



ARTISTS **I**N
RESIDENCE
TELE**V**ISION

10 tools to realize the video presentation of your artists' residency

By Vladimir de Vaumas
& Alexandra Christev

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by ARTISTS IN RESIDENCE TELEVISION

Artists In Residence Television - AIRTV - is an international network that brings together art residencies able to present themselves through audiovisual content. Founded in 2017 by Alexandra Christev and Vladimir de Vaumas, AIRTV has over 200 members across 21 countries referenced thanks to their video channel and audiovisual reports produced by the network's founders!

"Back in 2016, we saw the power of video to introduce residency programs to artists and the artistic community. After an in-depth study of the sector, we observed that around two out of five residencies were already present on video hosts such as YouTube or Vimeo, with a channel specifically dedicated to their activities. With this in mind, we decided not only to invite residencies with audiovisual content to join our network, but also to present their residency programs in video format. We started with Spain, before venturing into Latin America.

In September 2017, we flew off to Latin America with the intention of producing presentation videos for the 170 residencies previously listed. Two years later, there are no fewer than 310 residencies documented across 19 countries, and over a thousand Latin American residency actors interviewed!

Based on this incredible experience, we have published this filming guide especially for you, residency professionals, to help you produce a video presentation of your program. This format makes it easier to inform artists of the opportunities available, but also to show in images the specific features of your residency. In this guide, we give you our advice on how to produce a professional video that best depicts your project, your space, the conditions for welcoming artists, and the information that could make them choose your space!

We cover a wide range of topics, from conducting interviews to explain the broad outlines of your residency project, to taking shots of your space, the artistic production facilities and the artists' living quarters - to capturing the activities hosted within the space and often carried out by the artists in residence. We also recommend the post-production hardware and software you need, which is affordable in terms of both know-how and cost. Finally, we inform you about the best ways to stand out from your competitors thanks to best practices in audiovisual production, but also in digital communication, since we'll also show you how to share your reports on dedicated video hosts, as well as on your social networks and website."

**Once your video has been produced and shared on a video host,
you are welcome on Artists In Residence Television, free of charge,
the first audiovisual network of artist residencies!**

Vladimir de Vaumas & Alexandra Christev

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What are your expectations and challenges in producing your video presentation?

Today, the consumption of audiovisual content accounts for over 80% of Internet traffic! So it's only natural that artists should use this medium to inform themselves, especially when it comes to their search for artistic residencies. The production of video presentations of residencies, and even the number of artistic residency video channels, has been steadily increasing since the 2010s.

Of the 1,780 residencies listed by AIRTV in 2016, 41% had video content, i.e. just over 700 residencies. By 2023, there will be no fewer than 5,000 active residencies worldwide, and given the democratization of audiovisual production, we estimate that between 1,200 and 1,500 residencies are now producing their own audiovisual content. So, why not you?

In the light of this information, we can confirm that the video format is an essential tool for artistic mobility! On the one hand, it enables artists to share their artistic practices, and on the other, it gives a voice to residency professionals, especially their founders.

A number of networks dedicated to artistic residencies exist, however, none of them allow residencies to showcase their audiovisual production. This observation gave rise to our Artists In Residence Television network, which since 2017 has put its platform and experience at the service of residencies and artists.

It's undeniable that residencies that give artists an audiovisual overview of their program have a much better chance of attracting artists. The various video contents enable artists to meet the professionals with whom they will be working, and to discover what awaits them during their stay: the place in which they will immerse themselves in a new culture, the production resources made available to them, and the hosting conditions that await them.

What's more, one of the great advantages of making your own presentation video is that you can choose what you want to share! You're the key player in your residency and its outreach, and it's up to you to tell your story, highlighting your journey from the creation of your residency to your current project and its impact on the artistic community.

So, what do you expect from your video presentation?

In addition to outlining your project, it explains what drives your residency program, your values and your commitment. This is what will set you apart from other residencies and make artists want to experience your space and its particularities. It's also a great way to get the word out about you. It gives your community, both general and artistic, something concrete to share with the world around them!

Finally, it also keeps track of your work, the project, the resident artists and the evolution of the residency even after it closes. It's a true testament to your accomplishments and their impact on the cultural community created over time.

What do artists expect from your video?

Artists and audiences in general prefer short videos. Choose a video presentation of 3 to 5 minutes maximum. To do this, synthesize your thoughts, especially if you're the interviewee, and don't hesitate to ask questions several times if you're the interviewer, so as to keep only the clearest and most concise passages when editing.

In particular, artists expect to see the space in which they will be living and working, the socio-cultural context of the residency, the activities in which they can participate or which they can organize, the particularities of your space, and they naturally want to hear about the terms and conditions of their stay, their compensation if applicable...

And if you have any juicy anecdotes about your program, don't hesitate to share them!

What are the challenges involved in producing a video to present your residency?

The regularity with which you capture the actions and activities taking place within the space means that you can acquire a fairly large quantity of cut footage to dress up your videos. However, the three main challenges you'll face are the quality of the interviews with founders, managers and resident artists, the equipment to be used, and the final editing of the video. Editing takes time and a good computer or smartphone... Don't hesitate to enlist the help of friends or people working in the audiovisual industry if you run into problems at this stage.

You'll also have to deal with a number of unforeseen circumstances, such as a dog barking during an interview, the sound of rain or crickets preventing sound recording, bad weather or a gust of wind during shots of the space, a resident who's shy about talking about his art... Perseverance will be your fatal weapon and the key to producing the perfect professional video presentation of your artists' residency.

In the same vein, you may come across "bad customers", i.e. people who won't answer your questions well or unfavourably, in which case you'll need to sort through your interview database to select the best of their testimonials.

Apart from that, you're *good to go*!



"And don't forget to feed the artist in residence."

1) What video and audio equipment is required for image capture?

Ideally, a professional tripod camera with an experienced cameraman, and a sound recordist with a boom to record the best of your explanations would be ideal! However, the technologies at our fingertips, such as smartphones, make it possible to capture decent images and conduct interviews of varying quality.

If you have audiovisual equipment designed for recording interviews, with built-in sound pick-up, don't hesitate to isolate yourself to ensure the best sound quality during your interview. If you have sound recording equipment, such as a shotgun or lapel microphone, which are also available for smartphones, make sure they're working before the interview begins by doing a test!

