

Dagmar Brunow: What's in a name? - Metadata and the curation of access to digital audiovisual collections.

This talk will present some of the preliminary findings from my ongoing research project "The Cultural Memory of Moving Images" ("Den rörliga bildens kulturarv. Mångfald och minne i digitala filmarkiv", 2016-2018), financed by the Swedish Research Council (VR). In it I look at the politics of digitisation in two European film archives: the national film archive in the UK as well as in Sweden, administered by the Swedish Film Institute and the Royal Library. As a scholar, whose research is situated at the interface of memory studies and film studies, I am especially interested in the relation between heritage institutions and the construction of cultural memory.

Heritage institutions are contributing to the self-fashioning of a nation, but can also have an active part in creating shared memories of a European past. By creating a sense of (un)belonging, heritage practice can include or exclude minorities from the „imagined community“ of the nation. My research is informed by an intersectional perspective on the ways these archives are creating access to their online collections. How are minorities included into the national heritage? How are “problematic” images dealt with? In what way can the use of metadata and online curation (for instance through tagging or the contextualisation of archival footage by newly written texts) help to create a more polyvocal audiovisual memory which can take into account today's multicultural societies? My research draws on theorizations of the archive as an agent in its own right and stresses the notion of archiving as a cultural practice which I have explored in my book *Remediating Transcultural Memory* (Berlin/Boston: de Gruyter, 2015).

About the speaker:

Dagmar Brunow is senior lecturer in film studies at Linnaeus University in Växjö (Sweden). She is the author of *Remediating Transcultural Memories. Documentary Filmmaking as Archival Intervention* (2015) and the editor of *Stuart Hall. Aktivism, Pop und Politik* (2015). Her research project "The Cultural Memory of Moving Images" ("Den rörliga bildens kulturarv. Mångfald och minne i digitala filmarkiv", 2016-2018) was financed by the Swedish Research Council (VR). Dagmar is the founder of the workgroup „Cultural Memory and Media“ at NECS–European Network for Cinema and Media Studies. She is a member of the editorial board for the *Journal of Scandinavian Cinema* (intellect) and she has recently been elected as a deputy at the National Council for Film Heritage (Rådet för Filmarvsfrågor), established at the Swedish Film Institute.