

CREATIVITÀ E RIUSO: LE OPPORTUNITÀ DELLA RETE NEL RISPETTO DEL COPYRIGHT

#tuttinrete

@

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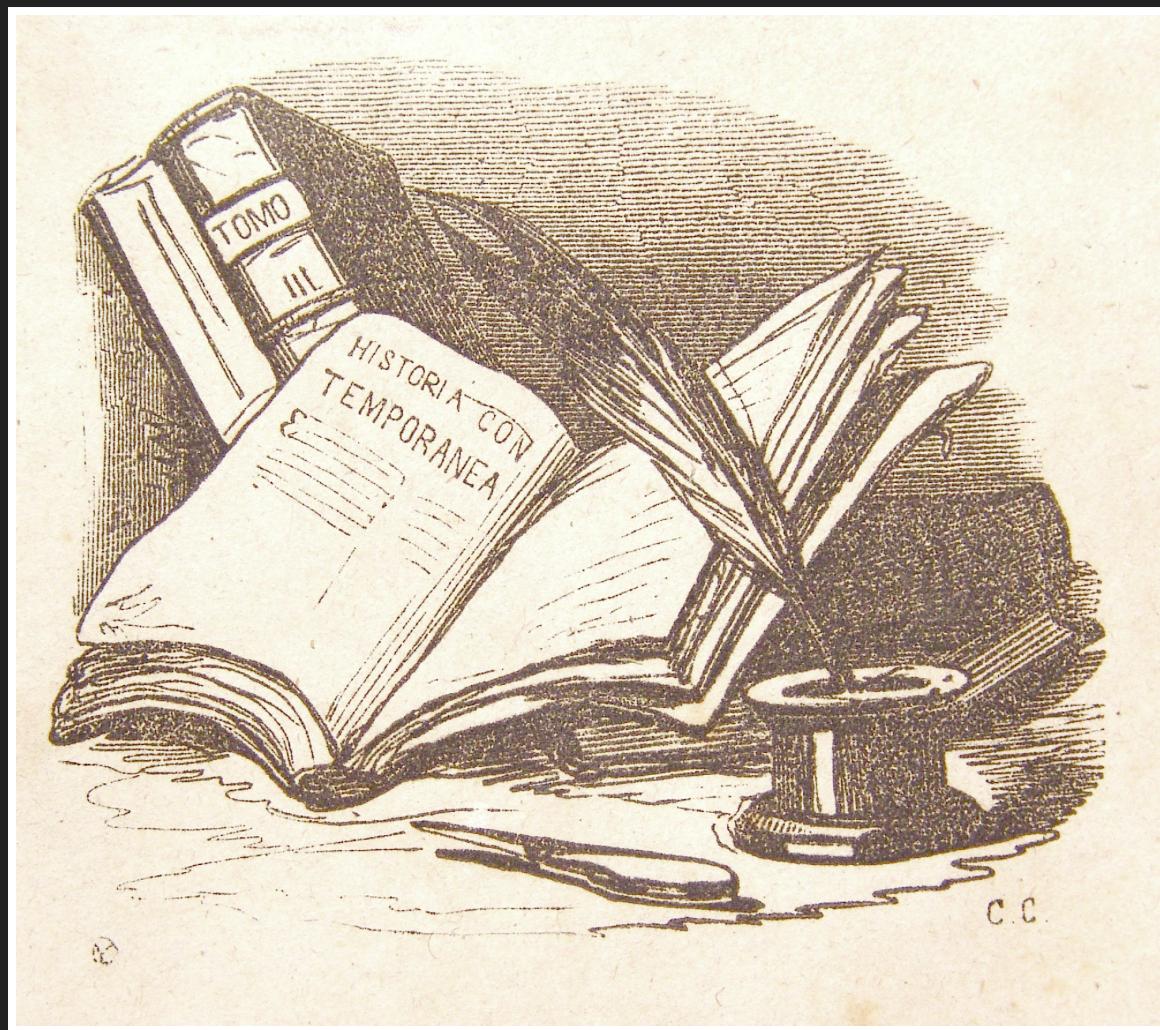
c⟨INTRO⟩