On the other hand, if you only have a smartphone, shoot in landscape format, i.e. holding your cell phone horizontally, not vertically! This will avoid black bands on the sides when editing. In fact, the general format of a video is rectangular, unlike social networks where they are in portrait, as with Instagram and Facebook stories.

During the interview, it's best to position yourself just behind the camera when asking questions, so as to catch the interviewee's gaze and ensure that he or she is looking in the direction of the camera. If you're self-interviewing, don't forget to look at the camera!

Finally, don't hesitate to film your interview against a backdrop that is representative of your residency, whether it's the house, the artists' living space or the artistic production or public presentation areas. And you can always put yourself in front of a painting!

To sum up, a camera or smartphone, with or without a microphone, is the basic equipment you'll need to make your presentation video!

If you don't have sound recording equipment, don't forget to conduct your interviews in as absolute silence as possible, and not too far from the lens for optimum sound! Good lighting is essential for your interviews, so try to do them preferably during the day and not on a stormy day. You can also use artificial lights to ensure the best possible profile for your interviewees!



2) How to interview the actors of the residence?

What do you want to tell potential artists looking for a residency? How can you attract them to your program? How can you set yourself apart from other residencies? Organize your thoughts in advance!

Here are some tips for a good interview:

- **Have a short chat with the interviewee before the filmed interview to build up his or her confidence!** This will enable you to learn more about him/her, to prepare a few pertinent questions for the interview, but also to organize the interviewee's thoughts and put him/her in the best possible condition to answer your questions in front of the camera.
- **Make sure the sound quality is good!** The interviewee's voice usually covers the video's cut images, so it's essential. You can also use a smartphone's audio recording application to capture the interview sound in better conditions, then synchronize the .mp3 file with the interview video in the editing software.

- **Place the camera or smartphone in front of the interviewee!** The easiest way to do this is to use a tripod, otherwise place the camera on a table and use the objects around you to position it at the right height, so as to best frame the interviewee. If you don't, you'll have to stabilize the images in post-production.

An optimal shot frames the interviewee from the chest up to about ten centimetres above the head. You can also take a few shots on the same level as the interviewee, or capture his or her body language. If you can do the interview with two cameras, even better! Place the first camera in front of the person and the second at 45°, to the right or left of the first. This will enable you to produce a video using several angles of view, and will make the video more dynamic while avoiding abrupt cuts during editing. Note that this requires a little work to synchronize the two interview files on your editing table. Nobody likes to watch an interview in which sound and image are out of sync...



- **Interview in the best light!** Whether it's daylight or artificial light, make sure your interviewees catch the light well, that there are no strange shadows distorting their faces or that they're not against the light. And make sure that night doesn't fall faster than your questions! It will be difficult to edit with one part lit and the other dark. Also, make sure the interviewees are in a good day! They won't necessarily want to show their faces or say what they mean in a video that will go down in the archives...

- **Make sure that the interviewee's environment, in the background, is representative of his or her function!** For example, the founder of the residency in front of his space, or at his desk, the curator in front of an exhibition room, the artist in his studio, in front of the gallery, or in front of one of his works...
- **Don't hesitate to ask or rephrase your questions!** Particularly if the interviewee's answer isn't yet organized or is too long! Focus or compartmentalize your questions for clearer, more concise answers.
- **Ask the interviewee to repeat the question in his or her answer!** This will allow you to introduce the question from the interviewee's mouth when editing.
- **Most importantly get the interviewee to sign an "image rights assignment"!** This will ensure that the interview is legally used and distributed by the residency. Models are available on the Internet, but we've included an example in the appendix.
- **And of course, try to make your interviewees smile!** Put them at ease so they look relaxed!



In the course of the many interviews conducted by the AIR^{TV} founders, here are the questions put to the various people involved in the residencies:

Questions to founders and managers of residencies :

1. **Can you introduce yourself?** (This can always serve as an introduction, especially if you're the only interviewee presenting your space).
 - *Example: My name is Angela Mora, I'm a painter and the founder of JACO.*

2. **Can you describe your cultural project?** (What is its name? When and where was it created? Who created it? What are its geographical features? Why did you create this space? What types of activities and events do you organize?)
 - *Example: JACO is a cultural center created in 2017 by Angela Mora, Maxime Taria and Marie Basel in Fécamp, a rural area in northern France. We created this space because we wanted to bring a little art and culture to this region... We organize a large number of events and notably an open-air cinema in the summer, as well as the Festival of Illustrations since 2019...*

3. **Can you give us a detailed presentation of your residency program(s)?** (Why do you welcome artists? What's your approach? Do you address specific themes? How many artists have you already hosted?)
 - *Example: In 2018, we opened our JACO Art and Environment residency program with the aim of welcoming artists, researchers and scientists to Fécamp. The program is open to artists from all backgrounds wishing to come here and work on the projects we develop. We've welcomed more than twenty artists since its inception, and this has a great impact on the local community by energizing their creativity...*

4. **What types of artists (students/emerging/mid-career/established) and disciplines are accepted in your residency?**
 - *Example: We welcome young artists, usually fresh out of the art academy, but we also have a program for more experienced artists. The residency is multidisciplinary, and all disciplines are welcome here, from visual arts to film, theater, sculpture and ceramics, including the recent construction of a new traditional kiln...*

5. **How long can artists stay on site?**
 - *Example: In general, our artists stay between one and three months, but we also organize intensive residencies over periods of 10 days.*

6. **Can you list the different areas of the residency?** (Describe the general space, the areas for artistic or cultural production, the tools made available to the artists, the communal living areas, as well as the artists' accommodation).

