

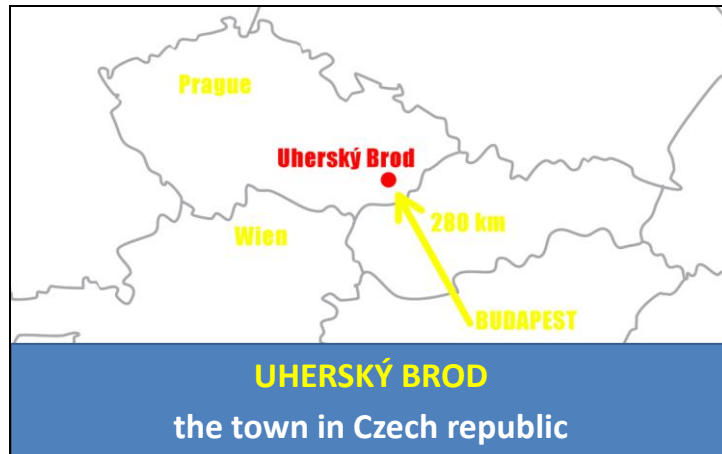
Image 1



Ladies and gentlemen, dear colleagues from abroad,

Let me introduce the unique festival of its kind – MUSAIONfilm. MUSAIONfilm is the only festival of museum films in the Czech Republic. This festival is connected with the history and focuses on state museums in our country. We are preparing the 20th year of MUSAIONfilm for the next year 2017.

Image 2



The organizer of the festival is Museum of Jan Amos Comenius in Uhersky Brod.

Image 3



The establisher of this museum is the Ministry of Culture of the Czech Republic. Musaionfilm festival was held in 1998 for the first time, when the museum celebrated it's the 100th anniversary.

Image 4



It was initiated by the former museum director, ethnographer Mr. Pavel Popelka, Ph.D., who is known as a collector of folk songs, an author of song collections, an expert on ceremonial traditions such as sword dances or folk wedding; he is also a photographer and a filmmaker.

Image 5



He followed an older tradition of the museum festival in our country – Etnofilm, exclusively dealing with the areas of ethnographic film. Festival Etnofilm was organized by the Wallachian Museum in Rožnov pod Radhoštěm, which is also a museum established by the Ministry of culture of the Czech Republic.

Image 6



Another state museum in our country – National Technical Museum in Prague – has been using video for the museum documentation since the 80s of the last century. Our colleagues from this museum tried to process it there that time as well.

Image 7



A significant help in these efforts was the activity of the Film and TV School of the Academy of Performing Arts in Prague, which organized courses about the basics of filmmaking for museum operators and its experts participate in MUSAIONfilm in the roles of teachers nowadays.

Image 8



Even our Museum, Museum of Jan Amos Comenius has been shooting video documents since the 80s. Musaionfilm has collected museum experts from many Czech museums during last 19 years to mutually share their experience with the using of video documentation in their museum practice.

Image 9



The festival became known because of its characteristics. At the paramount place are movies made by museum staff in the museum environment. So the role of the festival is also educational. We can say that Musaionfilm is a small film school for museum professionals or seminars for museum experts who are interested in using video in museum work. Moreover, what is typical for Musaionfilm is the participation of authors and experts from the film branch.

Image 10



The profound imprint on the festival has the professor of documentary production at the Film and TV Faculty of Academy of Performing Arts in Prague, director and educator, a leading Czech documentarist Rudolf Adler. The visits of experts from the Department of cameras of this faculty or other Czech directors are also frequent. These personalities have a time frame for its own workshop where they explain their own professional movie themes. Their fundamental role is an essential element in the festival – leadership of the expert discussions after the film watching, based on their experience.

Image 11



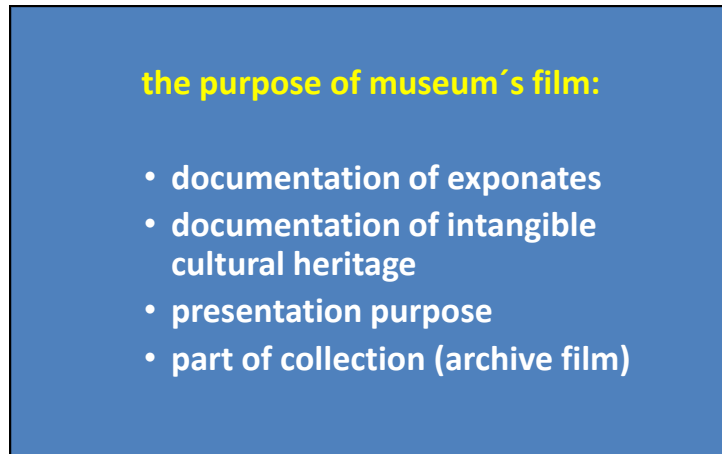
The schedule of the festival is built on mutual discussions among museum experts, filmmakers and other participants of festival. Authors of films take part and they participate in reflections and analysis in mutual debates. These lively discussions and analyzes are valuable for creators who extend their film knowledge and they can also reflect the reactions in their intentions. Criticism is conducted in a constructive tone and compares the positive and negative components in the construction of the film.

