



hessische Film- und
Medienakademie



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HOCHSCHULE DARMSTADT
UNIVERSITY OF APPLIED SCIENCES

fbmd

FACHBEREICH MEDIA

GALLUS THEATER

hessische Film- und Medienakademie (hFMA) & MediaMonday jointly present:

PROFIS PLAUDERN PRAXIS III - English lecture with ensuing Q & A session

Web documentaries – Storytelling in the 21st Century

Web developer Alexandre Brachet (Paris) presents his stunning projects

Where? Gallus Theater (Kleyerstr.15, Frankfurt, S-Bahn: Galluswarte)

When? Monday, 21.06.2010
17:30 – 20:00 h

Entrance fee: Free Entrance for advance Reservations at mail@hfmakademie.de / Box Office 4 €
Deadline: 10.06.10

Details: www.hfmakademie.de
www.mas.h-da.de/MediaMonday

The Hessen Film and Media Academy and MediaMonday present:

Web documentaries – Storytelling in the 21st Century

Alexandre Brachet (Paris) gives a presentation of his web-projects gaza-sderot.arte.tv, prisonvalley.arte.tv, havana-miami.arte.tv and gives insights into the working methods and concept of “Reverse Broadcasting”.

‘Cross-media’, ‘immersive storytelling’ and ‘interactivity’ are the main ingredients of up-to-date storytelling on the World-Wide-Web. The topics which Internet specialist Brachet has developed in cooperation with arte.tv are cultural reports that open up highly interesting perspectives on life and survival in other parts of the world.

As a film producer and founder of the cross-media production company UPIAN, Brachet does away with classic narration and has been creating forerunner projects of so-called web documentaries since 2008. He combines videos, photos, maps, key words and blogs, live sounds and music in a manner that allows every viewer to piece together his or her own programme on the Internet.

First and foremost, web documentaries are produced for online presentation. A TV broadcast ensues – as a syndication release. These projects are worked on simultaneously by creative minds from all across the globe.

How does the “Reverse Broadcasting” tactic work? How does the production of web documentaries differ from that of prior filmmaking? What role do social networks such as Facebook or Twitter play in this respect? In how far does the audience play a new role? And last but not least: does the future of documentary film lie in the Internet?

- The lecture is held in the English language – with an ensuing Q&A session -

Information on the individual projects:

gaza-sderot.arte.tv ... tells of the everyday life of men, women and children in Gaza (Palestine) and Sderot (Israel). Despite the harsh living conditions and a constant danger of air raids and missile attacks, these people do not stop working, loving or dreaming.

havana-miami.arte.tv ... they are all of Cuban origin, young, and live either on Cuba or in the USA – separated by a mere 150 kilometres. The Cuban revolution took place more than 50 years ago. Two-minute video reportages, shot by teams in Havana (Cuba) and Miami (USA), follow the life stories of six protagonists.

prisonvalley.arte.tv ... a web-documentary about a prison city that consist of 13 prisons, inhabited by 36,000 prisoners, in the midst of the wastelands of Colorado, USA. Online as of 1st May 2010.