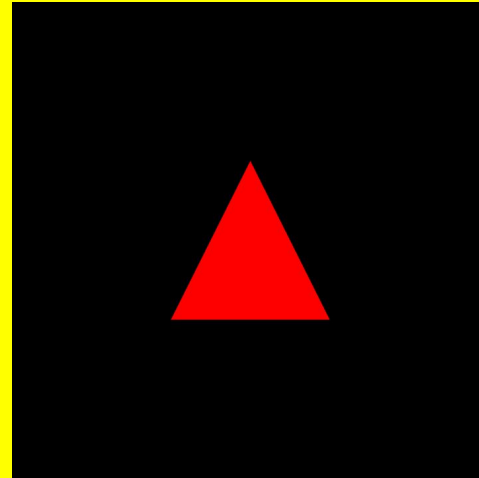




Medrar For Contemporary Art

Medrar

- Creation of a public and shared place where artists, key stakeholders and audience can discuss and work together.
- Numbers of lectures, screenings, and workshops to encourage and promote the participation and cultural exchange between Egyptian and foreign artists.
- Develop a sustainable, communally engaged artistic practice in Egypt.
- Set the stage for extensive conversations and collaborations, creating a more dynamic and rich contemporary arts scene.

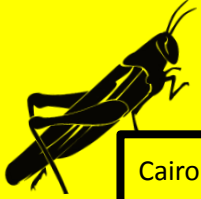




Projects

Cairo Video Festival

Video Art and Experimental Film



Cairo Video Festival (CVF) was established by Medrar in 2005 with a **vision to highlight experiments in the moving image**, and particularly video art. Both a space for artists to showcase their most recent and innovative video art productions and a platform for exchange, CVF aims to put works by partnered artists into circulation, help them increase visibility and recognition locally and internationally. Over its 9 editions, the CVF has created a network of audience and followers from diverse backgrounds and artistic interests, especially from the visual arts, cinema, music and literature, but also a large public and commercial audience, who, through unofficial events, have been able to network and share valuable conversations and potential collaborations.

As part of its educational effort, every year the team in charge reaches out to art schools and universities in Egypt to organize field trips and guided tours. CVF also plays a leading role in expanding venues and accessibility to a wider group of people who would not usually attend exhibitions. By expanding its cultural and online venues to diverse non-conventional venues, such as commercial stores and other public spaces, not only does it aim to explore different venues and their function, but also **reexamine our perceptions and definitions of what video art is**, and how it can be seen and used.





Roznama Competition and Exhibition

روزنامه
Roznama

Roznama is a periodical competition and exhibition for contemporary visual art. A platform for the full spectrum of visual art forms, ranging from the relatively traditional to the avant garde, Roznama invites the latest moving images, photography, graphic art, painting, sculpture, ceramics, installations and mixed media creations by Egyptian artists under 35 years old, to an independent and objective competition and an exhibition of the notable artworks. First held in 2006, Roznama intends to function as an **art and cultural incubator to nurture the growth of young artists**, boost their technical capabilities, and spread their artworks in the creative industry sector. Over its 7 editions, the competition and exhibition have been pushing towards moving beyond popular and academic perspective in the established arts, towards the investigation of new and experimental media arts practices.

For the 8th edition Medrar wants to include in their team a curator who, prior to managing and displaying the artists' works according to thematic and aesthetic criteria, will work closely with the selected artists to help them improve and develop new and singular ideas and follow them up, as they turn their proposals into a final artistic product.

As for every edition, a jury of established professional Egyptian artists will be selected to provide the exhibition with high-quality artistic expertise. Besides, it will offer different kinds of awards, such as art residencies grants, cash prizes, studio working spaces, and material supply stipends to outstanding artists to **facilitate bilateral, regional and international artist mobility** and cross-cultural artistic collaborations.





Roznama Studio Program

Roznama Studio Program seeks to be **an educational and social space**. It provides the mentorship of professional artists to guide artists through different stages of the creation process, monitors and follows up on the artwork of the participants and includes artists in its network of services and beneficiaries. The program offers artists a symbolic scholarship and a studio, each of them in a separate room, to work and enhance their talents and engage in a number of activities that intersect with and feed into the artistic process in the attempt to contextualize artistic practice within a critical, theoretical framework. These include writing, watching, listening, tasting, moving, experimenting with materials and site visits.

