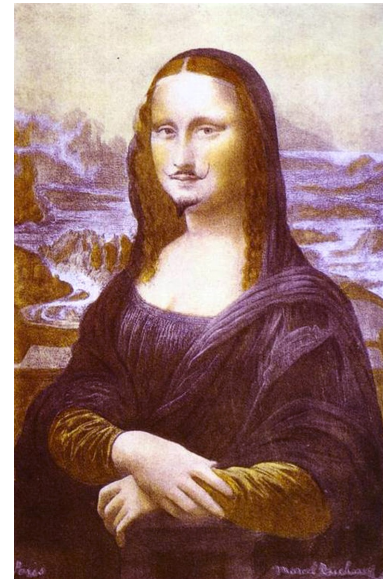
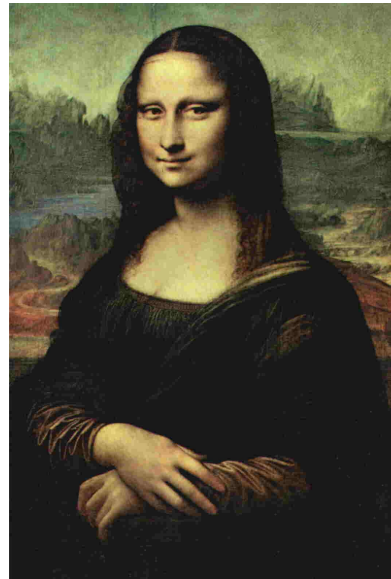


HIIG international workshop – research meets practice

REFORMING FORMATS

Berlin, 5-6 December 2013



Imitation at Work

Production and consumption of media formats

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Connecting creative practices within entertainment industry and creative practices "in the wild"

Gabriel Tarde: imitation processes as the primary mechanism of social relations that generates countless mutual interferences. (rather than doing the same, accumulating differences: that's where inventions come from)

Formats as mobile objects, designed to be imitated, creating a contested field of action.

Media formats as audiovisual formats observed in their creative flow: the emphasis is on the becoming of formats in terms of transmediality, distribution, production, consumption, appropriation.

Questions

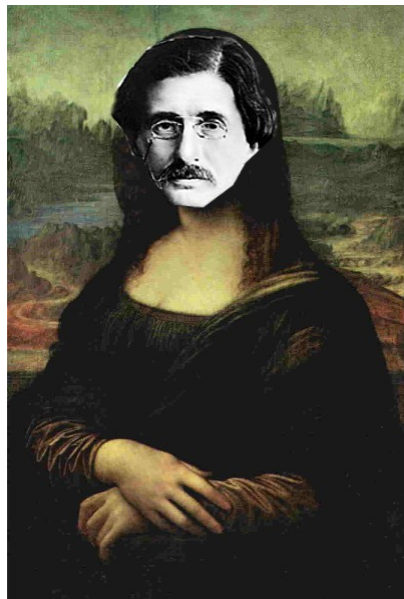
How do imitation and invention processes shape production and consumption of media formats?

How are media formats organized and institutionalized in management, work and digital practices?

How do media formats shape, flow over and colonize various organizational and social settings?

A Tardean approach to media formats

Socially, there is nothing but inventions and imitations



What about the Aura?

The authenticity of artwork exists in relation to its own imitations: rather than the possibility to be reproduced or not, what matters is how the artwork is reproduced in terms of the accuracy, understanding and respect (Latour and Lowe, 2010).

In order to go beyond the *Harmonisation approach* policies should be rethink in relational terms the paradigm of “Aura” as an essential feature of artworks, focusing both on use, technological infrastructures and organizing.

Following creative (over)flows: a bad concrete example



I traced a creative flow of formats and found a way to enroll imitation processes!

Can you enroll wilderness without creating further wilderness?

TV Formats

Fan Fictions

Kindle Worlds

By the way Jeff, you look and talk so strange...

Copyright wars? A dialogic proposal for a new way to ~~de~~ imitate things together

Trace and map creative flows through practices

Abandon traditional geographies and connect and re-articulate creative industry and creativity in the wild

Re-territorialize imitation, situate controversies: (maybe) you gain more engaging the poliphonic and contested nature of cultural production.

Cultivate imitation (hopefully better than Jeff did): imitation works better than coercion



Thank you!