

# CRUMB professional development workshop Distribution and Dissemination after New Media



With

**Ajay RS Hothi**, Manager & Curator of tank.tv "the only online museum of contemporary artists' moving image"

**Roger McKinley**, Research and Innovation Manager at FACT, Liverpool, who has led on the Artplayer.tv, "a free to use national media player for the arts"

**Robert Sakrowski**, Art Historian, Artist and Curator based in Berlin, whose practice deals with questions circling art and art practices connected to the web 2.0, curatingYouTube.net

Literary and philosophical Society Library, Loftus Room  
Newcastle upon Tyne  
Monday 5 March 2012, 9:30am – 12:30pm

**THE CONNECTED NEW MEDIA OF STREAMING,  
WEB BROADCASTING AND NARROWCASTING,  
SMARTPHONE APPS AND  
AUGMENTED REALITY  
OFFER INTRIGUING OPPORTUNITIES FOR ART AND  
CULTURE**

# Recent funding structures for new media as means of distribution

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## Our Work

- Economic growth
- Public Services Lab
- Creative economy
  - Digital R&D Fund for Arts and Culture in Scotland
  - Fashion Toolkit
  - Digital R&D Fund for Arts and Culture
  - The Games Consortium
  - Video Games and Visual Effects Skills Review
  - Geography of innovation
  - Hyper Island
  - Creative Business Mentor Network
  - Creative Enterprise toolkit
  - NT Live
  - IPR Frameworks
  - Past projects

## Investments

## What is the Digital R&D Fund?

The Digital Research & Development Fund for Arts and Culture is a partnership between the Arts Council England, Arts & Humanities Research Council (AHRC) and NESTA to support arts and cultural organisations across England who want to work with digital technologies to:

- expand their audience reach and engagement and/or
- explore new business models

A key element of the fund is partnerships between arts and cultural organisations and technology providers (which we defined as any creative, media or technology company including other arts and cultural organisations with relevant technology know-how) that can provide technology services to arts and cultural organisations.

Specifically, we invited arts and cultural organisations to submit projects that test digital propositions around audience reach & engagement and new business models that are of interest to the arts and cultural sector. The projects needed to produce research/data that other arts and cultural organisations value highly and, possibly, new products/services that can be used by other organisations.

The total money going in to projects for the arts and cultural sector in England was worth £500,000 over 2011/12. The fund was looking to support a range of projects both small and large however, no one project could receive more than £100,000 from the fund.

### What kind of projects were we looking for?

We looked for digital projects which sought to expand audience reach and engagement and/or to develop new business models. All of the projects needed to set out clearly what the digital proposition was that they wanted to test and why that proposition was of interest to other arts and cultural organisations. A key objective of the fund was the production of research insights and data that could help other arts and cultural organisations innovate.

In addition they had to fall under one of the programme themes.

### Fund Themes

These themes were selected with input from the arts and cultural sector - here's how.

- **User Generated Content and social media:** Harnessing the power of the Internet and social media to reach audiences and to give them a platform for discussion, participation and creativity.
- **Distribution:** Using digital technologies to deliver artistic and cultural experiences and content in new ways.
- **Mobile, location and games:** Developing a new generation of mobile and location-based experiences and services, including games.
- **Data and archives:** Making archives, collections and other data more widely available to other arts and cultural organisations and the general public.
- **Resources:** Using digital technologies to improve the way in which arts and cultural organisations are run including business efficiency and income

## Digital R&D Fund

Find out more about our Digital R&D Fund for Arts and Culture

### Fund links

- What is the Digital R&D Fund?
- FAQs
- Fund partners
- Scoping exercise
- Definitions
- Criteria
- Terms and conditions

### Digital R&D blog

Keep up-to-date with all the latest news and developments from the R&D Fund projects

### Digital Day videos

- Digital Day London
- Digital Day Bristol
- Digital Day Birmingham
- Digital Day Manchester
- Digital Day Brighton



ARTS COUNCIL ENGLAND

Championing, developing and investing in the arts in England

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Newsletter - 60 second sign up

## The Space

### The Space

#### The Space commissions

##### Editorial vision

##### How to apply

##### Inspiration essays

### General strategic grant programme

### Targeted grant programmes

### Grant commissions

## About The Space

Arts Council England and the BBC have announced a partnership to create The Space – an experimental digital arts media service and commissioning programme that could help to transform the way people connect with, and experience, arts and culture.

This new pop up service will launch in May, running until the end of October 2012. It will challenge artists, arts and cultural organisations to collaborate with each other and partners to capture and create a wealth of cultural experiences, drawing on the richness of the summer of arts in the Olympic year.

Arts Council England is investing £2.5 million of its strategic digital innovation funds which will be made available to arts and cultural organisations via a Lottery grant programme. The BBC have committed a £2 million support package including providing the technology solution and training and mentoring for successful applicants.

