

PRIX MÖBIUS NORDICA (PMN)

The Nordic media culture competition **Prix Möbius Nordica (PMN)** was founded in 2000. The purpose of the competition is to support and increase international visibility and distribution of media culture productions of the Nordic area.

The competition is unique in the Nordic countries, and the yearly event has reached an established position within media culture. The winners of the Nordic competition will represent the Nordic countries and the Baltic region in the final competition, Prix Möbius International.

Prix Möbius International des Multimédias (PMI) was founded in France in 1992. Partners include UNESCO, CNRS, and the European Union. The winners of local semifinals are invited as candidates for the Prix Möbius International, where the highest quality productions are awarded.

Prix Möbius offers a diverse, up-to-date perspective on the international development of media culture productions.

RELEVANCE OF MEDIA CULTURE SECTOR IN THE FUTURE

The beginnings of the digital era have often been compared to those of film or television. However, the mere evolution and the astonishing expansion of the Internet around the world and to all professional areas give us a clue as to the exceptional impact of this culture of new media. Its rapid development has certainly been unprecedented.

The digital media culture increasingly concerns the future, where media literacy and media skills form an integral part of both economic and cultural capital and competence. After the early euphoria of the digital age, more emphasis is laid, alongside with technical competence, on the quality of contents and forms, on custom-made interface design for different target audiences, and on new ways of offering services. Global activity is naturally linked to collectivity, multiculturalism and responsibility.

The primary purpose of the Prix Möbius Nordica competition is to present high-quality productions and encourage multi-talented authors. It is also a forum for examining the media literacy skills of users and audiences, while elaborating the criteria for evaluating the "new media" that have become an integral part of our everyday lives.

Since media culture professionals and audiences are international, it is only natural that the competition has expanded from Finland to the Nordic countries, and later to the Baltic region. Networking and information distribution through the net are of great importance as the net is increasingly becoming our first source of information on different phenomena. Therefore, it is crucial that within media culture there exists a yearly event, free from commercial pressure, where professionals can meet, share experiences, and bring their competence into an everexpanding context.

The next Prix Möbius Nordica will be organized at Kiasma Theatre in March 2008. The international competition takes place in the autumn 2008 in Versailles, Paris.

Welcome to Helsinki and the fascinating world of media culture!

Marita Liulia

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