

Summit on New Media Art Archiving: Strategic Planning for the Future

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Abstract

The Summit on New Media Art Archiving (SNMAA) is volunteer-based undertaking which operates on minimal self-sustainability. The goal of the workshop on strategic planning is to enhance the Summit's organisational structure, its capacity of operation and effectiveness, as well as to enable long term sustainability and linkage of New Media Art Archives (NMAA).

Keywords

Sustainability, strategic planning, self-evaluation, new media art archiving, SNMAA

Introduction

The workshop is designed to enable active participation and output-oriented collaboration among the SNMAA partners. The task of the panellists is to gather data and produce a developmental scenario—Map of SNMAA—an organic evolutionary model based on self-evaluation, self-organisation and self-management. The outcomes will be presented at the 3rd SNMAA, ISEA2023 in Paris, which will be an occasion to further interaction with the public and other presenters at the Summit about the future perspectives.

The map of SNMAA will consist of texts, charts and infographics, specifically in relation to:

1. Identity and differentiation of an organisation (mission, vision, goals, impact, expected results)
2. Resources (information, technical, spatial, financial, know-how)
3. Funding (public funding, donations, sponsorships, partnership, in-kind)
4. Strategic programmes and strategies to secure sustainability
5. Public attention (network and audience pyramid)
6. Self-evaluation (SWOT analysis: Strengths, Weaknesses, Opportunities, Threats)

The work process, performed by specialised task forces, is tailored to use the knowledge and skills of the Summit

partners in order to enhance self-organisation capacity. The outcome will be the Map of SNMAA out of which various derivatives will be made: in-house hand-out, long-term strategic plan, presentation, collateral design, etc.

During 2023/24, the SNMAA developmental scenario will be used to expend strategic programmes and create a multi-year operative plan which would be the ground document for intersectorial and transdisciplinary linkage.



Figure 1. Third Summit on New Media Art Archiving Promotional Material © SNMAA 2022. Design: Memoduct. Photo: Bonnie Mitchell.

Workshop Assignment

The workshop goal is to build and discuss a feasible developmental scenario that will cover all levels of an organisation of the SNMAA as a nomadic event, a network and an initiative aimed at linkage New Media Art Archives. The

panellists will start from the question: *What SNMAA should become and how to accomplish that?* Their assignments will be focused on a strategic planning that could secure survival and essential supporting structure of the SNMAA. They will also identify shared values and goals that could act as the mobilising force of the NMAA community. Developmental scenario will help to measure the future performance and the impact of chosen strategies.

The scope of planning will include: 1) SNMAA as an annual event; 2) organisation structure; 3) financial framework; 4) the network range and the relations with the actors in the new media art field; 5) SNMAA vision.

The centre of interest and activity of the panellists will be development of the proactive strategies and identification of the long-term goals. The proposition from which developmental strategies will be inferred is that the cooperation based on common interest and public commitment should further lobbying and support gathering capabilities of the SNMAA, and increase its visibility and recognition within the art field.

In line with the SNMAA *raison d'être*—which is to connect new media art archives worldwide—the workshop will also reflect on the issue of partners' resource sharing: know-how, information, spatial (physical/virtual) and technical. Harmonisation of professional standards of operation between partners will help to solve the problem of internal heterogeneity. The *networking* and *linkage* strategies of the SNMAA will be based on the values incorporated in development of the early communication networks (Internet),

Panellists Biographies

Violeta Vojvodic Balaz (MEMODUCT Group), a media artist and researcher. Violeta holds a PhD from the Faculty of Fine Art (Belgrade). She received a European Diploma in Cultural Management (Brussels), her research was focused on strategic planning, virtuality and cybernetics. Together with Eduard Balaz she founded *Urtica*, art and media research group (Novi Sad, 1999-2012). She was one of the co-founders of *Center_kuda.org* in Novi Sad (2001). In 2020, she founded web-based research initiative MEMODUCT *posthuman.archive*.

Wim van der Plas (ISEA archives), a co-founder of ISEA. Wim studied Social & Cultural Sciences at the Erasmus University Rotterdam. He was director of the Foundation of Creative Computer Applications (Rotterdam) and the National Institute for Computer Animation (Groningen). He worked for the Utrecht Art School, the Minerva Academy and the Utrecht University of Applied Sciences. He is ISEA Symposium archivist and Honorary Chair of the ISEA International Advisory Committee. He received a Leonardo Pioneer Award in 2018.

Terry Wong (ISEA archives), Terry C. W. Wong is an archivist and co-organizer for the ISEA Archives. He has a bachelor's degree from the Applied Science Department of the University of British Columbia and a master's degree in fine art from the Chinese University of Hong Kong. Currently, he is working on his graduate

specifically: *best-effort, autonomy, digitalisation and decentralisation*.

Acknowledgements

Moderator: Oliver Grau

SNMAA initiative: mission, strategies, impact, network
Violeta Vojvodic Balaz

SNMAA survey of resources & activities
Bonnie Mitchell, Janice Searleman and Byeongwon Ha

SNMAA SWOT analysis
Wim van der Plas

SNMAA short & long term vision (survey of 2nd SNMAA)
Terry Wong

Workshop coordination, methodology & data analysis: Violeta Vojvodic Balaz

Data visualisation & design: MEMODUCT Group
(Violeta Vojvodic Balaz, Eduard Balaz)

research study on connecting new media art archiving worldwide in the School of Interactive Arts and Technology at Simon Fraser University. Terry has been involved with the New Media Art Archiving Summit since 2017. He is currently a member of the organizing committee for the Summit and co-directing the third Summit on New Media Art Archiving at ISEA2023 Paris with Wim van der Plas. Before working in new media art archiving, he was also an engineer, artist, and member of the ISEA2016 organizing team.

Bonnie Mitchell (ISEA archives and SIGGRAPH archive), a digital artist, animator, archivist as well as a professor of Digital Arts at Bowling Green State University (Ohio). Her creative work includes interactive installation art, environmental data visualisation art, experimental visual music animation, net-art, and new media art archive development. Bonnie is the co-director of the SIGGRAPH History and ISEA Archives, a committee member of the ISEA and the ACM SIGGRAPH History and Digital Arts. She is the SIGGRAPH 2023 History Chair in charge of the 50th conference celebration.

Janice Searleman (ISEA archives and SIGGRAPH archive), a professor of Computer Science at Clarkson University (NY) for 37 years. Since retirement in 2015, she has been an Adjunct Research Professor at Clarkson. Her research areas are Virtual Environments, Human-Computer Interaction, and Artificial Intelligence. She is co-director of the ISEA Symposium Archive and ACM SIGGRAPH History Archive, and a member of two ACM SIGGRAPH Committees: Digital Art (DAC) and History. Jan and Bonnie

Mitchell coordinated a DAC Online Exhibition “The Earth, Our Home: Art, Technology and Critical Action”.

Byeongwon Ha (University of South Carolina), an assistant professor in Media Arts in the School of Visual Art and Design at the University of South Carolina (Columbia). As a new media artist, he has been taking part in international conferences and festivals art such as CHI, SIGGRAPH Asia, ISEA, and ARTECH since 2012. His research traces a transition from analog media, including film, architecture, and video, to new media. Dr. Ha has published articles as an author in Leonardo Music Journal (MIT Press) and as a coauthor in Leonardo (MIT Press).

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SNMAA Partners: the Archive of Digital Art (ADA), the archive for the Histories of Media Art, the Ars Electronica archive, the ZKM archives, the SIGGRAPH History Archive, the SIGGRAPH Digital Arts Community, the Electronic Language International Festival (FILE) archives, and the MEMODUCT.