



Media Advisory

SOIMA 2015 International Conference: Unlocking Sound and Image Heritage

For immediate release

Brussels, 2-4 September – The international conference “Unlocking Sound and Image Heritage” calls for ensuring a safe and creative future for sound and image heritage (films, photos, videos, sound recordings). An alliance of 15 national and international institutions supports the event.

Technological advancements have made it easier than ever to share and use sound and image content. Still, not all content is readily accessible, and much is stored on obsolete formats. Today’s knowledge on preservation and access is fragmented, often trapped in separate areas of expertise, presenting a huge challenge to those who wish to collect and use audiovisual material.

Creators, collectors, conservators and users will make a case for exchange of information and know-how to unlock the potential of audiovisual heritage.

Programme Highlights:

- Fragments of Extinction - eco-acoustic concert calling to safeguard equatorial rainforests, 2 September, 18.00, Musical Instruments Museum, www.mim.be
- Bury My Bones, but Keep My Words: Transmitting the Legacy of our Ancestors to our Descendants. Keynote performance by Mshai Mwangola, 3 September, 9.30, KVAB, www.kvab.be
- The Cost of Inaction - an innovative cost-benefit measuring tool, by Chris Lacinak of AV Preserve, 3 September, 14.00, KVAB, www.kvab.be
- Open Access, Friend or Foe of Sound and Image Heritage? A fiery debate on Open Access vs Intellectual Property Rights, moderated by Howard Besser, 4 September, 11.00, KVAB, www.kvab.be
- Timbila Tracks – a video concert by Matchume Zango and Walter Verdin to preserve disappearing traditional musical culture, 4 September, KVAB, www.kvab.be

ICCROM (International Centre for the Study and the Preservation and the Restoration of Cultural Property) and Belgium’s Royal Institute for Cultural Heritage (KIK-IRPA) are the main organizers. For the full programme, please see www.soima2015.org

For more information contact:

Aparna Tandon (ICCROM), +39 340 789 05 30, soima2015@iccrom.org

Brecht Declercq +32 474 25 04 67, brecht.declercq@viaa.be

Media representatives interested in covering the event may apply for accreditation to the KIK-IRPA Press Office, attn. Simon Laevers, +32 (2) 73 96 803, simon.laevers@kikirpa.be

View the Press Kit: www.iccrom.org/soima-2015-international-conference-press-kit/

Follow us on Twitter: @ICCROM

#SOIMA2015