



REPORT

IMAA Conference Open Forum June 18, 2012: Summary Notes

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Summary of Discussion on Future Vision for IMAA and the Media Arts

The following has been prepared as a summary of the facilitated discussion that took place during the Open Forum of the IMAA conference, Source, which took place at Banff in June, 2012. As discussed during the Open Forum, these ideas are being gathered for consideration by the IMAA Board as it prepares for another year of activity on behalf of member organizations.

Through the discussion at the open forum, a number of ideas emerged regarding a vision of the IMAA and the Media Arts in the future, as well as some possible strategies and tactics that could be considered as a means to achieve them. These are summarized below.

Vision 1: Media Arts is well known and appreciated by the general public, funders and policy-makers

Strategy 1: Enhance visibility and understanding of Media Arts

Tactics:

- Define Media Arts on IMAA website
- Create a biennale, triennale
- Create a high profile MA prize
- Support preservation

Vision 2: Media Arts is diverse, as seen by the diversity of people involved in it, the diversity of artistic practices and technologies employed as well as the diversity of organizational models.

Strategy 1: Be inclusive of all media arts and new media arts practices

Tactics:

- Give space for inclusive discussion at IMAA conference
- Create platforms for Critical discourse
 - Give space to discussion of specific forms (ie cinema, audio, etc) as well as to technological transition
 - Give space to discussion of Media Arts Research/ curating

Strategy 2: Reach out to diverse communities

Tactics:

- Reach out to multiple identity-based communities
- Be inclusive of voices of artists

Vision 3: The IMAA is an effective organization that benefits from member engagement and participation

Strategy 1: Foster member engagement

Tactics:

- Increased transparency
- Greater consultation with members
- Extend conversations online, extend conference presence on social networking sites
- Improve communications, reporting and feedback

Strategy 2: Work collaboratively to support each other

Tactics:

- Be inclusive
- Enhance international networks
- Invite more US participants to IMAA conference and attend NAMAC conferences

Vision 4: The Media Arts are financially healthy, drawing adequate resources from multiple public and private sector sources, and earned incomeStrategy 1: Be a fierce leader in advocacy

Tactics:

- Be creative and daring
- 3 recommendations from Quebec organizations:
 - Demand that federal government restore definition of arts and culture
 - Lead a visibility and educational campaign with the public
 - Continue and intensify lobbying efforts
- Consider a move to Ottawa

Strategy 2: Foster relationships with the whole range of funders

Tactics:

- Extend formal invitations and opportunities for participation by funders at IMAA national meetings
- Include funders other than CCA in events and conferences
- Consider inviting foundations, academic funders and others involved in supporting Media Arts activity
- Investigate and share intelligence on alternate funding
- Rethink organizational models such as those that rely less on public funding