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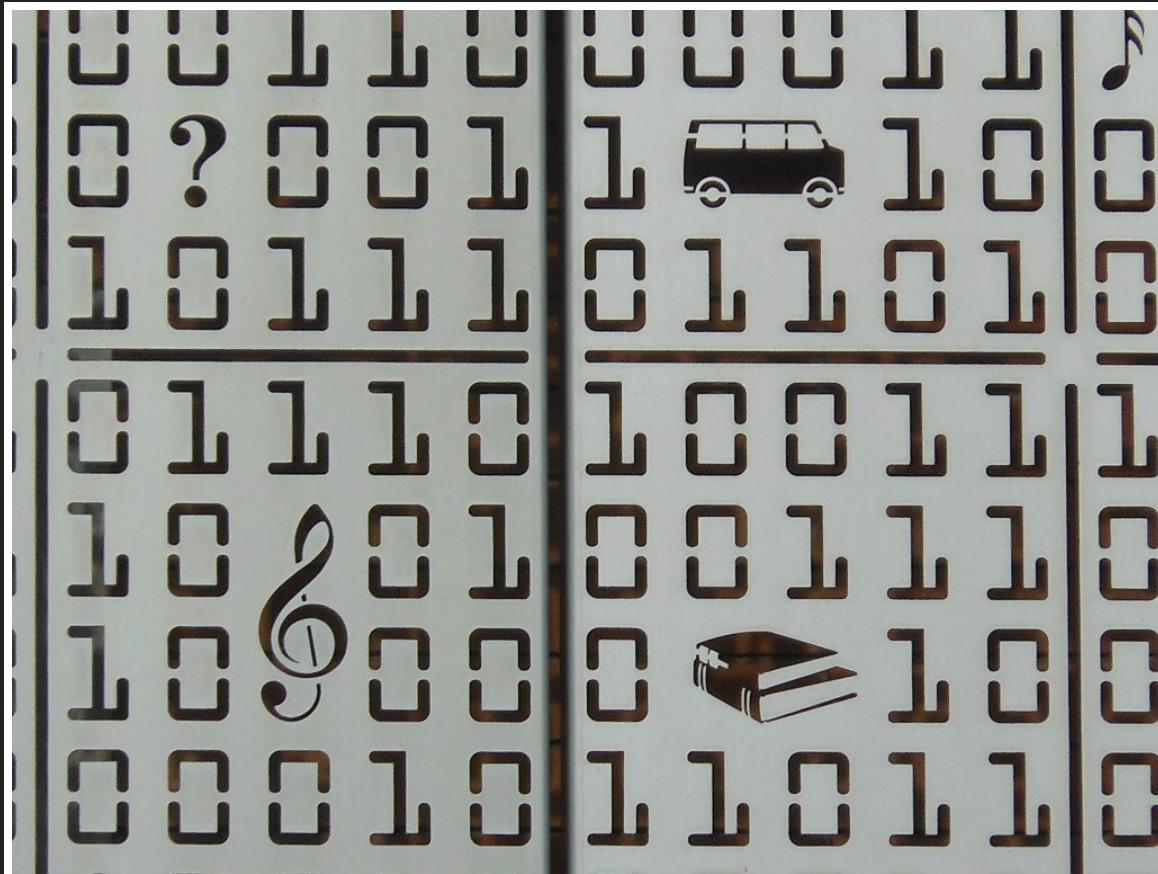
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modelli alternativi

innovazione tecnologica

"rivoluzione digitale"