Image 12



The average number of film submissions is 30. Movie ratings, film seminars and complementary cultural programs are being presented for 3 days. The number of participants is equal to the number of films, i.e. on average 30.

Image 13



Festival Musaionfilm works with the concept of the museum's film. The museum's film does not mean a new film genre, but has its purpose in museums. The museum's film is a film in the service of the museum and its mission. It helps to fulfill the task of museum work and museum's films can be a significant help for the storage of exponents, documentation of intangible cultural heritage, and during the presentation as part of the museum exhibition, in various roles as well. The film itself can be a part of valuable museum collections, for instance.

The own purpose of museum's film defines and affects its dramaturgy, because the goal of Musaionfilm is to capture the specificity of museum's film and to offer an assistance in forming the mission of movies in museums.

Image 14



The MUSAIONfilm provides awards for outstanding films – the jury prize: small sculpture named Black John. Festival has its own video archive for other films. It can be used for presentations like this. The contemporary digital technical form is one of the reasons why I consider important to acquaint you with festival MUSAIONfilm in the Czech Republic at this conference devoted to the topic of digitalization in museums.

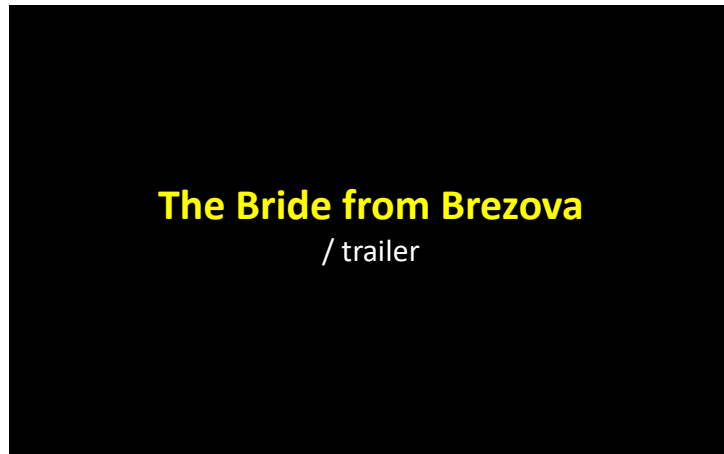
Image 15



[\[link\]](#)

*Dear colleagues, now let me show to you a short movie clips from Musaionfilm. At first, I would like to let you look back at **this year's Musaionfilm**, which took place in June in our museum.*

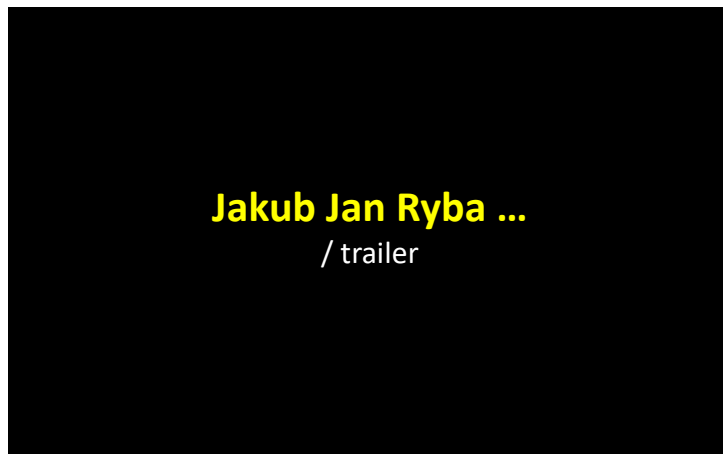
Image 16



[\[link to the similar trailer\]](#)

*The most award-winning film, which among other things, acquired a year ago a lot of sympathy with the audience in the State Darwin Museum in Moscow, but also the jury prize of Musaionfilm 2015 and last month an award for the best Czech film in festival Etnofilm Čadca Slovak Republic, the film **Bride from Březová** is from the production of our museum. My colleague Marie Kadlčíková showed the work of my other colleague, Mrs. Veronica Provodovská, which was reconstructing the complex of female wedding costume from the village Březová in our region. The movie was filmed in the museum by museum employees. Film won the Black John for „cinematically efficient and professional handling of reconstruction wedding costume. “*