- *Example: JACO is first and foremost a living space with a lot of traffic! Between the gallery, the openings, the activities and the residents working in our various workshops, it never stops! We have collective workshops that artists and collaborators share, a photo studio, a fully-equipped ceramics studio, a stage for performances, and of course tools and equipment available to artists. The house accommodates 4 or 5 artists at a time in total autonomy. There's an incredible view over the French countryside, and we have two bedrooms, each with two single beds and one with a double bed. This also means we can accommodate groups and troupes!*
7. **What do you offer artists during their stay?** (Particularly in terms of accommodation? Do they visit cultural spaces, museums, local artists' studios, parks and other tourist attractions? What do you ask in return: mediation, an open studio, a lecture, a presentation, a work of art...? Are they paid for their stay, or do they have to finance the residency? Do you provide a letter of acceptance?)
- *Example: Artists are accommodated in shared or private rooms, have access to the different areas of the residence, the kitchen and the garden, and have the opportunity to organize one or more activities during their stay. We are unfortunately unable to pay the artist, but we do issue a letter of acceptance so that they can apply for private funds or public grants. The artists can also organize events such as exhibitions, interventions with the neighbouring school, drawing classes, coaching sessions, performances, street art projects, or anything else that would artistically energize the region. We usually end the residency with an open studio where artists can share their work with the community, but we never impose anything! We do, however, ask them if they can donate an artwork produced during their stay to the JACO collection, so as to keep a record of their stay here.*
8. **What events or activities do you organize around the artists in residence?**
- *Example: JACO organizes a wide range of events such as open studios, conferences, film screenings, readings, performances, theater and dance shows, concerts and exhibitions, in addition to activities organized by residents according to their artistic practices.*
9. **What impact do you think your project has on the cultural and artistic production of your city/region/country/continent?** (How does your residency shape the cultural landscape and local artistic production?)
- *Example: Since the creation of our residency, we've seen a clear revival of interest in culture and contemporary art on the part of the local community. Each event or new resident is an opportunity to exchange ideas, learn, cultivate and open up new perspectives. We feel it's a very enriching experience for both locals and artists. It sharpens their critical faculties. The residents are really inspired here, they meet a lot of new people and that guides their practice. Also, we're now receiving public funding, which proves that we're doing something right!*

10. How can the artists find you?

- *Example: We have a website where artists can find all the information about our project and our calls for entries, and we have a strong presence on Facebook and Instagram where we relay our news.*

11. Finally, don't forget to ask the question "*Why do you think art residencies are important?*" (This will also help you create a conclusion for your video presentation!)

Of course, other questions may arise depending on the specifics of your program, your environment, your relations with certain communities, minorities or the art market...

As we often say, there are at least as many residencies as there are artistic practices. You can also ask the interviewee if there are any other topics he or she would like to discuss during the interview.

Tip: You can also use this time to prepare other videos, for example, a special focus on the history of the residency, the environment of the space, or the socio-cultural impact of the activities... This will feed your video channel with specialized content on your program, in addition to your regular activities.

Tip: Think of a closing sentence, or ask the interviewee to improvise. It's a good technique for ending the video on a happy note.

Questions for artists in residence :

1. Can you introduce yourself?
2. Could you describe your artistic practice?
3. Can you tell us about the residency you're staying in?
4. Can you tell us about the project you developed during your stay here?
5. How long does your stay last?
6. What does the residency offer you during your stay?
7. Do you have to make or give something in exchange for your residency?
8. What events have you participated in or organized?
9. Can you tell us about your experience here? Was it a good experience, and why?
What will you remember?
10. Why do you think residencies are important?

Tip: If the artist becomes scattered and lost in his or her explanations, you can politely interrupt and rephrase the question to steer the artist towards a more precise subject.

Questions for a curator:

1. Can you introduce yourself?
2. What project are you working on with the resident(s)?
3. Is your work influenced by that of the artist in residence?
4. Does your curatorial approach have any impact on the artist-in-residence?
5. Is it any different from that produced in more traditional spaces such as museums or galleries?
6. What's your opinion of the residency we're in?
7. What is your relationship with this artistic residency?
8. Why do you think art residencies are important?

Tip: Orient your questions as best you can so that the curators address the relationships created with the artist-in-residence or with the project in general. They play an essential role in giving credibility to the artists' work and the residency!

Questions to the general public :

1. Why have you come here today?
2. What is your relationship with this art and cultural space?
3. Do you think there's a need for spaces like this?
4. How do you feel a space like this differs from an art gallery or museum?
5. Do you think artists' residencies are important?

Tip: For the general public, emphasize the socio-cultural role your residency plays locally. What is their experience of contemporary art, of your activities, or directly with the artists in residence? Ask the public frankly if your space plays a role locally - you may be pleasantly surprised by their answers!

3) Shots of production facilities and artists' living quarters

An ideal presentation video is full of life! A residency isn't an empty space to rent, it's an experience to live. That's what you want to convey in your images, and to do that, you need to give the impression of people passing through, so don't hesitate to film your space with people in it!

Infrastructure: Whether it's communal living spaces like the kitchen or living room, play areas, meeting places, production areas, or even the library and workshops, give priority to shots with people to give your project a human dimension. Emphasize decorative details that personalize the space.



Artists' living spaces: Stage the space a little and show it off to its best advantage! Clean the rooms well, make a bed squared away, highlight the view, amenities and little extras of your space. Do what you would do to present a beautiful room or apartment on AirBnB!



Artistic production facilities: Film available workshops, tools and machines, preferably tidy, ready for use, or in use. You can also show possibilities outside the residency, such as artists' and production studios, or local cultural centers, which the artists might be asked to visit or use. Finally, with the artists' agreement, photograph or film them regularly while they're at work, but also let them breathe and create solo!

Exhibition spaces: You can showcase residents' works, temporary exhibitions and any other activities carried out within the residency! This will enable artists to project themselves onto the possible activities and works they might produce during their stay. If the production space also serves as a performance space, show it in its various configurations: as a space for research and experimentation, and as an exhibition space open to the public.



A few tips:

- Before you start shooting, make sure you've tidied up, cleaned and organized your space to give the artists the best possible impression!
- Show them a warm and friendly space to make them want to come!
- Present the context of the residence, the city, nearby tourist and cultural attractions, nightlife and national holidays!
- Plan to shoot when the weather's nice! Dull weather is not particularly appealing. On the other hand, if the residence is open during the rainy season, show the reality of this season so that they know what to expect.

4) Recording of activities and events at the residency

Does your residency organize one-off or regular cultural events? Don't miss a moment of it! Get into the habit of filming them in their entirety, even if it means broadcasting them live on your social networks or editing them later to feed your video channel with new content. You can also simply film the highlights of each activity so that you can dress up your video presentation.



Among the many activities offered by the residencies, here are a few technical tips:

- The greatest asset of a residency is its production space! It's an inexhaustible source of images. Talk to the artist beforehand to explain your approach, ask for his or her agreement and plan the times when you will follow the artist's production. Alternate sequences in which the artist moves through the space with close-ups of his movements.