cambiamento

copia

copia

riuso

riuso

distribuire

distribuire

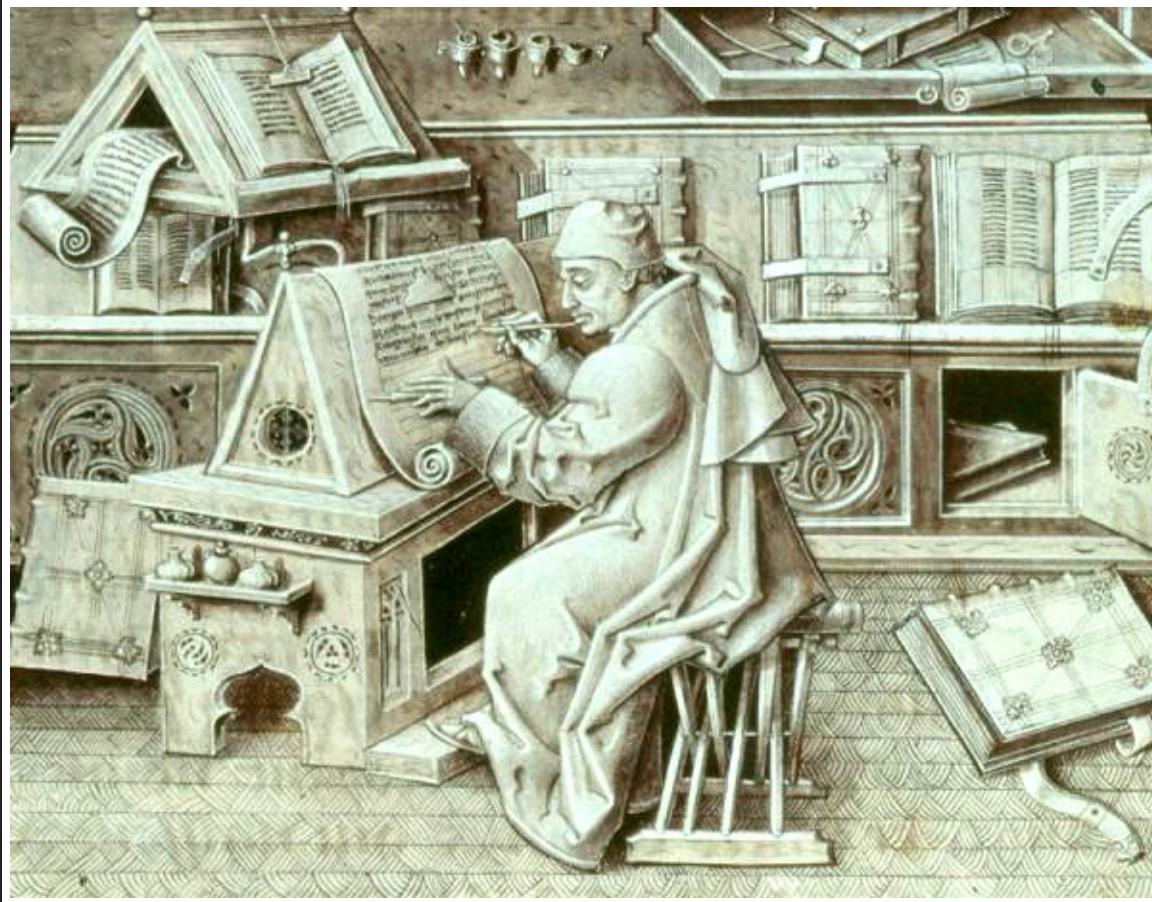




`</INTRO>`

⟨IDEE⟩

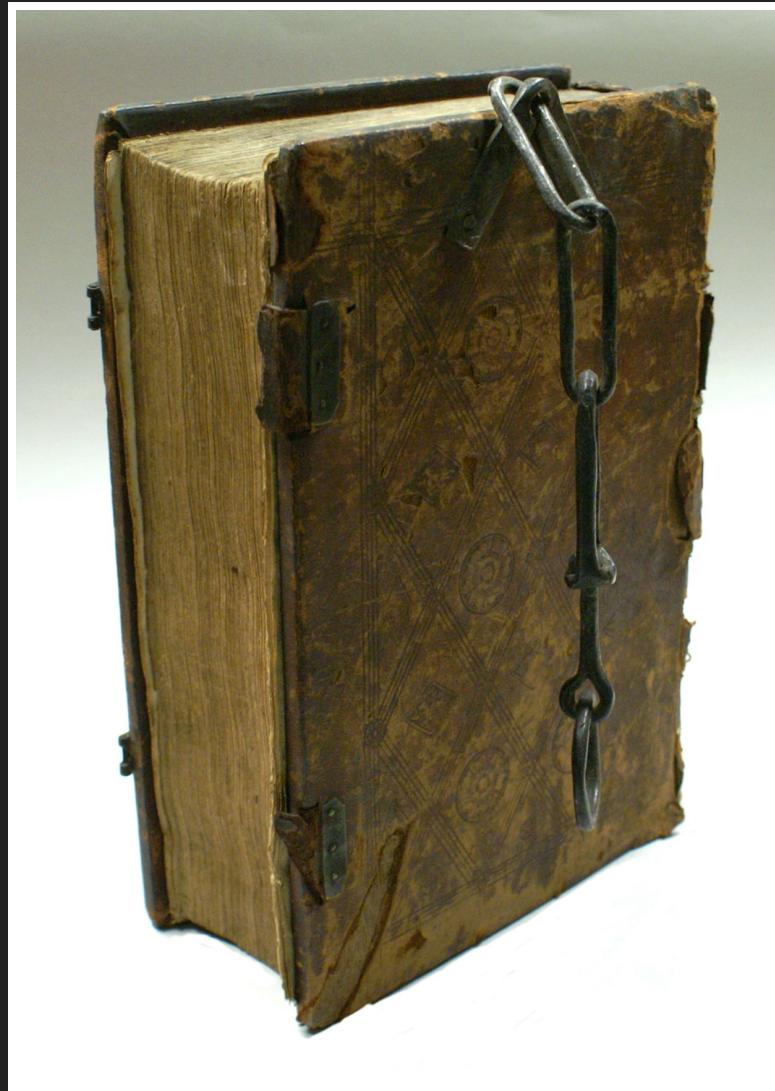
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laborioso