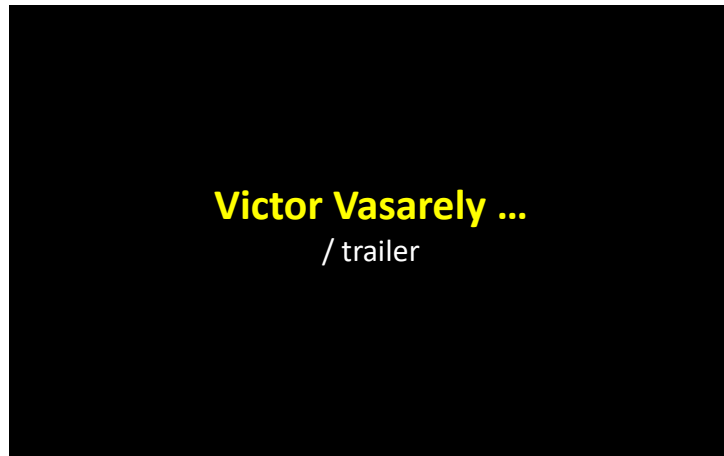
Image 17



[\[link to the entire film\]](#)

*The winning film of Musaionfilmu 2016 became a film, which has become an organic part of the permanent exhibition at the Podbrdské museum in Rožmitál pod Třemešínem. Well-known composer and collector of folk songs **Jakub Jan Ryba** lived here two centuries before. Children under the artistic leadership animated his biography and they have created film by their own hands. Film is connected with exponates in exhibition and is organically part of the local educational program of the museum. Film was awarded by Black John for the „original creative outcome of museum education“.*

Image 18



[\[link to the entire film\]](#)

*Colleagues from other state museum – the Museum of Art in Olomouc in Moravia for several years have been building the Database of art in Central Europe, an acronym CEAD. This resulted in series of museum films, mostly portraits of contemporary artistic personalities within the Visegrad Four. They introduced last year, a revealing portrait of the world-renowned leaders op-art and kinetic art, painter, printmaker and sculptor **Victor Vasarely**, a native of Budapest. Let's look at the part of the interview with his grandson Pierre Vasarely – president of the Foundation Vasarely.*

Image 19



[\[link to the entire film\]](#)

*The following example is included for two reasons. The first reason is in its representing collaboration between the museum restorer and between an independent film director Robo Melo to create a film that shows to public the hidden job of restorer. The film became a part of the exhibition „The Art to **restore art**“ of our colleagues in the Moravian Gallery in Brno. The second reason is an example of a movie that without words, using only visuality can communicate the results surprising museum activities.*

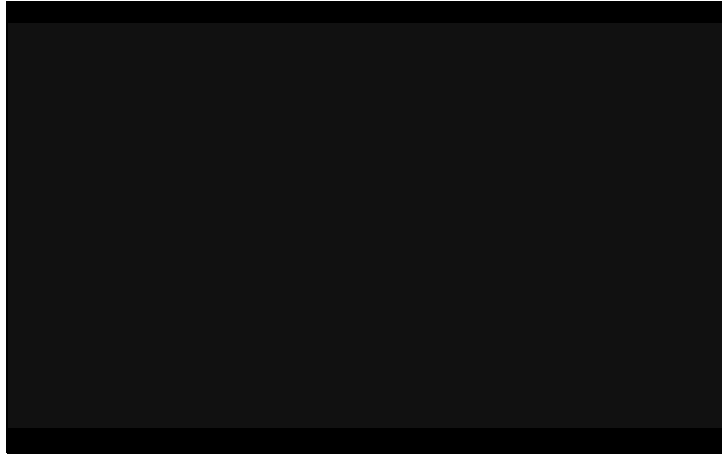
Image 20



[\[link to the entire film\]](#)

*The last film excerpt is from the branch of promotion of museums and it is also an illustration how museums are focusing to the Internet, where you can see it once again. The film won the „honorable mention“ of Musaionfilm. Like other films of this kind this film proves that the museum can be seen also **with a smile**.*

Image 21



[\[link to the MUSAIONfilm\]](#)

In conclusion, I want to note that all the examples, except the film Bride from Březová you can see in the full length on the Internet. By this way I also would like to invite and to welcome you to the 20th jubilee of our festival. We prepare it from the 13th to the 15th of June 2017 in Uhersky Brod. I am looking forward to meet you there and I wish to all my colleagues every success in their creative using of video and film documentation in theirs museum work.

Image 22



Thanks for your attention *and goodbye!*