

ZURICH VIDEO TAGS

A subjective map of Zurich is being created by its inhabitants - consisting of many personal videos.



Follow the citizens' traces with your mobile device:

Find their videos with the [ZHVideoTags app](#). Each video marks a spot in the city which is meaningful to the author of the video; the video expresses his/her relation to this location. In time every 'patch' of Zurich should have its own video allocated to it...



a participatory art project for Zurich citizens
media art for mobile devices in public space

www.zuerich-video-tags.ch

Definition of 'Zurich' in this project: the city, its suburbs, agglomerations and surrounding communities.
Definition of a Zurich citizen: anyone living in this area, independent of origin + nationality.



CALL FOR PARTICIPATION: CREATE VIDEOS !

By meeting people, with calls through email and press, as well as through workshops, in collaboration with schools, universities, and other educational institutions, we are asking people in Zurich for their creative contributions:

Fill the ZHVideoTags app with your content:
Tag Zurich with your personal visions, views, memories, symbols, stories. Express your relation to a certain place in Zurich !

Possible questions:

- What is the meaning of this location for you ?*
- What have you experienced here ?*
- Which ideas or imaginations does this spot evoke ?*
- What are you doing here ?*

You are kindly invited to create and contribute a video of your personal relation to a certain place in Zurich! Please upload your video at www.zuerich-video-tags.ch It will become part of the app and can be watched at its spot in (or around) Zurich.

OR: In case you cannot edit a video yourself, upload photographs, drawings, text, sound, and/or video recordings about your selected spot. Out of your material, together we'll produce a video.

www.zuerich-video-tags.ch/mitmachen.html

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APP: ZHVIDEOTAGS

ZHVideoTags is available for iOS and Android.
The app is free and doesn't contain any advertisement.

With the [ZHVideoTags app](#) you'll find the videos in Zurich. Each of these short artworks can be watched only at its own spot (maximum 200 meters around it). The app uses a database on a web server where the videos are stored. The app contains a map with the locations of the videos, a list of all available videos, all project information, access to feedback and upload, links to the project website, and so on.

The Zurich based IT specialist Andrea Grössbauer has developed the ZHVideoTags app and will continue to program and update it for all common operating systems on mobile devices.

www.zuerich-video-tags.ch

- Project concept in German and English
- Call for participation + upload form (for completed videos, as well as material for them: photographs, video recordings, texts, scanned drawings, sound files ...)
- Links to app stores
- List of all available videos
- Contact

Facebook: www.facebook.com/ZHVideoTags

Here, users and contributors may exchange ideas and leave comments.

Collaborations with educational institutions

One of the most important tasks will be: Initiate collaborations with schools, universities, and other educational institutions. (Some contacts already exist: to the ZHdK, the education administrations of the city of Zurich and the province of Zurich). Using the concept Zurich Video Tags, teachers may motivate their pupils and students to develop videos and contribute these to ZHVideoTags.

Presentations in the contexts of art and education

The collection of videos may be presented as city tours, and later as well at festivals, in exhibitions, at conferences and in educational institutions. Lectures and workshops about this project are possible in all these environments, too.

SOCIAL ASPECTS

Zurich Video Tags invites all kinds of people - Zurich natives and immigrants, people of all ages, backgrounds and professions.

Zurich Video Tags encourages you to consciously perceive your surroundings, to experience your relation to the environment you live in as part of your identity, and to express this relation visually. And looking at other people's videos in ZHVideoTags, you discover their views and relations.

Zurich Video Tags is a 'virtual treasure-hunt' which calls on users of smartphones

- to find personal and site-related works of art
- to become producers of their own artistic subjects for this new medium
- to send themselves and their acquaintances on a journey through Zurich

Every individual relates to the sphere in which she/he lives in subjective, psychological, visual/ imaginative, and spatial ways. It is these relationships that the project aims to activate and make conscious. Users see the symbolic 'views' of very different citizens of Zurich, hailing from different social classes and parts of town. A pictorial and symbolic way of thinking is linked to spatial + social reality.

The smartphone (and other mobile devices) is a navigation system through everyday life. It is a means of information and communication, an aid to trade/buying, a game-playing medium - en route and relating to where the users are situated.

A smartphone is geared to its user's ACTION. Zurich Video Tags adds to this a plane of REFLECTION - the observing of what lies outside (environment) and inside (imagination). And: the narrow gaze at the device is connected to the look at the bigger picture outside.

For the most part, the content and aesthetics of smartphone apps come prefabricated by the supplier, and cannot be changed. Zurich Video Tags appeals to the users to enrich this app with their own subjects and to stock it with images. To ACTION and REFLECTION, CREATION is added.

