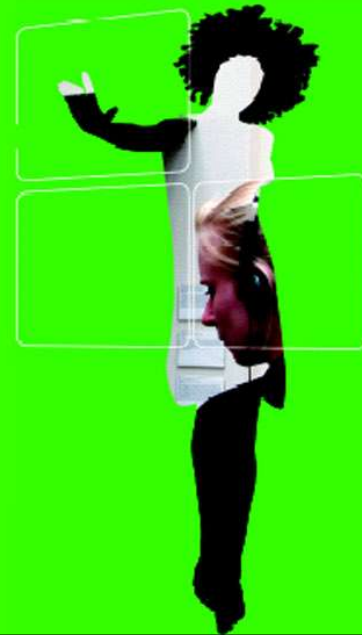


free tool 2 free content



Contenuti liberi per strumenti liberi: le librerie creative di MediaInLinux

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Torino, 16 Dicembre 2004



Understanding Platform

The main purpose of the project is to build a *creative environment* that everybody can **use**, **modify** and **adapt**

Our idea is to develop and promote free tools + free contents

We aim to **encourage interpretation** and re-invention; *the rationale* is “to mix”, to blend, to combine

Our point is to develop, implement and maintain:

1 - a reliable **distribution for multimedia** products (additional and/or *alternative* to commercial software)

2 - **free libraries** of multimedia contents (music samples, photos, video samples, loops, ecc.)





What is *free tool 2 free content*

Project traits

1- Debian technology

- Debian Social contract
- Developers community
- Free software

2- Mediaminlinux's medium

- Easy Remastering
- Multimedia GNU/Linux distribution to create free content
- free tools to download, share and mix

3- Free licences

- Active freedom
- *Some rights reserved*
- free tool 2 free content



free tool 2 free content features

Web resources

A section of MediaInLinux website dedicated to download and share free contents in order to induce **communication** and **feedback** between artists, professionals and developers

Available contents

Audio sample

- 1- Bass loop
- 2- Drum loop
- 3- Sinth loop
- 4- Effects loop

Upcoming features

- 1- Uploading interface
- 2- Expanding the library from audio samples to photos and videos
- 3- Developing the proper communication environment to enhance interaction



Why *free tool 2 free content*

The project's main objectives

- 1 -Creating a **free library** of digital contents
- 2 - Solving a **practical problem**: distribute MediaInLinux with usable materials
- 3 – **Promoting the use** of free tools by adding available contents to MediaInLinux
- 4- **Inducing interaction** between free-software developer and multimedia artists

Our goal is to give artists using FLOSS technologies a free and **freely usable collection of contents (content + software)**.

We hope in this way to help also “creativity” using Mediainlinux





Who is *free tool 2 free content*

MediaInLinux Team is composed by technicians and creatives in the belief that technological and creative issues are both determinants to develop a multimedia platform

Where is *free tool 2 free content*

free tool 2 free content, as MediaInLinux, is located at the **Virtual Reality & Multi Media Park** in Turin: a technological park devoted to development of multimedia technologies

When is *free tool 2 free content*

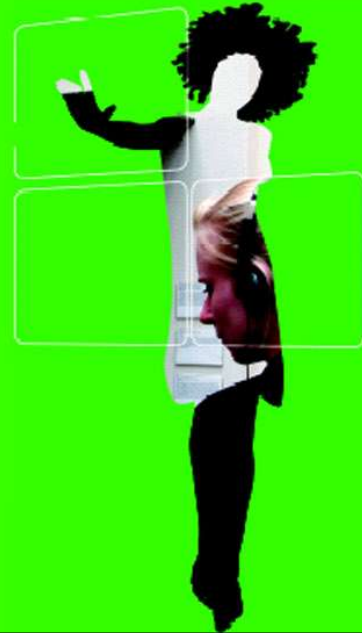
Start September 2004 after two years of developing MediaInLinux





Background:

***the way the project thinks of
digital technologies and expression***



Challenges

The project faces **3 main challenges**

1- making *a sort of knowledge* **available** in the form of both instruments and contents

2- suggesting a way of **thinking about digital technologies** based upon mixing

3- using the **correct medium (technological infrastructure)** to carry on these ideas



Available *Knowledge*

It is commonplace to claim that we live in a knowledge economy and that knowledge is the **primary source of prosperity**... but knowledge is a general notion, we must to specify:

1. **Information**, main attribute: *pure data*
2. **Knowledge**, main attribute: *personal, tacit*
3. **Understanding**, main attribute: *sharing and interaction*

and clarify that knowledge has **limits**:

