

János TARI - AVICOM and FIAMP.2014

Promoting digital projects and virtual exhibitions worldwide

<http://network.icom.museum/avicom/L/10/>

<http://network.icom.museum/avicom/fiamp-festival/presentation/L/10/>





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ICOM Code of Ethics for Museums

The cornerstone of ICOM is its ICOM Code of Ethics for Museums. It sets minimum standards of professional practice and performance for museums



ICOM INTERNATIONAL COMMITTEE FOR AUDIOVISUAL AND NEW TECHNOLOGIES OF IMAGE AND SOUND

JOIN IN

MEMBER ACCESS

AVICOM

AVICOM, established in June 1991, is the International Committee for Audiovisual and New Image and Sound Technologies. It is one of ICOM's (International Council of Museums) international committees.

Calendar

FIAMP.2014, will be held from September 18th to September 21st, in Moscow, hosted and coorganized by committee ICOM Russia, and ADIT. All information on our web page on festival

The General Assembly of AVICOM will take place on September 20th 2014 in State Tretyakov Gallery, 10 a.m. at

News

02/12/2013 Election of Board members and Board Officers 2013-2016

19/07/2012 July 2012 Newsletter

05/07/2012 Message from the President: July 4, 2012

All News

First working day of the new CA: January 23-28, Paris. Photos on Flickr

Election of Board members and Board Officers 2013-2016

Elections 2013-2016 - View & download:

Board members and Board Officers 2013-2016

Candidates file

Election and Email voting procedure for 2013 AVICOM

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- IVITIES ▶
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FACEBOOK

FAN of our **Facebook**
to keep abreast of
DM activities and to
operate with other
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TWITTER

w **@FIAMP2012** for
on the next FIAMP.

LINKEDIN

FIAMP

The **International Audiovisual Festival on Museums and Heritage** (FIAMP) is organized by AVICOM, ICOM's International Committee for Audiovisual and New Technologies of Image and Sound. FIAMP is an international professional event designed to promote the achievements of museums making use of new image and sound technologies. It is a competition refereed by an international jury of experts that is held in a different country each year in conjunction with the AVICOM committee annual meeting which takes place at its international conference.



Bringing together the latest developments in cybermuseology with audiovisual and multimedia projects from all over the world, FIAMP highlights the best achievements in the world of museology.

- 2012** - Canada
- 2010** - China
- 2009** - Italy
- 2008** - Canada
- 2007** - Mexico
- 2006** - France
- 2004** - Taiwan
- 2003** - France
- 2002** - Brazil
- 2001** - Spain
- 2000** - Hungary ([PDF](#))
- 1999** - Canada ([PDF](#))
- 1998** - Burkina Faso ([PDF](#))
- 1997** - France ([PDF](#))
- 1996** - Argentina ([PDF](#))

AVICOM/FAIMPFESTIVAL EXAMPLES FROM1994-2012

F@imp_2004

- **FIAMP**
- For the last 18 years, AVICOM has promoted and recognized excellence in audio-visual and multimedia creations from around the world.
- **Mission**
- FIAMP's mandate is to encourage, enhance and promote the production and distribution of audiovisual (film, video) and multimedia products (websites, DVD-ROM, kiosks, mobile applications, new museography, etc.) designed for museums or designed and/or produced by museum and heritage institutions or by professionals and private companies specialized in cultural multimedia.

- **The Competition**

- The competition is open to any museum or cultural institution in the world as well as professionals and private companies having undertaken projects for museums and cultural institutions.
- Productions should promote either a cultural institution, collections, museology, heritage as defined by UNESCO, an artist or art history through one of the following formats: educational, informational, promotional, edutainment or artistic.
- The FIAMP prizes will be awarded in some categories including the AVICOM Grand Prize, renamed in honor of the founder of the AVICOM Committee, Nicole-Claude Hocquard.

- The last conference and festival in September 2014, in Moscow, were hosted and co-organized by ICOM Russia, and ADIT (Association for Documentation and Information Technologies in Museums).
- Almost 60 productions and audiovisual programmes, websites, multimedia projects and interactive systems (films, DVD-Rom, terminals, portable applications) registered for the competition, and some of them were presented during the colloquium as well.
- 17 trophies were given to the best museum productions. This presentation will include short extracts from these award-winning programmes, involving updated typology of new media.

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- The social context of the modernisation of the “connected museum” and the ways in which this transformation has been achieved through digital and social media in real and virtual museums.
- The rapid expansion of social media in many parts of the world calls for a redefinition of opportunities and obstacles that contemporary museums are presented with.
- Visitors who use social media figure increasingly as a key target group for many museums.

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- The empirical evidence on the ways museums use new digital platforms to forge new social connections and how these new methods shape museums' communication strategies.
- Social media is of particular relevance, as it catalyses transformation in the museum and heritage sector, increasing museum visibility among social media users and allowing museums to share information with potential visitors on a regular basis.

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- These online platforms enable museums to develop two-way interactions with visitors that create a new kind of communication with their public and provide a useful tool for museums to gain feedback and observe the interests of their audiences. Social networks also provide an opportunity for museums to connect with other organisations, facilitating collaboration and information-sharing.

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- Museums face the challenge of developing synergy between their online, mobile and physical interactions with their visitors.
- The increasing pressure for museums to have an active online presence requires museum staff to invest time and resources in developing strategies and producing content for these new platforms.
- Modern museums must develop communicative online networks that are relevant to, and even enhance, the visitor experience in the physical museum.

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- The intersection between the traditional role of museums and the growing importance of social and digital media in museum communications.
- Divided into three parts, which focus on framing, researching and facing the dilemmas museums face in the digital age, the role of museums in the modern world, showing how these new platforms can be used to serve social understanding.

- *A közösségi média gyors fejlődése újradefiniálást sürget a múzeumi küldetés és feladat vállalás megfogalmazásában*
- *Az online platformok lehetővé teszik kétirányú interakció kialakítását a látogatókkal, új típusú kommunikáció a nyilvánossággal, melyből a múzeumok folyamatos visszajelzést kapnak a közönségüktől/ről.*
- *A közösségi hálózatok új lehetőséget biztosítanak múzeumok számára civil szervezetekkel, elősegítve az együttműködést és az információk megosztását .*

- *Múzeumoknak komoly kihívást jelent szinergiát kialakítani online, mobil és hagyományos kapcsolatépítésre a látogatókkal.*
- *Az aktív internetes jelenlét megköveteli a múzeum munkatársaitól, hogy képzési időt és erőforrásokat fordítsanak stratégiák kidolgozására és korszerű digitális tartalmak létrehozására az új platformokon.*
- *A modern múzeumoknak fejleszteni kell a kommunikációjukat online hálózatokon, hogy még fokozzák a látogatói élményt az egyre növekvő fontosságú digitális média segítségével a korszerű platformú kommunikációval, amely a megismerést és a társadalmi megértést szolgálja.*