



Video Vortex is a travelling conference series concerned with online video.

Established in 2007 by Amsterdam based **Institute for Network Cultures**, the conference since then took place in Brussels, Amsterdam, Ankara, Split and Yogyakarta.

The next edition, **Video Vortex #9**, is organised and hosted by the **Moving Image Lab** and **Post-Media Lab of the Innovation Incubator** at **Leuphana University Lüneburg**.

The **Moving Image Lab** researches and experimentally engages with the production, circulation and effects of internet-based moving image formats. It is the core of the **Centre for Digital Cultures**, which is currently being established at **Leuphana University**. The **Post-Media Lab** offers space for the development of collective medial contestations in the age of imploding mass-media. It is centred around a programme of visiting fellows and a series of publications and public events.

leuphana.de/moving-image-lab
postmedialab.org
videovortex9.net
networkcultures.org/videovortex

VIDEO VORTEX #9



MOVING IMAGE LAB

28.02. — 02.03.2013

**Moving Image Lab and Post-Media Lab present:
Video Vortex #9 re:assemblies of video
Lüneburg**

VIDEO VORTEX

Online video vortices such as *YouTube*, are assemblages of assemblages: its infrastructure and spheres of use and production again consist of assemblages. The video sphere today is a mesh of different types of elements; we have databases, screens, interfaces, protocols and server farms. Comments, tags, lists and channels, cameras, producers, frames, users and audiences. Last, but not least, money flows, broadcasters, advertisers, property rights, eyeballs and statistics, all add to, and operate in multiple assemblages.

Currently we see new configurations of components in video culture, interacting in new ways and with loose forms of influence. **Video Vortex #9** proposes that now is a time to re-engage with a structural and contextual analysis of online video culture.

We encourage critics, theorists, artists, programmers and video makers to look at

1 ... assemblages of different videos, graphics and texts, be it in material or with a view to new environments of authoring or curation. Such an approach re-poses the question of interactive multi- and hypermedia in the age of HTML5, Popcorn, Apps and the likes.

2 ... assemblages of content, interfaces and infrastructures, as found in platforms, with their changing forms and logics of circulation, and to scrutinize media-flows, liveness, channels, archives, lists, and producing dissolving originals and new forms of mash-ups.

3 ... socio-cultural assemblages of producers, owners, curators and perceptive audiences. The conditions and social realities of video- and TV-production, issues of copyright and re-organization of *imaginary* capital evoke questions as to what extent technology, standards and protocols—and their symbolisms—are taking over the role of what before has been ascribed to culture.

4 ... assemblages contributing to ruptures and revolts: Indeed *the whole world is watching* different real or so-called *revolutions*: social upheavals are transmitted via video. What does it mean to be an *observer* (individually, socially or scientifically), a *participant* or a *witness*? Questions of relevance, media positioning and *real virtuality* are gaining new urgency.

We particularly welcome talks, presentations and workshops, which cross and combine the levels outlined beside — as their separation is itself owed to a heuristic assemblage.

The Call is open until 31 August 2012.

*Please send us your proposals.
Besides abstracts (max. 500 words)
we encourage video teasers (max. 5 mins)
and any form of short outline.*

Video Vortex #9 team.

Please find an extended version of the call here:
videovortex9.net