- a -it is not something that floats in the air
- b -it needs communication and interaction
- c -it is built upon the comparison between “mine” and “yours”

Different patterns of interconnection imply different distributed patterns of *understanding* and thus different paths for the *growth of knowledge* ; the point is to **develop private knowledge into collective understanding**

*From this viewpoint is natural to stress the role of **personal creativity** in the growth of understanding*





Which kind of expression? – *Mix Culture*

Mix culture is the expression of the network, it is a nowadays reality with his idiosyncratic aesthetic

The *aesthetics of complexity* is prominent characteristic of meta-medium (the complex network of digital expression); it appears as the proper aesthetic of the NET

made of

- 1- **Factored idea**
- 2- **Composed Tool**
- 3- **Hybrid Content**

One question arises:

What kinds of images are appropriate for the needs of a global informational networked society?

This question put new pressure on **the kinds of images** digital expression already developed and ultimately calls for **the development** of new kinds





Which medium? - *The medium is the message*

Technical **architecture** matters in creating new ideas

The use of the medium metaphor, stress the central role of **communication** in the development of the technological system.

When the **medium** is the **network**
the **message** should be **hybrid mixture** of bits of knowledge.

The **nature of the technology** governs the way *the media translates creativity* and technology changes the way of thinking and the **way to express**

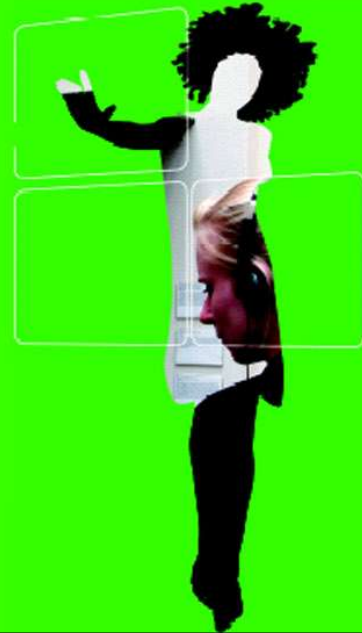
Internet is viewed as an expansion of human brain and digital technology as a translation of human brain

The project represent an attempt to increment the possibility to chose free tool





MediaInLinux





What is MedialnLinux

Medialnlinux is a **GNU/Linux** distribution, Debian based, live CD.
It has special scripts to

a -modify

b - re-masterize

c - customize

Medialnlinux has more than **200 graphical applications** and hundreds (**nearly 1000**) of **command line tools** for covering all the complexity of the multimedia process of production: *acquisition, conversion and compression and finally mastering.*

It has also his **own information system (ginfo)** to search “man page” manuals, docbook, xml and pdf documentations.

We are currently developing

1 -a graphic interface to update packages

2- the software to install MedialnLinux on Hard Disk.

MedialnLinux is going to be the first distribution that one can both

1 -install from CD (as Debiana, Red Hat, ecc.)

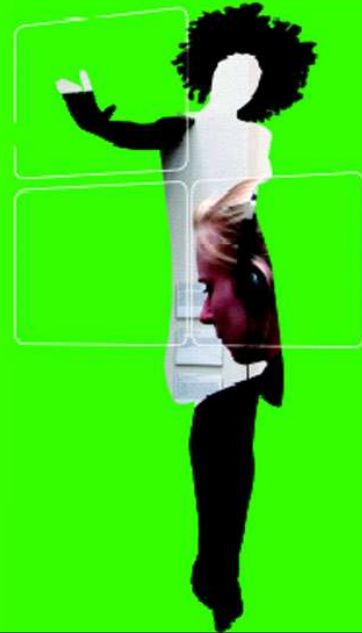
2 -run from live CD (Knoppix style)

Technically, the point is to create a distribution with a distinctive **documentation and configuration system** plus an effective **management interface.**





Conclusion



free tool 2 free content

It's the **nature** of the digital medium itself, the possibility to **decompose the cultural object** to its core features (pixels or samples), that leads the artist to experiment in “handling” and ***mixing existing cultural objects***.

The “**cut and mix**” logic follows as a consequence of the use of digital technologies; for a digital artist, **cultural mixing** is often the main way of expression.

But cultural objects sometimes are *chained by extreme claims made on behalf of “intellectual property”*

This is why free contents are needed, as much as free tools, to confirm the *digital artist's **attitude to combine***

To research and express (also) without odd (silly) copyrights restrictions



free tool 2 free content team:

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Marco Ghirlanda – mediainlinux creator
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Andrea Giardina – web developer
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