

Social Campaign **LEGAL CULTURE**



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Projekt
współfinansowany
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i Dziedzictwa
Narodowego

**Ministerstwo
Kultury
i Dziedzictwa
Narodowego.**

PROJEKT WSPÓŁFINANSOWANY PRZEZ



POLSKI INSTYTUT SZTUKI FILMOWEJ

We live in a civilisation of diversity, which means enormous freedom, but also responsibility and vigilance in regard to various temptations and dangers. Our intention is not to lose core values in that diversity, values that are fundamental to culture, such as being fair to others, having the ability to choose, and having the right for our input in the cultural development to be respected.

The aim of Legal Culture is to help us to keep these seemingly simple things in mind every day; to promote fair and loyal actions and grateful attitudes towards artists. Our mission is based on a positive message – we show how to use everything that modern technology can offer and, at the same time, remain ethical and aware that we live among other people – on the Internet as well.

We want to make recipients of culture aware of a connection between the two kinds of culture – the digital one and the material one. The Internet is not a completely isolated world – many laws and unwritten rules concerning material pieces of art remain in force when we enter the digital realm of art. We don't take on new identity on the Internet; it is not as simple as that. „You shall not steal” applies equally to both – a book in the bookstore and to a book on the Internet. Yet both have been written by a similar and sometimes by the same author, who put his heart, energy, time, and a large amount of work into it.

Digital society is an open network of interactions we can all benefit from; to which, however, we all contribute greatly as well. Together, we can create non-material cultural goods on the internet, but our mindset and behaviour on Internet are of crucial importance.

Nowadays we are building a digital civilization, just like for centuries we have been building a material one. Once again we have to establish rules on which it relies – rules that will enable us to satisfy our needs without violating the rights of virtual community's members or hurting their feelings.

The Internet is common good. The web, just like culture, is created by all the people together. And together we are responsible for it. As it is digital culture which shapes us nowadays, we have to care about its quality.

Legal Culture strives towards solving one of modern culture's biggest problems – how to make use of it and at the same time hold onto your freedom and not constrict anybody else's? We remind you every day that there are other human beings on the other side of the screen, on the Internet – not just anonymous people, not systems, not numbers, but living human beings who can think and feel and who have their rights. Just as we do.