- At exhibition openings, capture the crowds by walking between visitors, then capture them looking at or conversing in front of the works. You can also take close-ups of the works, or create slow-motion images of the exhibition installations!
- At artist presentations, readings, theatrical and other performances, or any other activity where the audience is usually seated, position yourself at the back of the room to get an overview, then to the sides to film their attentive faces. If there's a central aisle, film the stage from the front or second row, or reserve a place where you can capture it easily. Don't forget to alternate between wide and tight shots. If you have a

second camera or smartphone, place it on a tripod in the middle of the aisle, at least 1.50m above the ground, to capture the entire performance.

- During open studios and other activities, film the space without people, and get close-ups of the works, then film the visitors, the artist's social interactions and his speech if he presents his production. Don't forget to capture smiles and applause - they always look good on screen!
- It's best to film at the beginning of the evening or at the peak of the event. Play between wide shots and close-ups during each activity, the aim being to energize the video and convey the emotions of the moment.
- Bear in mind that if you film live on your social networks, the quality of the video will be lower when you later download it to your computer. If you want to use this footage in a later video, it will be of poorer quality than the other shots you filmed with your camera. We therefore recommend that you also film certain parts of video outside the live event, using a second camera, and always in landscape format.
- Make sure your images are fluid, that your close-ups aren't blurry and that you don't film your feet! But most importantly, have fun and let your creativity run wild. Who knows, maybe you'll become the next Steven Spielberg!



5) Capturing the production and results of artists in residence

Your resident artists are your best source of inspiration! Between their interactions with other residents, the artistic community and the general public, the activities they organize during their stay, their strolls around town or in the region, not to mention their artistic production, there's plenty to do! Don't hesitate to follow their encounters with the local community, artisans and other businesses that will help them produce their work.



The footage you shoot can be used in a variety of video formats: as a presentation video for the residency, but also for the resident artists, which can be a real asset to their portfolio. They can also feed your video channels and social networks. What's more, the artists in residence will be delighted not only to have a video recounting their stay, but also to be able to feed their own networks or websites, which will have a positive repercussion for your program.

Tip: You can time-lapse the artists' work! All you need to do is take regular photos of the work, always from the same angle, and then edit a video with all the photos, all in time-lapse.

6) What video editing software should you use?

In the best case, you use a relatively professional camera on a tripod, with built-in sound recording equipment. But you can also use a smartphone, especially certain iPhone models, to capture an interview with good image and sound quality. These images, whether of the interview or of the cut footage, must be taken in landscape format to be usable in video editing software. It is also possible to record sound separately on a smartphone with a tie microphone: all that's left to do is synchronize image and sound when editing!



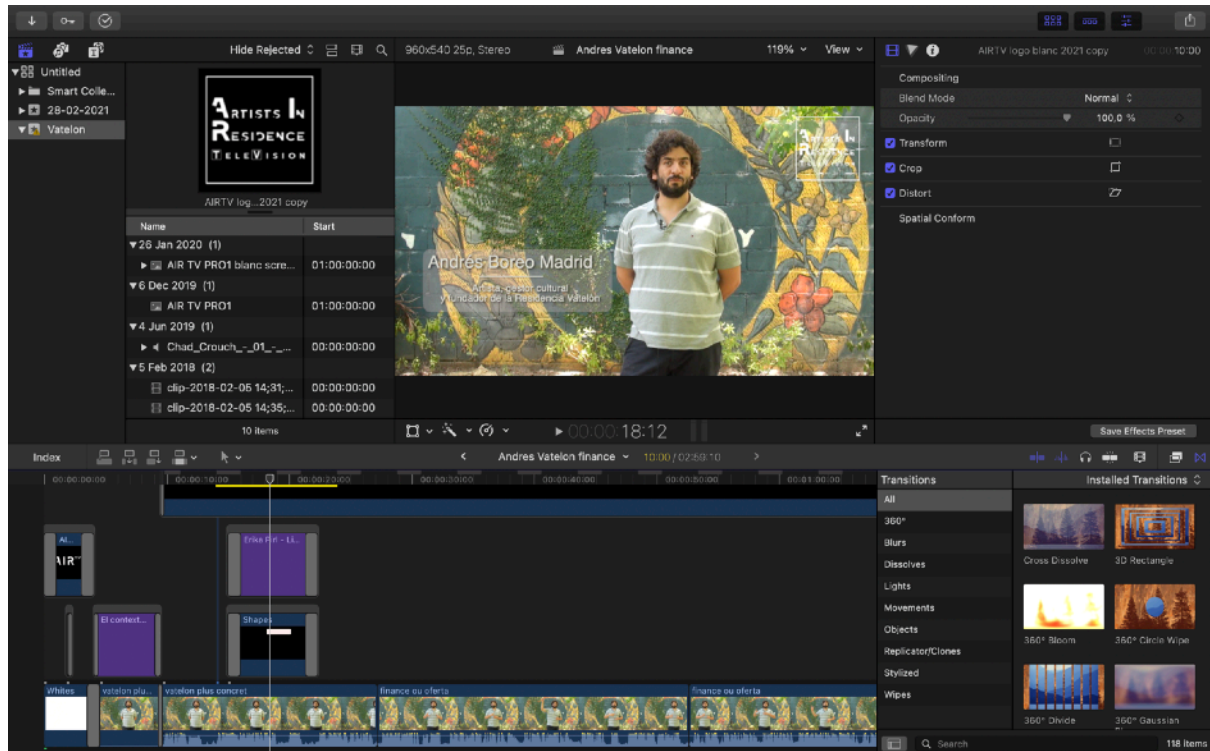
There are a number of computer editing programs available, the best-known being **Final Cut**, **Adobe Premiere** and **iMovie**. The first two require a certain amount of time to get to grips with, but with a little perseverance, nothing is insurmountable, and there are a variety of tutorials that will enable you to learn the basics in just a few hours. iMovie is only available on Mac and iPhone, but it's the easiest to use because it's fairly instinctive.

There are also a growing number of free applications for video editing, such as Capcut, available in desktop and mobile versions, and Inshot, available only as a mobile application. The Vimeo platform, the best-known video host after YouTube, even lets you edit videos directly on your channel's account.

