

# Netherlands Media Art Institute

\*1978 / Montevideo,  
Time Based Arts

<http://www.nimk.nl>

<http://catalogue.nimk.nl>



# NIMk

distributes successfully: media art  
mainly video (90%)  
and installation (10%)

wants to distribute NEW(er) media art:  
net art / software / hardware  
more interactive installations

# Questions

What is the value of NIMk in distributing these types of NEW(er) media art?

How to promote and sell the work? (since they are already online)

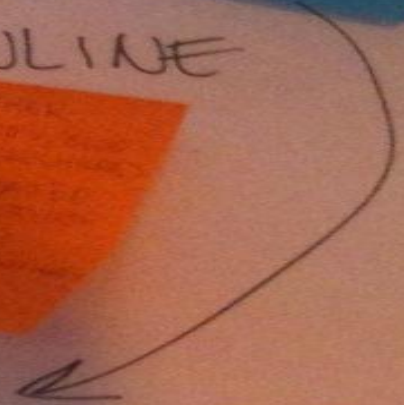


# ONLINE COMMUNITIES

ADDED

PERSONAL UNIQUE

- DIFFERENT FROM ONLINE
- VALUE NIMK



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PROMOTION  
- PUSH MORE  
- DEMAND



# Brainstorm main points

Promotion

push mode

demand

Personal/unique value of each work

different from online

NIMk facilitates artist to show value

# PUSHING / PROMOTING

SHARE  
NON PROF.  
PROF.

## HOW?

- SOCIAL MEDIA
- OWN WEBSITE
- USER GEN. DATA
- AMBASSADORS
- specific projects | courses.....  
key works  
trends.

sharing

## WHO?

- (general) amateurs.
- "semi"-prof.
- experts.
- study thesis papers

## VALUE OF WORK

# Keywords

put online – link to artist – add the context –  
documentary – **preservation** – (good search  
engine) – metadata

– websites change (over time)

archives should keep the original context –  
and historical details (hits per day ) –  
knowledge to store as much as possible  
around it –