

“Through images and sound, audiovisual heritage provides unique insight to the past as the basis for looking to the future (...) Films, recorded sound materials, radio and television programmes -- archives are essential for the preservation of this heritage (...) Threats to these archives come from many directions, starting with neglect and chemical decay and including technological obsolescence”.

Message from Ms Irina Bokova, Director-General of UNESCO on the occasion of the World Day for Audiovisual Heritage.



 <p>PHOTOMEC 35/16mm, Film Processor.</p>	 <p>VINTAGE CLOUD Restoration, Metadata and real-time 4K Scanner.</p>	 <p>CINEVATOR V Transfer from Digital to 35mm Film.</p>	 <p>PiqFilm 35mm B/W very high resolution film designed by Kodak-PiqI for long-term preservation.</p>
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“ WE PRESERVE AUDIOVISUAL HERITAGE NOW AND FOREVER ”





PROYECTO 35. DIGITAL AND CINEMATOGRAPHIC ARCHIVE PRESERVATION SERVICES

Proyecto35 started out as a service provided by MRC, with the purpose of the long-term preservation of digital and moving image material using PIQL technology. This means guaranteeing the preservation of audiovisual and printed heritage deposited in film libraries, television archives, libraries, universities and institutions that conserve any kind of media format, digital or analog, by transferring them to a photographic polyester medium.

This service guarantees the preservation and reproduction quality of digital memory "forever", including and ensuring its reading/usability on media players of the future.

In synergy with the Norwegian company PIQL which, with the support of the EU, has developed technological methods for transferring video to film and vice versa, as well as with the Danish company VINTAGE CLOUD, which has developed restoration and digitization methods based on high technology. Proyecto 35 is:

An Integral Audiovisual Preservation Centre (CIPA) and a Security Vault:

Carrying out the following :

- Media restoration and digitization
- Transfer to the PIQL system (polyester)
- Making 35mm interpositives
- Treatment of complementary documentation
- Preservation dissemination activities
- Long term
- Optimal conditions (humidity, temperature,....)
- Secure storage
- Accessibility to deposited materials

MALAGA TECHNOLOGY PARK (PTA)

Proyecto 35 is headquartered in Malaga as this city, at a technological level, is considered to be "the smartest city in Spain."

SmartCity Malaga is a hub that transmits innovative ideas, attracting investment worldwide.

The CIPA (Integral Centre for Preservation with Audiovisual Information Technologies) is located in the PTA which is an international cutting edge

technological centre. It generates knowledge and promotes the implementation of industrial activities and high quality services based on the application and experimentation of new technologies and innovation projects. Most of the activities of the companies located in the PTA are related to Information and Communications Technology (ICT) and Research and Development (R&D).



STRATEGIC PARTNERS



PIQL is a Norwegian company, with its own technology, specialised in long-term data preservation. Together with Kodak, it has developed a 35 mm polyester film, as well as machines specially designed in digital reformatting on film format. It also boasts media players specifically for the aforementioned formats. PIQL currently has a Volt in the Arctic that guarantees the "sine die" storage of the media it safeguards for its clients.



Founded in 1892 in the United States, Kodak is a technology company dedicated to the design, production and marketing of photographic and film equipment. It is currently working in the areas of photography and digital printing, as well as new photographic preservation formats.



Vintage Cloud is a Danish company that has developed a system of digitization and restoration of image and sound both separately and simultaneously, in real time, using Steenbeck technology. In addition, Vintage Cloud develops content identification systems using its own algorithms.

ALL THE MORE REASON



VINEGAR SYNDROME

The vast majority of existing film archives is celluloid, degradable material containing bacteria that accompany it throughout its life. This disease is defined as "vinegar syndrome" and it irretrievably and unstopably deteriorates film liner, resulting in many film archives being in danger of disappearing around the world.



FORMAT MIGRATION

Repeated migration to new digital formats, although being a short-term solution, does not offer guarantees and runs the risk of loss of metadata, where the identifiers and restorers of the data that support the digital content are housed.



TECHNOLOGICAL OBSOLESCENCE

The constant evolution of digital formats gives rise to the rapid obsolescence of computer equipment and programmes, which raises many uncertainties about the world's digital heritage that is in danger of being lost for posterity, as UNESCO has already pointed out.



CYBER ATTACKS

The digital media conserved in the cloud or in all types of backups, are subject to the degradation of the data itself, when not to unforeseen computer problems, or impacts of unwanted magnetic fields or simply to deliberate attacks by hackers.



GUARANTEED PRESERVATION

The finished medium that Proyecto 35 offers to its clients and institutions is based on indestructible photographic material, guaranteeing the preservation of all kinds of content until the end of time. This has been made possible with the technological collaboration of PIQL, KODAK and VINTAGE CLOUD.

WHO IS THE PROJECT AIMED AT?

The Integral Audiovisual Preservation Centre offers its services to the national and international audiovisual sector which includes content production companies for Cinema, TV, Video and Internet, as well as Film Libraries and archives of entities such as TV Channels, Film Archives and archives of Film Institutions not to mention other kinds of organizations. Also Radio libraries and other entities and Photographic Archives of News Agencies amongst others.

In the printed documentation sector, the Preservation Centre offers its services to public and private entities that preserve memory related content such as libraries, museums, universities, publishers, press, notaries, registries, companies, associations and individuals of any geographical origin.

Since October 2019, an advertising and international dissemination campaign has been carried out to promote CIPA (Integral Audiovisual Preservation Centre).

THE PEOPLE BEHIND PROYECTO 35

Proyecto 35 was born within Media Research & Consultancy Spain, MRC, a company specializing in the film industry, founded by Fernando Labrada in 1996. From the knowledge acquired of the market's needs, Proyecto 35 was developed and the Centre for Audiovisual Preservation was launched in order to deal with the media deposited in film libraries, as well as printed document archives. Since 1968 Fernando Labrada has gained extensive knowledge of the sector and has been the main driving force, particularly in the initial stages of Proyecto 35. With the collaboration of a renowned team of experts made up of Porfirio Enriquez, Javier Sánchez Echevarría and José María Jiménez Chacón, and with the support of PIQL, KODAK and VINTAGE CLOUD, Proyecto 35 has got to where it is today.