Tip: It's possible to work on editing software directly from your hard disk. This gives you more space to archive your videos if your computer is already full, and ensures that your project is backed up if your computer crashes, which happens more often than you think! Software can be quite heavy, especially when you've uploaded all your videos. Also, don't panic if some of your shots appear blurred: the software renders the image afterwards, and this can take time depending on the power of your computer.

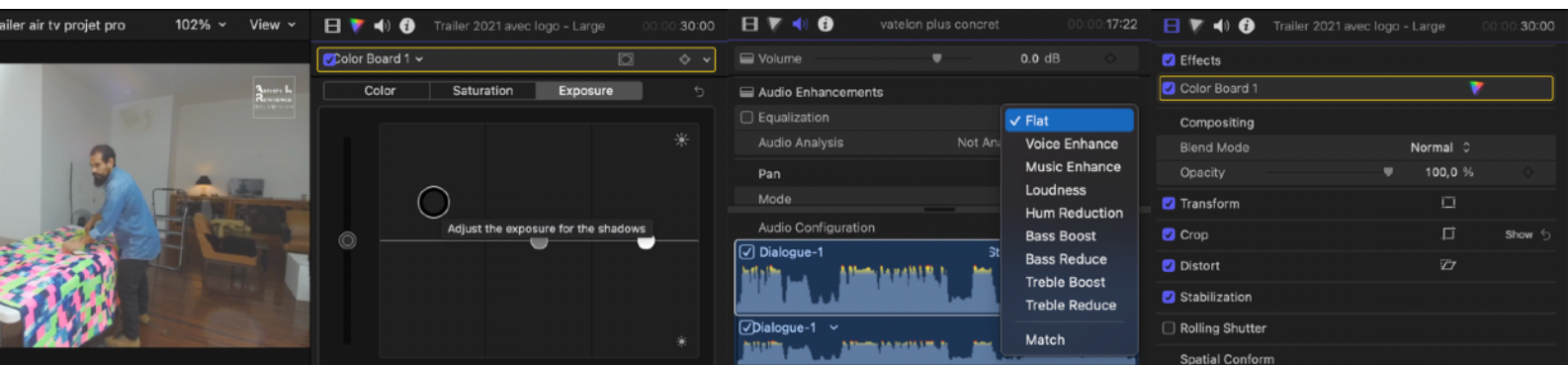
7) Video editing techniques

You've downloaded your editing software, collected enough video footage of your space, its activities and its residents, and conducted interviews with the various actors of your residency? You're ready to select the best shots to produce your presentation video!

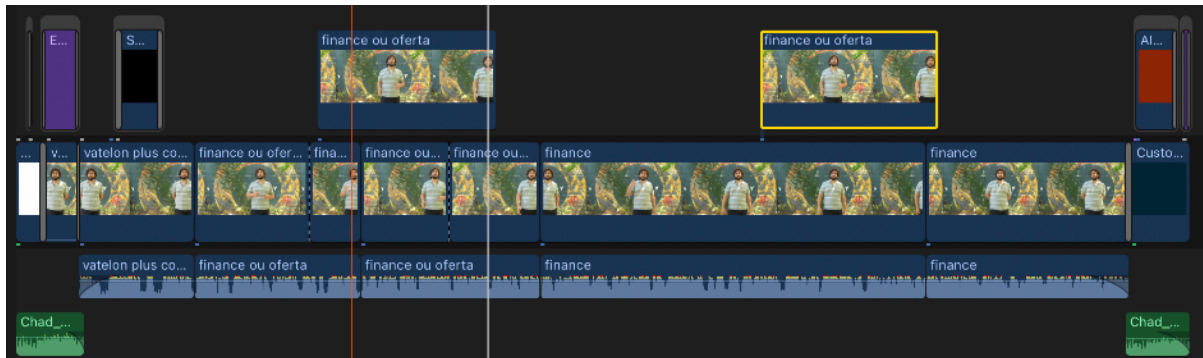


Step 1 - Cutting out the interview :

Place the interview on the software's editing bench and view it in its entirety quickly to make sure there were no problems with the sequence or upload. First of all, adjust the sound volume, remove ambient noise, and play around with the colours to improve lighting, saturation, contrast and halftones. Be careful with saturation, as you may want to make the interviewee's face a little too red. You can also stabilize the image if you've moved a little too much while shooting.



Let's cut to the chase! Watch your sequence in its entirety and remove any moments that serve no purpose, eliminate the parts where you're heard asking the question, and if possible, rename the sequences according to the subject matter. This will help organize your different shots and make it easier to find your way around when mixing. Once you've cut and renamed your shots, duplicate your project so you can potentially edit other videos based on the topics covered in the interview.



Then select the best parts of the interview to present your residency. **Proceed by elimination!** Choose your introduction, the presentation of your cultural project and the specifics of your residency program, its living and working facilities, as well as what will be asked of the artists... Choose the information you want to share with the art world!

Is your workbench getting organized? Try to keep it simple, concise and dynamic. You could, for example, end with a *catchy* phrase, or a broad smile!

You can also set the sound at the beginning and end of your video so that incoming and outgoing sound start and end at zero. This ensures better sound quality during viewing.

You can also fade to white or black (usually located in transition effects) before the introduction and at the end of the video, and fade the beginning and end of the interview with the video's introductory and concluding cut images.

Tips :

Try to cut out “Euuuuuuuh, Yeah, Bah, Hum” and other onomatopoeia which, when repeated 50 times by the interviewee, end up being annoying... As for the image, if the interviewee ever picks his nose, but says something interesting, you can always put a cutout image over it in the final edit.

Also, don't forget that the editor is a magician and can cut out certain parts of an interview, putting them before or after another shot to facilitate understanding and the order of the interviewee's different words!

