



With the Signal + Noise festival, I will be managing the communication between VIVO and the public using new media relations.

Using social networking sites (facebook, tumblr, twitter...etc) I will be facilitating and organizing information into these various sources. We are starting earlier this year to: ensure more media coverage and generate more contributions, data inputs, internal involvement and story ideas. I will be working in collaboration with other interns and volunteers, compiling these details in a unified way. The information needs to be easy to access, understand and navigate through.

Digital media has given way to a democratization of information. I would like to use these social networking sites to involve people from different interests, backgrounds and age groups. I'm also interested in looking into the possibility of linking up with other partners and do some research into other festivals and how joining forces with other galleries may or may not be beneficial. Social media and marketing doesn't have to rely on mainstream publications. It is interesting to me to see how, in this new digital age, to interact directly and privately with the public.