

Letting Quebec culture shine through in a digital world

Elements for a digital strategy for culture

Digital Option

**Report from
the Conseil des arts et lettres du Québec
Submitted to the
Quebec Minister of Culture, Communications
and Status of Women**

November 11, 2011

@LON

Arts and letters – digital options

Context and background:

- Ordered by the Minister in March 2010
- SOM survey
Use of digital technology in culture
- Consultations in all sectors
12 meetings, 250 participants, May-June 2011
- Forum on digital art
80 participants, Montréal, June 2011
- @LON Forum
160 participants from all sectors, Québec, September 2011
- @LON report submission, November 2011
Letting Quebec culture shine through in a digital world: Elements for a digital strategy for culture

NEXT

Development of a **Digital strategy for culture** at the Ministère de la Culture et des Communications



CALQ survey – SOM

- 80% of artists and 98% of organizations that responded to the CALQ survey do dissemination, promotion and marketing on their own Web sites, while 65% of artists and 93% of organizations indicate that they use Web 2.0 for dissemination and promotion/marketing.
- Use of Web 2.0 for creation/production purposes reaches 37% among artists and 43% organizations. Finally, 85% of artists and 87% of organizations surveyed state that they have integrated digital technology into all of their artistic and literary activities.

@LON

CALQ survey – SOM

In general, digital technology has repercussions on:

- The economic situation of artists (according to 72% of them)
- Their career development (for 87% of them)
- Their need for space and leading-edge equipment, technical support, hiring experts and specialized staff (for 70% of them)
- Development of their discipline (for 82% of them)

@LON

Consultation of all sectors

12 meetings. More than 250 participants

The largest operation of its kind since the creation of the CALQ (1994)

- Theatre

- Music

- Song

- Dance

- Cinema and video

- Visual arts

- Arts trades

- Multidisciplinary arts

- Circus arts

- Representatives from multidisciplinary producers of performing arts and regional cultural councils

@LON

@LON report

Main orientations:

1. Note current transformations

2. Update values

- Interactivity
- Decompartmentalization
- Networking of new communities
- Access to cultural content
- The concept of sharing

3. Bring forth new models for cultural and economic development

- New development models
- Emerging forms
- Digital arts

@LON

@LON report

Main orientations:

4. Develop platforms for disseminating Quebec cultural content, infrastructure and centres for digital creation
 - Digital platforms
 - Centres for experimentation and research
 - Access to equipment, resources and expertise
 - Collective and accessible technological infrastructures
5. Reaffirm the role of creation, at the heart of the digital strategy
 - Comprehensive support for creators
 - A network of technological residences
6. Invest in skills development
 - Skills in the digital world
 - Mobilization of knowledge

@LON

@LON report

37 scenarios for action

- Develop a digital strategy for culture, with creation as a major element
- Recognition of the digital arts sector
- Digital watch
- Development of shared platforms and infrastructures, centres for experimentation, innovation, research and creation
- Development of digital creation tools
- Support for creators, combining creation, production, dissemination, marketing and conservation

@LON

@LON report

37 scenarios for action

- The technological upgrade and networking of collective equipment and sites for creation, production and dissemination throughout the area
- A fund for supporting the development of digital cultural content
- Innovative and interactive practices aimed at cultural education and mediation
- Training and skills development

CALQ

- New economic models
- New artistic processes
- “Artist entrepreneur”
- Dematerialization
- Repositioning, elimination of certain intermediaries

CALQ

Digital platforms and networks measure

Development of the digital arts sector

Creation of digital cultural content

Technological upgrading of collective equipment and sites for creation,
production and dissemination

CALQ

Digital platforms and networks measure

- \$1.5M over 3 years
- \$500,000 per year
- 40 projects submitted in 2011, totalling more than \$1.5M
- 40 projects submitted in 2012, totalling more than \$1.5M

CALQ

Development of the digital arts sector

“The Digital arts are defined as an array of explorations and artistic practices whose processes and works that rely mainly on the digital technologies for creation and dissemination.”

CALQ

Digital arts: Some keywords

- Generative art
 - Participatory art
 - Process art
 - Biotechnology
 - Geolocation
 - Immersion
 - Interaction
 - Nanotechnology
 - Augmented reality
 - Virtual reality
 - Networking
 - Robotics
 - Sensors
 - Spatialization
 - Mobile telephones
 - Telepresence
 - Digital ubiquity