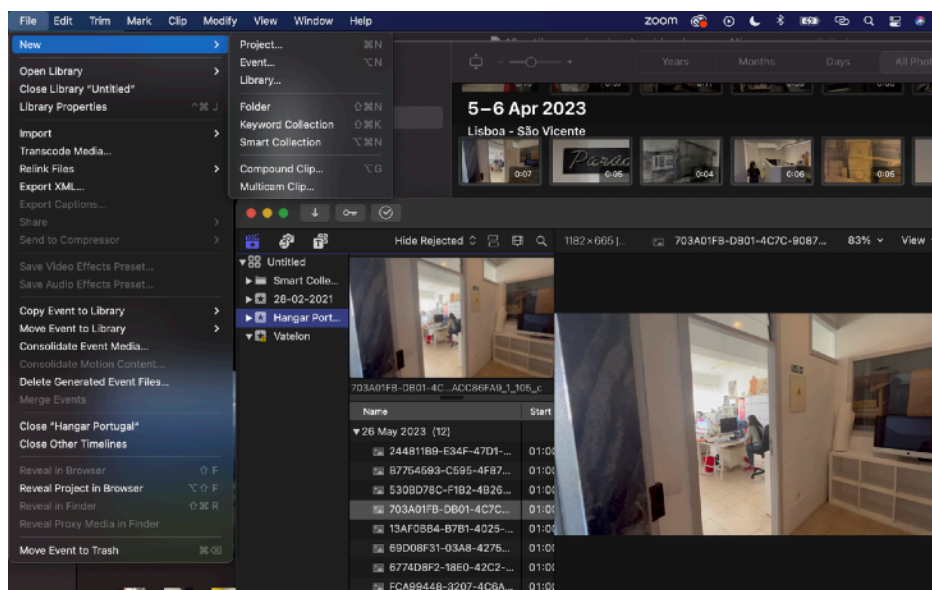
- Example:

"My name is John, the BASTO residency was created in 2016, it's really an incredible space and welcomes mostly artists coming from the visual arts, in Colombia", which you can mix into "BASTO was created in 2016 in Colombia and welcomes mostly artists coming from the visual arts, it's really an incredible space!"

Step 2 - Selecting cutting planes :

Thanks to your events, activities and residents, you've built up a veritable bank of images about your residency. You're the best!

This will enable you to quickly select the best moments of your residence to dress up your interviews. The easiest way to do this is to organize your shots in a dedicated, easy-to-access file, and don't forget to save your videos regularly. You can also make a pre-sorting file of your videos when you know that some are exceptional and will go straight into your video presentation. Now you're ready for final editing!



Step 3 - Final editing of your video :

On your editing table, you can position your cutaways above your interview so that they cover the interviewee's image when viewed.

Choose shots according to what the interviewee is talking about. For example, if he's talking about the house, show the house; if he's talking about production spaces, show artists at work in the studio; if he's talking about the region or the city, show some shots of your surroundings, and so on. Don't forget to remove the sound from these cutaways, so as not to alter the interviewee's words with ambient noise. You can also add fades between cutaways to blend the transition from one image to another during viewing.

Think about a ten-second introduction before the explanatory interview begins. This is a good time to add your logo, preferably in .png format so that there are no squares or rectangles around it, and so that it appears perfectly centered in the introduction images. You can also include a few cutaways for the conclusion, and scroll credits such as the names of the interviewees, the director, or the name of the artist if you've used music.

As far as music is concerned, it's possible to add a soundtrack to your video. Make sure it's royalty-free, otherwise you'll have to pay a license fee. This is a time-consuming task, since you have to listen to a lot of music to find one that suits your video. Avoid music with lyrics that could alter your interviews.

The Internet is full of download sites with royalty-free music. You can also collaborate with a local artist to remind people of the country where the residency is located and promote its musical culture.

Add text strips or inserts in your video to write the names of the interviewees and their function: founder, curator, artists in residence... Generally, they are placed one or two seconds after the start of the speech, and last about ten seconds. All editing software comes with templates where you simply change the body text.

Finally, add your logo to the top right or left, for a more professional look! You can also end your video with the words "Copyright and the name of your residency", to which you can add the year of production. This ensures that the rights to your video are protected. If a third party wishes to use your video, they will need to ask for your authorization.

Before exporting the video, adjust the colours, lighting, saturation, contrast and halftones of each shot you use to make them look their best. Don't forget to stabilize them for best results.

Remember: the shorter and more dynamic your videos, the more attention you will get! A 3 or 4 minute video is ideal, but don't be afraid to make one a little longer, or to make others to go into greater depth on certain subjects.

Advice :

If you really don't feel up to the task of editing your presentation video, it's always possible to use a video editing company to finalize your editing, or a production company that will take care of capturing your space, activities and interviews, as well as the final editing of your video.

Don't forget that it's also possible to request a quote from the AIR^{TV} teams for the production of your video from A to Z. Just ask!

Here's an example of what we do. You'll appreciate the introduction, the choice of music, the cutting of the interviews, the cutaways, the inserts and the various tips given above. (click in the middle of the rectangle)



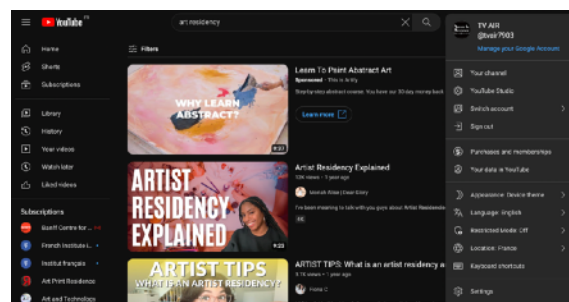
8) Putting videos online: video streaming platforms

Your video is now ready to export to your computer in .mp4 or .mov format, or directly to your YouTube or Vimeo channel, by synchronizing your account with your editing software. Check the file size to make sure it's not too large, and adjust the quality when exporting. This will also enable you to download it onto your server and import it onto your website. However, it's easier and cheaper to embed the link provided by your video host, on your "about" page or the home page of your website.

Creating an account on YouTube and Vimeo is free, and uploading your presentation video is very simple. We recommend that you open a channel dedicated to your residency, so that you can upload your next creations.

Include a short description of the video, and take the opportunity to introduce your residency, the interviewees, or current calls for applications.

You can also include positive quotes from interviewees about your residency!



Helpful hints:

- **YouTube lets you generate subtitles in several languages!** It works pretty well, except for proper nouns, which can be annoying if the generator doesn't pick up the name of your residency or the interviewees.

You can transcribe the interviews, translate them and then subtitle them yourself using specialized software. It's tedious work, but worth it, because having subtitles, at **least in English, means you** can reach a wider audience. There are online services that offer this type of service for a fee, such as Get Capté, Amberscript or Happy Scribe.

