Second EUscreen International Conference on Use and Creativity: Final programme announced.

The Second EUscreen International Conference on Use and Creativity takes place at the National Library of Sweden, Stockholm, on September 15-16, 2011.
Attendance is free, but registration is required at http://euscreen2011.eventbrite.com.

Conference programme final
After a first successful conference on the contextualisation of audiovisual material in October 2010, the network now organizes a second conference on use and creativity in the audio-visual domain.

After a few updates on speakers, which could be followed on the EUscreen blog pages at http://blog.euscreen.eu, the programme is now in its final stage and participants are encouraged to make their registrations and travel arrangements.

Highlights from the programme
The first day of the conference will present its participants with a varied mix of keynote lectures and case studies by renowned experts in the field. Lynn Spigel from Northwestern University will be speaking about analogue nostalgia, Dagan Cohen will talk about how the Upload Cinema initiative brings curated online video to the big screen and Paul Ashton will talk about the possibilities for online audio-visual media to push education forward and create a teaching platform for professionals.

Aubéry Escande from Europeana/The European Library, Kajsa Hedström from the Swedish Film Institute and Johan Axhamn from Stockholm University will present different case studies. These contain means for encouraging user engagement on the Europeana portal, for providing online access to film collections through the Swedish *filmarkivet* website and for devising licensing solutions to the online dissemination of Europe's cultural heritage.

Jérôme Bourdon will close the first day with a presentation of his research into global media and the Israeli-Palestinian conflict in his talk, which is titled "A case of cosmopolitan memory?"

The second day will consist of two workshop sessions. In the morning the topic of a user community will be tackled, focusing on *how EUscreen services can be exploited in learning, research, leisure/cultural heritage and creative reuse*.
Dana Mustata from Utrecht University will start the discussion with her talk on "Doing Television History outside the Box", after which Pere Arcas from Televisió de Catalunya, Roland Sejko from Cinecittá Luce and Andreas Fickers from Maastricht University will present case studies in the learning, cultural heritage and research domains respectively.

The afternoon session will focus on *funding opportunities and sustainable business models for the digitisation of audiovisual material.*
Luca Martinelli from the European Commission will present an overview of funding opportunities at EU level. Marius Snyders from PrestoCentre, Catherine Grout from JISC and Martin Bouda from the Czech TV archive will present complementary case studies on this topic.

Updates
Please go to http://euscreen2011.eventbrite.com for programme updates and make sure to register in time for this event.

About EUscreen

EUscreen started in October 2009 as a three-year project funded by the European Commission's eContent*plus* programme. Over the project's duration more than 30,000 items representing Europe's television heritage (videos, photographs, articles) will be made available online through a freely accessible multilingual portal. A beta version of the portal was launched in 2011 and is also directly connected to Europeana. EUscreen is co-ordinated by University of Utrecht and its consortium consists of 28 partners and 10 associate partners (comprising audio-visual archives, research institutions, technology providers and Europeana) from 20 different European countries.

For events info and updates on the project, visit http://blog.euscreen.eu

Not for publication

See for more information:
http://www.euscreen.eu/

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The full conference programme and bio's for the keynote speakers can be found attached to this press release.