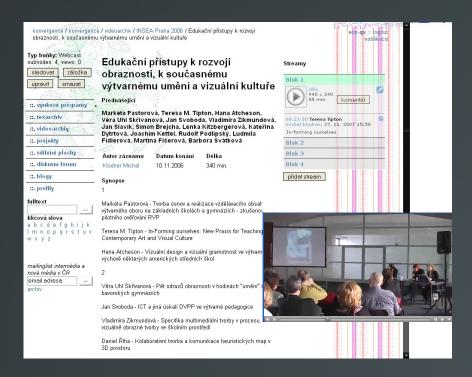
- konvergence.info(FAMU)video annotationsystem
- Any registered user can add text, images, files, URLs and tags to certain time of streaming video
- This allows for collaborative research, study, knowledge sharing

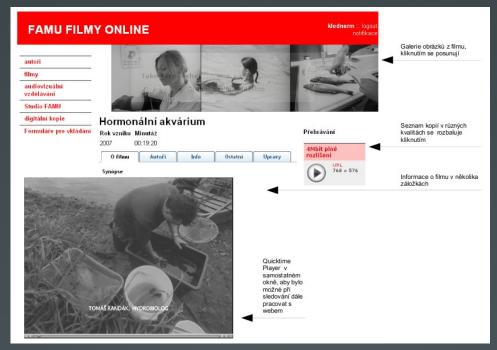
Interface – video annotation



- Hyperkino (FAMU/) film annotation system for DVD
- Film is overlayed in certain parts with numbered buttons, which lead into rich textual annotations with photographs, analysis, other film excerpts etc.

One Content Many Interfaces







Evolution of archival structures

- The possibilities of rich on-line toolsets and interface features are not brand new, what new media and the technology behind brought. Those are based on the experience from hundreds of years of human thinking, knowledge and literacy.
- Linear (quartesian) database order
- Hypertext interconnection of information
- Contextual interconnection and keywords
- Personalised structure of information, user generated and indexed content, folksonomies, collaboration, different kinds of activities

Evolution of archival structures

- Why are media scattering and transforming, let it be TV, radio, musical industry, film, what is the nature of structures, where are they trying to anchorage and how are they redefined by it?
- We have to go beyond the classical thinking about media. The trends of today cross media, intermedia, transmedia, digitization, compression, konvergence, remediation, are they new or only a sideeffect of processes, which happen in different times naturally again and again?
- We have to learn hom media are established from pre-media forms of communication, what is their specific way of articulation, what types of semantic structures are they using (grammars, languages), what are the institutional processes and apparatus needed for their function, the mechanisms they use for spreading the messages and the their ability to represent human experience.

Evolution of archival structures

- Using taxonomies and folksonomies we are creating a communication space for somehow limited number of people, for a community sharing similar philosophy of life. There is a lot of different worlds, which need bridging.
- The same as as lettepress was an amplification of textual code, are artificial programming languages able to automatically multiply semantic networks. It's obvious that the key for understanding postmedia reality today is to learn grammatical structures of languages, which are spoken here and multidimensional points of networks, where the languages intersect.

ANNOTATION

Demands on archives accesibility for networked research and participative entertainment make the archives evolve from simple database and hypertext forms to open living structures. Content is recharged with high level of interconnected context creating new cultural values. This new paradigm makes us think about three layers in archives. The videographic timespace as a basis, social networking layer adding tools for communication and collaboration and the layer of personal knowledge management. The living archives allow different user behaviors and the emergent knowledge finds natural environment at the same place where the research is under way. Public and interdisciplinary archives raise the question about how we think and organize the world aroud us. Taxonomies in archives are subject to specialization, socio-cultural environment and historical epoch. Seemingly fixed, taxonomies are rapidly expanding and changing in time and are used differently depending on given community, leading to possible unreachable or politically or economically rejected content. The top of the archive iceberg is the point where different media are meeting or clashing, where the different media languages encounter - the interface. Dependent on specialization, people anticipation and experience, trends and styles, the interface remediates and interpretes the content and is our only way into the archive space. The formal language of computer interfaces should correspond to the languages of former media it contains. Media take the forms and modes of archives, archives are becoming new communication media.