It is also possible to create a "voice-over", i.e. a sound recording in which you translate the words of the interviewees into another language. All you have to do is insert it on your editing table, and synchronize it with the interview images. Remember to turn down the sound of the original soundtrack when the interviewees are speaking.

- **Choose your video thumbnail! This is an illustrative photo of the video displayed before it is launched on the video player.** Usually, these photos are generated automatically when the video is uploaded to YouTube or Vimeo, but if you don't like them, you can take a screenshot of your video, preferably of your introduction to see the logo of the residence, and upload it to the video host or your website.

- **Whether on your video channel or on your website don't forget to use keywords and tags to optimize your video's ranking!**

- **Check the format of your video on your smartphone!** Sometimes the difference between viewing on a computer and on a phone can be quite different. Make sure the two formats are identical.

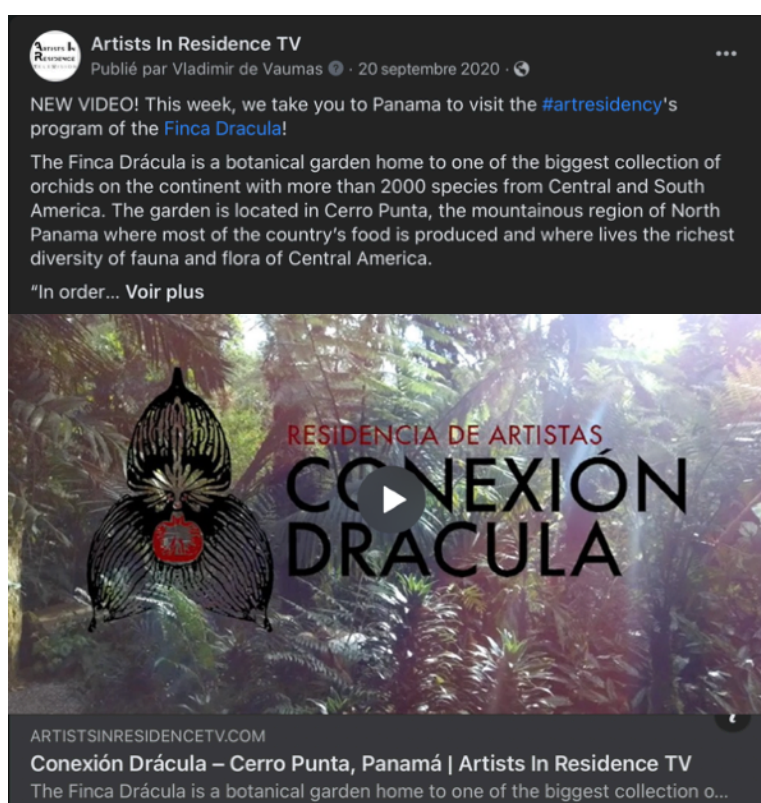
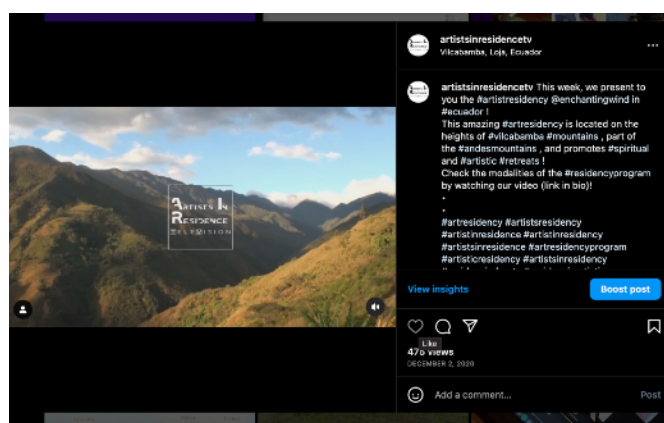
9) Putting videos online: the website and social networks

Is your video online? Congratulations, you're now eligible to join our Artists In Residence Television network, where we'll showcase your residency to our community for free! Now all you have to do is communicate on your website, social networks and newsletter!

When it comes to social networks, you can either share your video directly on the social network, or create a post linking to your website. In this case, be sure to check the illustration or thumbnail that appears in the preview. In principle, all websites allow you to modify the thumbnail in the SEO section or in the page's advanced options.

The best social networks, as far as video sharing is concerned, and in general the world of art and culture, are obviously Instagram and Facebook, but Twitter, LinkedIn, Telegram, WhatsApp, Pinterest, Picsart, Snapshat, or even TikTok, are also used a lot by the artistic community.

Video is commonly featured on all networks, although formats differ from one to another. Instagram favors portrait formats, as does Tiktok, but Facebook and LinkedIn also accept landscape formats. On the other hand, we advise you to post only an excerpt of your video to encourage your audience to go and view the full report on your video channel or website.



10) Tips & managing your video channels

Residencies evolve rapidly! The programs and conditions for hosting artists can change over time. Don't hesitate to publish new presentation videos, for example, every two or three years.

The best time to share these new videos is during the months of December - January, or during the summer, to inform artists of your upcoming projects and opportunities.

Feed your channel regularly! You have a wealth of usable subjects at your fingertips, and each of your activities can be a source of new content promoting your residency. Your events, your artists and your community allow you to produce a wide range of videos, including dance and theater broadcasts, art production or environmental awareness tutorials, interviews with art professionals, end-of-year films... The possibilities are endless, and this will show artists the constancy of your project and its impact on the local socio-cultural context.

But always be as honest as possible! Don't sell them the moon if you're on Mars! Be aware of the limits of your residency, the feasibility of the projects proposed by the artists, and the current state of your installations, particularly as regards the artists' living quarters.



Conclusion

While more and more artists' residencies have their own video channel, there's still a long way to go before every one of them is able to promote itself using this incredible tool. That's why at Artists In Residence Television, we give our unwavering support to residencies that produce their own videos, and encourage those that don't yet have one to produce a presentation video as soon as possible, so as to be present and visible in an original way on the Internet.

These videos allow artists to project themselves into your space, learn about the opportunities available to them, and see how your program stands out from the rest. So they're useful for them and for you, whether to promote your space or simply keep a tangible record of your project at a given moment.

The tips and tricks we've put together come directly from experience gained during our incredible journey through Latin America between 2017 and 2020. That's literally thousands of hours of interviews and footage! The many founders, artists-in-residence and other cultural professionals we met along the way enabled us to test and refine our interview questions. However, don't hesitate to rephrase them as you see fit, or to ask more personal questions, like a Proust questionnaire for example!