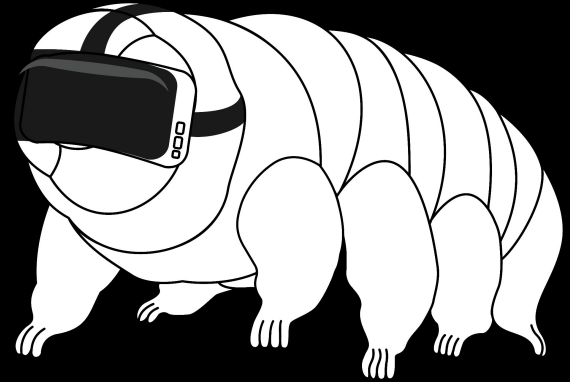
Following the cancellation of Roznama's 6th competition, the need to give support to Egyptian artists and facilitate the existence of more spaces for sustainable artistic production led to suggesting the first edition of the Roznama Studio Program in 2018, which was then developed a year later with a series of open events to encourage public engagement.

MEDRX

MedRX is moving in, scrapping its claws, expanding our perception of our surroundings and selves, propelling into new mediums and spaces while translating them into ones of understanding and awareness. It is a site of extensive and diversified experimentation through multi-dimensional and multi-sensory approaches. The new umbrella project at Medrar for Contemporary Art houses diverse activities that open realms beyond our current reality.

Know more about this project

here: <https://docs.google.com/presentation/d/1VdkhNzeIWoaNzZZder8dr8-olomKpR6a/edit#slide=id.p2>





Medrar Studio is a post-production suite equipped with high-end equipment to support established and emerging independent filmmakers by offering them premium and affordable post-production services.

Alongside renting the editing and coloring suite, in the last few months, we co-organised with the Between Women Filmmakers Caravan a short film lab through which 3 different projects were awarded small production grants or post-production support. The lab hosted 6 different filmmakers and offered consultation sessions by Muhammad Taymour, Jocelyn Abi Gabriel, Amal Ramsis, Marwan Omara, Louly Seif, Maged Nader and Viola Shafik. Moreover, it hosted the intimate screens program, a series of workshops organized by "Heya Fel Cinema" and an editing module part of the creative documentary workshop led by Amal Ramsis and editor Gladys Joujou.

Know more about this project here: <https://drive.google.com/drive/u/1/folders/1jbCcUll64agisYgMul5ppic9sD9gqux1>

Medrar.TV

Medrar.TV is an online contemporary Arab arts channel that documents experimental visual arts, music, film and performance, as well as festivals, workshops, talks and informal meetings among cultural practitioners. It also produces video profiles of artists and institutions to highlight their practices and interests. The web-based channel's objective is to create an accessible and free online archive that familiarizes and engages a broad audience base in the Arab world and abroad with experimental Arab arts, and that is useful for academics, researchers, educators and art students. Medrar.TV has sought to document and preserve lesser-known activity in the arts throughout Egypt, and regionally. It has served both to expand the initial reach of smaller arts initiatives and ephemeral performances, as well as to build a documentary repository of contemporary arts activities regionally as well as internationally (whenever content is related to local practices). It has also initiated a number of publishing partnerships with online platforms, newspapers and magazines

The channel was founded in 2010, and became fully operational in January 2013, publishing a new video every week. With a focus on delivering content in Arabic, but also to reach wide audiences, all Medrar.TV videos include English and Arabic translation and subtitles. Medrar.TV content has been made available online for free, and its raw footage archive is currently being processed for on-site access by the public.





Online archiving project

Since its foundation, the Medrar team has been working on documenting and archiving its activities, which has led, among others, to the creation of the online contemporary Arab arts channel Medrar.TV (see previous slide). The course of programs and activities happening within or in relation to Medrar has led to the accumulation of a significant amount of audiovisual material - over 12 terabytes - which Medrar wants to archive in online accessible repositories. The purpose of the online archive is to provide a shared and collective resource that will be of use to researchers, educators, art practitioners, and anyone with a general desire to explore the past decade of art production in Egypt. Through the archive of original unedited footage, Medrar wishes to further explore the potential of the full collection of videos in its possession - many of them unpublished on the Medrar.TV channel - and make them accessible to others. Using the archive's material, Medrar also aspires to produce introductory videos to each activity held by Medrar and critical videos on artistic practices from the region, as well as shed light on practitioners and initiatives shaping the current MENA contemporary arts scene.

The archiving process will take place in 3 different phases: finalizing the offline archive, preparing an introductory video documenting each activity, and uploading all video material and metadata to the open source Pandora, which allows free access to all the archive for online users.



Open Lab Egypt (OLE) and XR LAB



Open Lab Egypt (OLE) is a project meant to promote the development of digitronic arts and the use of Open Source tools in audiovisual creation in Egypt. Operating between 2010 and 2014, its focus was on experimenting with new techniques where technology and art intersect, developing interactive artworks and installations, and facilitating the creation of such artworks through educational workshops and cooperative projects.

