

## Multimedia Standards

<http://www.multimediastandards.org>

**Leo Caobelli:** My name is Leo Caobelli. I'm 28 years old, almost 29 and I've been photographing since 1999 and I guess...All my multimedia works have beginnings with this will of putting different kind of media together. I'm also a musician and a writer. So, my interest in photography became a multimedia interest because actually I discovered photography from the movies, from cinema. I wanted to do movies and not photography, but photography was a cheaper way to tell stories. So, I started photographing. I had this will of putting together the sound and writing skills. Those were other things that I like to do. And from that became my consumption of media, of different media, from sound, design, and blogs online, about writing, and about everything. So, for me, since the start of photography period, it was something that I wanted to put all together. And when these tools became available, not only available, but cheaper, because we have a lot of open source kind of tools available. So, we can do this without spending so much money. And this became for me, at the beginning, it was with music. I was recording my own soundtracks with one computer and one USB fast track for recording bass and guitar. It became a easier way to not only record what I was doing but to put these online and get feedback about it. And photography came together, and not only the still photography, but thinking of the photography as a way of storytelling. And this is very important thinking about Brazil because in here we don't have this difference that you have in the U.S. - that you have the photojournalists and news photography. In Brazil, it's all mixed up together. So, we are very, very addicted at a certain point in new journalism way of doing a single photography and not to produce essays. When we have, these online platform that we can use different media together the audio, recordings, soundtracks, the writing, all together, we can not only produce these essays, but we can also broadcast this. I think that my media consumption came from that - from this will of telling a story that's photojournalism will and not being addicted in this news journalism which is what everyone is doing in Brazil right now.

Actually, yeah. We are three people working together, the founders, we are three people. Rodrigo is one of my closest friends since my childhood. We study together and we always have this desire of working together. He was living in London until 2007 and I was photographing for this newspaper in Brazil, Folha de Sao Paulo, it's one of the biggest newspapers. And I was getting out of one position and getting into another and so we had another spot for photography and I called him. At this same time, Paulo was coming back from New York. He was in New York for two years and then he came back. And we found ourselves inside of the newspaper thinking about how we came back everyday with 10 to 20 images that tells a story and the newspaper would only print just one. We had all this material that we wanted to do something more. So we looked at each other and said, "Come on, we have to do something about it." And Paulo, he really likes to describe himself as a nerd, not only as a geek, but as a nerd, and he's really into technology and he loves

the WordPress platform and these open source tools. We started studying everything that was online available so we can use to spread this (prediction?), to not only to spread or broadcast it but to develop a way of storytelling actually. So, this desire, and it was a common desire between all of us, it was like a natural way of working with the other two guys that wanted to do the same thing.

So the result of this, the project was the Garapa, the whole web site that we developed starting with some few assignments that we decided what we wanted to do. At this beginning of Garapa, it was the end of 2007, we working for the newspaper as well. Our main goal at this beginning, and we're talking about two years ago, our main goal was to show the newspaper that we could produce the multimedia for the online part of the newspaper. And so we start developing assignments that we felt was good for the newspaper. So, we started at the early beginning of 2008 doing carnaval stories in Brazil. So, we went to these very traditional carnaval in Sao Paulo and did one story about the Japanese in the carnaval, and then we did about the Bolivian community that has their own version of carnaval in Sao Paulo. So, we started doing some assignments that we wanted to show to the newspaper. And that was the beginning of Garapa. And we wanted to show the newspaper what we could do online because they were only putting online the same thing they put on the paper. It was like an online strategy but we wanted to do something else. But then this evolved because we started to do other kinds of stories not only for the newspaper but to think about other productions. And we saw ourselves in this beginning of the multimedia in Brazil because we are really talking about something very new in here. So, the newspapers had this way of...my last editor, he used to compare the Folha de Sao Paulo, one of the biggest newspaper in Brazil, he compared it to Checheni state company because it was so many bosses, so many things that we wanted to show from (shooter?) to each other until we get to the point of producing something that if we would wait for all of this to happen, we wouldn't be photographing, we wouldn't be doing multimedia production. So, right now we're producing other things, not only newspapers, but for different kinds of clients, not only one video slideshow because the production in Brazil right now in multimedia, newspapers is developing audio slideshows. We're more into developing a whole web site of news and photos and audio and video. One way of telling story it is not only an audio slideshow, but putting a whole story into a web platform.

I really think that we can't define something that's growing, beginning. If we say, "this is it." Then, you're almost killing this. You're saying, "No, we have to do this and this is the way it should be done." We don't believe it. We believe that we're thinking about a multi thing. So, we have a lot of things being developed, being put in together. So, you can actually do a multimedia presentation with an audio slideshow, you can do this and it can be very effective. But you can also do an entire web site for one story and in this web site we would have audio, photos, text. You have a lot of information. So, you just need to be creative, I think. This is what I think. If I were to say this is today's multimedia, I would say that the multimedia that we wanted to do and that we are interested in doing is being able to be a

storyteller in the 21st century. I think it's that. We have a lot of tools, a lot of different tools available. We are learning how to use them. We are learning how to develop new tools and I think that this is going to be the major force of multimedia - it's the capability of reinvent itself. It can start as a podcast and it can go right now to a web site and in one year or two years, it's going to be different. We just have to be open to it and not try to define something at the point of boxing it and saying "this is it." I think that this is my point of view of multimedia.

**Walyce Almeda:** What do you think are the essentials of good multimedia?

**LC:** I can start answering this by saying that our profiles in Garapa are very different and say of myself, I was a writer, a surfer, a musician. So, I have all these things together that put me trying to do something different that I don't know if on my hands is so easy. If you go to a bookshop, you have a lot of good books but I always thought about how could I do this in a different way in a different presentation. So, when we started Garapa thinking about how we can achieve that storytelling production in a way that was new, we saw some good examples I think it was in three different places. I guess now it's four. We had the production of media storm that was a major source for us, the presentation of Brian Storm was producing was amazing. We had good examples in Spain, El Pais. So, it wasn't something that was happening just in the U.S. But in the U.S. you also have the New York Times online doing some great stuff and Washington Post doing some good stuff also with Media Storm. So, I think that they're all good examples. And Media Storm is really good because they're always doing different kind of presentations. They're not only doing a web documentary, or audio slide show. They're always trying to reinvent this thing that they're doing. I think that if I was going to point some good examples, I would say these guys. Actually, I think there are a lot of good examples but I guess they are doing it quite right.

**WA:** What is it about these web sites that makes it good multimedia?

**LC:** I can talk about something before of that. We took Magnum in Motion for example, a big reference for photographers, thinking about multimedia, and I think they are great because they're doing a lot of good stuff. But sometimes, I really think that Magnum in Motion is about photography for photographers because almost all the time the photographers are telling what they've done, they saw in this place, how it was to photograph in Afghanistan, and these kind of things are good for photographers. And one thing that I really enjoy was when media storm started to put their production online share a story being told for this people that were inside the story. So, we have people like Brenda Ann Kenneally, the Katrina story, 20:32