The essential points for capturing the essence of your residency and exposing its soul were presented to you. Consistency in shooting and interviewing will be your best asset in communicating consistently and effectively!

We also recommend that you take a look at some of the reports produced by Artists In Residence Television on its website. www.artistsinresidencetv.com to help you create your presentation video. More than sixty residencies are already on the network with a video produced by AIRTV, and over 200 are listed with their video channel.

Via its AIRTv Pro intranet, the platform can also be used to share calls for applications and cultural events from members with Full Access subscriptions, as well as to view interviews with art residency professionals offering a wealth of management advice on their programs.

Artists In Residence Television also publishes guides of artistic residencies in specific regions of the world. The first of these, the GRAAL, lists 600 residencies in Latin America and the Caribbean. It is available in English, Spanish, French and Portuguese via the website AIRTv. The GRAAF, which this time focuses on Africa, is currently under development!

**Join us soon on Artists In Residence Television
with your new video presentation!**

A person wearing a hat and a backpack is seen from behind, sitting in a wooden boat on a river. The river is surrounded by dense green trees, and the scene is captured in a soft, slightly hazy light. The text 'ARTISTS IN RESIDENCE TELEVISION' is overlaid on the image, with 'ARTISTS IN RESIDENCE' in a large, bold, black serif font and 'TELEVISION' in a smaller, black, outlined sans-serif font.

ARTISTS IN RESIDENCE

TELEVISION

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Illustration and introduction by Hector Guerrero,
Photos copyright Artists In Residence Television.

Vocabulary :

Editing workbench: workspace for editing a video with editing software.

Video channel: space dedicated to audiovisual projects on an online hosting platform such as YouTube, Vimeo, Dailymotion...

Audiovisual format: file type of a video. A video has the extension .mp4 and .mov, while photo formats are .jpeg or .png, and the sound format is .mp3 or .wav.

Video host: Internet platform for storing videos. The best-known are YouTube and Vimeo, but there are other video hosts as well.

Letter of acceptance: document certifying that an artist's application has been accepted by the residency or an admissions jury. It enables artists to obtain funding for their residency projects.

Microphones: a number of microphones are available, including hand-held microphones, which are held in front of the interviewee's mouth, lapel microphone that can be connected to the camera, a dictaphone or a smartphone, and shotgun microphones, which are placed on the camera and aimed at the interviewee.

Mixing or editing: This is where you edit your interviews, position your cuts, create the introduction and conclusion, and insert logos, banners and other video treatments. This is the post-production stage.

Cutaway: image overlaying another video shot, such as an interview. It is used to "dress up" your video.

Video shot: video sequence. During a shoot, you film video shots, whether it's an interview or the capture of a landscape, performance or space.

Residency program: a residency program is not necessarily an artist residency. Sometimes museums, galleries, universities, cultural centers or companies organize one-off residency programs. Some programs have no physical space at all, while others can be organized in a variety of locations, with accommodation in a hotel or in a local home, with activities organized in different local spaces...

Artist residency: an artist residency is the conjunction of several spaces: living spaces, where artists live on site and are immersed in the local culture; production spaces, where artists work and experiment; and socialization and mediation spaces, enabling artists to present the progress and results of their projects to the local cultural community and the general public.

ASSIGNMENT OF IMAGE AND VOICE RIGHTS

I, the undersigned, Surname: First name :

Phone :

Mail: :

IMPORTANT: your title/function in the video and/or publication:

Project involved: taking photos and filming a report and video interviews.

As a participant and/or contributor to this project, I declare :

- voluntarily take part in a filmed/recorded presentation, image and sound, and in photo shoots for possible distribution on various media for promotional purposes
- be fully aware of, and accept, that all the said sound and/or visual recordings may give rise to one or more broadcasts in the context of reports intended for the media, residences and cultural professionals, on various media and, in particular and without limitation, on the Internet sites :

Name of the residency and websites :

and all existing and future social networks, including Twitter, LinkedIn, Instagram and Facebook

- accept the publication of my interview and image on all national and international websites and digital platforms, on the blogs and Twitter, LinkedIn, Facebook and Instagram accounts of the or other sponsors and partners, and on all marketing and advertising tools

- accept the broadcasting of my interview on national and international private television channels and on national and international press/media information sites.

I hereby authorize the use of my image, my voice and the mention of my name and position during my participation in the project, as well as the reproduction, without limitation, the distribution (written press, television, Internet, web Tv, radio), the use on any known medium (CD-Rom, video, electronic, magnetic tape, electronic or paper) or unknown to this day, by any network and digital system of transmission and telecommunication such as Internet, Intranet (in download or streaming, access paying or free, fixed or mobile, in particular by techniques of i-mode) and by posting and press, by extracts or in integrity, in the whole world, gracefully of the aforementioned video and the aforementioned photographs.

I hereby waive the aforementioned exploitation rights as well as any related image rights and expressly renounce all rights and remedies arising from the exercise of these rights in connection with this project.

I declare that I am of legal age and have full personal rights. I expressly acknowledge that I am not bound by any exclusive contract for the use of my image or my name.

RGPD

To execute the assignment, I agree to the transfer of the following personal data: name, first name, mail, position and image.

In the context of the General Data Protection Regulation ("RGPD"), I am informed that the Assignee is required to collect my personal data as part of this assignment, in order to comply with the legislation. In addition to the purpose of collecting personal data, I authorize the processing of my data for the purpose of Newsletters.

The Assignee undertakes to keep my personal data for the duration of the present assignment and then, upon its expiry, for the legal period provided for by the RGPD. At the end of these periods, the Assignee undertakes to destroy them.

In accordance with Chapter III of the RGPD, I will be able to exercise the following rights: right to confirmation and access, right to rectification, right to erasure, right to limitation of processing, right to portability of my data, right to withdraw my consent, right to object, right to lodge a complaint with a supervisory authority.

These rights may be exercised by contacting the Assignee by email at :

e-mail residency:

I acknowledge that I have read the above information and give my consent to the recording and use of my image and voice for the exclusive purpose of the project described above.

Done at _____, on _____

Handwritten mention: "Read and approved, good for agreement"

Signature :