Building on the same collaborative principles and progressive objectives, Medrar's avant-garde project XR LAB plans to **integrate Extensive Reality technologies into artistic practices**. XR LAB aims to boost the development of immersive technologies consisting in Virtual reality, Augmented Reality and Mixed Reality (XR) in relation to web art, game art, and creative coding. By encouraging multidisciplinary approaches, it seeks to bring a new enriching perspective to arts practices, develop local knowledge in the field, and connect experts from various digital areas and visual arts and create a collaborative environment.

The XR LAB project will consist of a workshop and a showcase and will provide artists with a dedicated XR LAB including immersive technology and high-end devices for post-production. The workshop participants will be trained through taught lessons and distance learning and collaborate through hands-on interactive activities, to design pioneering artistic products. The showcase is meant for audiences to plunge into a unique experience while approaching a new digital frontier.



DISTRIBUTION PROJECT



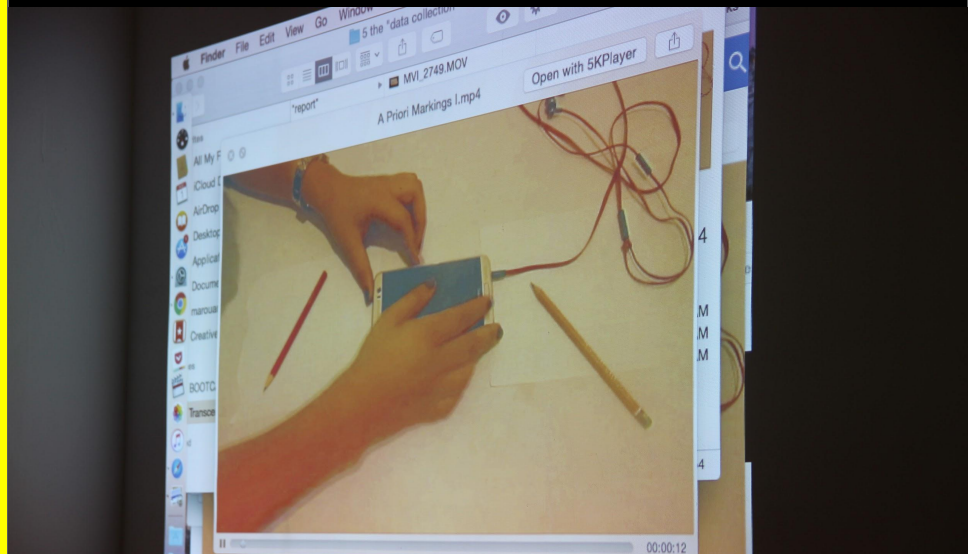
One of Medrar's major ambitions is to enrich local artistic production and simultaneously present artists' works to specialized international audiences. It aims to do so through both local and international distribution. Currently, Medrar's activities only allow for distribution practices in relation to the Cairo Video Festival (CVF) and its joint-screening programs. On the long term, Medrar aims to develop a strong, active distribution network that combines CVF's annual programming, Medrar.TV's documentary programming, the videoworks created on the occasion of Roznama and by independent artists (reached out through open calls, intra-institutional cooperation and video production workshops organized by Medrar).

The new distribution program will **connect local and international festivals, exhibition venues, galleries, educational institutions, curators and artists** seeking representation and outreach and expose local artists to markets and discursive practices that are unavailable locally enabling them to receive foreign financial support for their works. Medrar's distribution project will thus allow artists who wish to reach the international platform to maintain their discursive space, practices, narratives and identities and not compromise for the sake of external recognition and outreach. Additionally, the work of primarily Egyptian, but also regional and international artists entered into distribution will constitute a growing **resource of video content for cultural institutions globally**.

Since Egypt currently has no market for video art, this distribution project would be **the only one of its kind in Egypt as well as regionally**.

Video production workshops

The video production workshop is an educational project aiming to bring together young artists to engage with an array of lecturers and workshop facilitators delving into theoretical and practical elements of filmmaking, in the hope to intellectually stimulate and technically equip artists experimenting with the moving image. The workshop is also meant to be a chance for Medrar to create a lasting relationship with participants based on mutual understanding and benefits for the artists, so that on a longer term they can gradually develop a network that can serve them to find support and open the way to opportunities for them to enhance their knowledge, meet, conversate and work together. The video production workshop also functions to help artists get involved in other projects, such as exchange screening programs, festivals, and exhibitions to gain visibility in Egypt and abroad, as well as other production-oriented workshops in order to boost artistic production by promising artists in the country.





Links

<https://www.medrar.org/>

<http://medrar.tv/>

<https://www.medrar.org/OLE/>

<https://www.cvf.medrar.org/>

<https://www.facebook.com/medrar.org/>

<https://twitter.com/Medrar>

https://www.instagram.com/medrar_