



ZEMOS98

CREATIVE
AND CULTURAL
MANAGEMENT

ZEMOS98.org





Research, education, creation, production and communication of critical contents around the social and cultural impact of media and technology, and its influence in contemporary thinking and narratives.





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WHAT
ARE
WE?

ZEMOSg8 is a team of creators and cultural managers based in Seville (south of Europe), engaging mainly in media activities which they regard as a tool for a possible education and re-education opposed to the one offered by the mainstream media and global culture.

ZEMOSg8 runs a festival since 1998, but the group is also publishing essays, organizing exhibitions, producing and directing documentaries and working on all kinds of media literacy workshops.

ZEMOSg8 pays special attention to free and political remix culture and the commons as a space and a time for audiovisual and digital culture.

ZEMOSg8 is concerned with media literacy: the repertoire of competences and abilities a citizen should have today to tell his/her own story, that is, his/her «mediabiography».







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WHAT
DO
WE
DO?

1 / EXPANDED EDUCATION

Education happens at any time, at any where. We defend the idea of an educational city: from a society with educational system to a knowledge and learning society. ZEMOSg8 demand the urgency of open education and the future challenges of education: communities, free culture and intellectual property.

2 / NEW DIGITAL NARRATIVES

We live immersed in an integrated audiovisual culture, and its representation systems are mutating into new narratives. ZEMOSg8 is remixing the reality with this narratives media.

3 / WE THE MEDIA

You can't have communication without education and vice versa: the net demands that we converse, multiply our identity, be honest and transparent. For this challenge, we are the media in a convergence culture context. We live day to day: hyper-connected, hyper-motivated, hyper-linked. We continue our journey from atoms to bits at the speed of light. Culture converges, becomes transmedia and hybrid.

Education, communication, art, science and technology copulate on friendly terms.

We are experts in nothing and amateurs in everything.





la precandad
de la romer
la vanql
dia

RINCON
LOS

Camps pone fin a
su relación con
Torrente

Zapatero ofrece su apoyo
pero recuerda que él no

la banca necesita

un jefe militar de ETA y

La ciencia ficción
es más importante
que la astronomía

MAL CHUSCO

EL PAIS



>
A
LITTLE
BIT
OF
HISTORY

ZEMOSg8 was born in 1998 as a group of teenagers which produced videos in a rural village near Sevilla. It started as something quite simple and humble, without any big ambition other than other way of audiovisual storytelling and narrative media, invisible for the mainstream media. Bit a bit, the group became bigger and bigger as their activities went bigger. From a voluntary and non-profit spirit, it became a way of earning their lives. From a small town, El Viso del Alcor, 30 km from Seville and far away from its metropolitan area ZEMOSg8 have finally settled in Seville, the capital of Andalusia and started working with other cities in Spain and involved in European projects on local media literacy.

ZEMOSg8 are a very multidisciplinary group and the perception that people have of ZEMOSg8 is that they kind of have a finger in every pie. That's not exactly the case, but what is true is that we have extended our scope and in turn it has expanded thanks to the network.

ZEMOSg8 are probably more involved in particular fields than in others but that flexibility sometimes allows them to become some sort of bridge between proposals which would otherwise have very little point of contact with each other.





LO QUE QUIERE TENER ES BARATO
INVITACION A TRANSMITIR/CAMBIO
HAY UNA DIFERENCIA, NO EGRO/NOBRE
VIVIREMOS COMO SEMPRE AMOR
INVITACION A TRANSMITIR/CAMBIO
ESCRITURA SON DISTURBIOS
NIEVA EN XINATOWN O NIEVA EN XINA
MUNDALES REALES PRACTICOS
SIEMPRE HEMOS ESTADO DENAMORADOS
CALCO NEGRO DEL ANCH EUNCORTELO
INVITACION A TRANSMITIR/CAMBIO
HAY UNA DIFERENCIA, NO OQUE Y NOBRE
SIEMPRE HEMOS SIDO POBRES

Le Parody

LE PARODY



>
A
CULTU-
RAL
HUB

Is cultural overbooking a new problem in contemporary cities? Are we reflecting, or generating reflexive artifices? Should critical thought market itself? Why are we attracted to the new? Is it necessary to constantly generate news? Are we writing our own story, or generating communication consumables? Do we want to get there sooner, or to go faster? Is it getting harder and harder to think?

Over the last few years ZEMOSg8 have talked about control and video surveillance, about television and collective intelligence, have put concepts like Mibrobes, Expanded Education and Back to the Future on the table. ZEMOSg8 have drawn and erased ourselves an infinite number of times without fear of slipping outside the lines. ZEMOSg8 have asked

ourselves questions and answered them. ZEMOSg8 have looked for solutions and haven't found them. ZEMOSg8 continue to ask ourselves questions.

ZEMOSg8 is a cultural hub; they are technological mediators, and they experiment with content and formats.

Contact

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