The programme is designed to encourage experimentation, innovation, and provide an opportunity to learn more about how to connect audiences with arts and culture using digital technologies. The service will use technology across four digital media platforms: PC, mobile devices, tablets and connected TV.

It will showcase a host of content, from both established and up-and-coming companies and artists, and will include celebrity curation and critique, live broadcasts and some of the best content from the Arts Council and BBC archives.

## Aims of The Space

We expect our investment in The Space will significantly build the digital skills of the arts and cultural sector, ensuring that they are at the forefront of emerging digital technologies, and making their

Download The Space guidance (PDF)  
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### The Space technical guidance

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Download technical guidance 3 (file formats)  
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Download technical guidance 4 (submissions)  
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Download technical guidance 5 (relay)  
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Download technical guidance note 6 (submission form)  
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### The Space rights guidance

Download rights guidance  
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Featured publication

*Digital Research & Development Fund for Arts and Culture* by NESTA, ACE and AHRC (2011) and *The Space*, partnership by ACE and BBC (2012)

## The DIGITAL RESEARCH & DEVELOPMENT FUND FOR ARTS AND CULTURE

To support of arts and cultural organisations across England who want to work with digital technologies to:

expand their audience reach and engagement and/or explore new business models

Key element: partnership between arts and cultural organisations and technology providers

6 technology Residencies for the Arts at Site Gallery (Sheffield), Lighthouse (Brighton) and Spike Island (Bristol)

Partners: Site Gallery capex LIGHTHOUSE Spike Island

### happenstance

Technology Residencies for the Arts

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#### Residencies

Site Gallery (Sheffield), Lighthouse (Brighton) and Spike Island (Bristol) are inviting applications for resident technologists to join them for a twelve-week period from March to June 2012. There are vacancies for two residents at each location; applicants may apply individually or in a team.

Each resident will be paid a bursary of £8,000 (inclusive) with an additional £1,000 to cover expenses and materials. This will be paid in two instalments: the first in March, the second in May.

Applications are now closed. Successful first stage applicants will be invited to a sandpit day at NESTA in Central London on 9 February. Selected residents will be notified by ~~Monday 13 February~~ **Thursday 23 February**.

There will be two residents at each location; if you would like to apply as a pair, each applicant should apply separately and indicate the name of their preferred residency partner in the "Anything Else?" section on the application form.

Lighthouse, Site Gallery and Spike Island have all outlined challenges they would like to address via the residencies. Please address one of these in your application.

#### What Will You Get?

**Money & Time:** An £8k bursary (inclusive) plus £1k materials and expenses fund, payable in two instalments. Each residency runs for a total of 12 weeks (with a short break for Easter), during which time residents will be expected to dedicate a minimum of three working days (27 hours) a week to their host organisation.

**Creativity:** The opportunity to make and prototype new projects and products at the heart of thriving creative and artistic organisations.

**Influence and Experience:** Site Gallery, Lighthouse and Spike Island all want to improve their engagement with technology, and make better, more intuitive digital things that serve their audiences, their artists and their staff in interesting new ways. As well as learning how they work, you will have the chance to be part of key decisions as they arise.

**Support and Mentoring:** Industry experts will be on hand to act as mentors

#### Partner organisations

Site Gallery  
Capex  
Lighthouse  
Spike Island  
University of Warwick

#### Twitter

@adrianslatcher and @full\_circle\_art AND/DaDa Open Call for Creative Technologist to Work with Composer Allis Ni Riain <http://t.co/hH1Vp3hp> 16 days ago

Happenstance Update | After the Sandpit <http://t.co/cuAlbCRi> 17 days ago

Thanks to everyone who came along to yesterday's Sandpit at NESTA. Lots of inspiring people, ideas, upside down tables and tiny robots. 22 days ago

@secti0n9 hello - just checking to see if you got our email last week? 25 days ago

The **SPACE**: an experimental digital arts media service and commissioning programme that could help to transform the way people connect with, and experience, arts and culture.

From May till October 2012

Tate has been awarded funding to create 25 new films covering the best visual art events of 2012 across the country.

The Photographers' Gallery in London is planning an interactive website to support The World in London, an interactive public art project featuring 204 portraits of Londoners.

John Peel Centre for the Creative Arts to create an interactive online museum recreating the DJ's home studio with his personal notes, home movies, contributors' stories and filmed interviews with his family and musicians he brought to the airwaves.

HOW ARE ARTISTS, CURATORS AND  
ART ORGANISATIONS USING  
DISTRIBUTIVE MEDIA?

HOW NEW MEDIA MIGHT MEET THEIR  
AUDIENCES?  
WHAT KINDS OF AUDIENCES?

## NEW MEDIA AS MEANS OF DISTRIBUTION

HOW NEW MEDIA MIGHT BE  
DISTRIBUTIVE ART IN ITSELF,  
AS WELL AS MEANS TO AND END?

WHAT HAPPENS TO THE IDEA OF  
'LIVE' OVER TIME?