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.
WHAT
ARE
WE?
ZEMOS98 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.

ZEMOS98 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.

ZEMOS98 pays special attention to free and political remix culture and the commons as a space and a time for audiovisual and digital culture.

ZEMOS98 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». 
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. ZEMOS98 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. ZEMOS98 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.
A LITTLE BIT OF HISTORY
ZEMOS98 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 ZEMOS98 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.

ZEMOS98 are a very multidisciplinary group and the perception that people have of ZEMOS98 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.

ZEMOS98 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.
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 ZEMOS98 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. ZEMOS98 have drawn and erased ourselves an infinite number of times without fear of slipping outside the lines. ZEMOS98 have asked themselves questions and answered them. ZEMOS98 have looked for solutions and haven’t found them. ZEMOS98 continue to ask ourselves questions.

ZEMOS98 is a cultural hub; they are technological mediators, and they experiment with content and formats.
Contact

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