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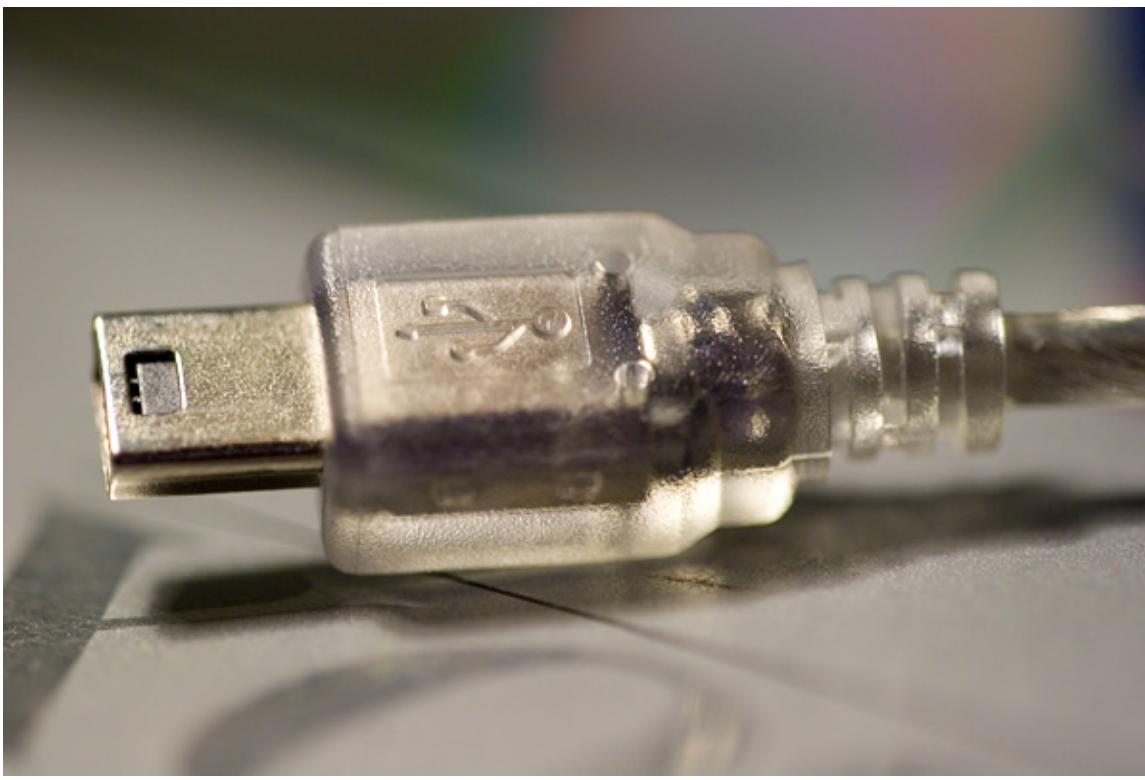


costoso

presente

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infinite copie



trasmettere

distanza

scambio





beni fisici ≠ beni digitali



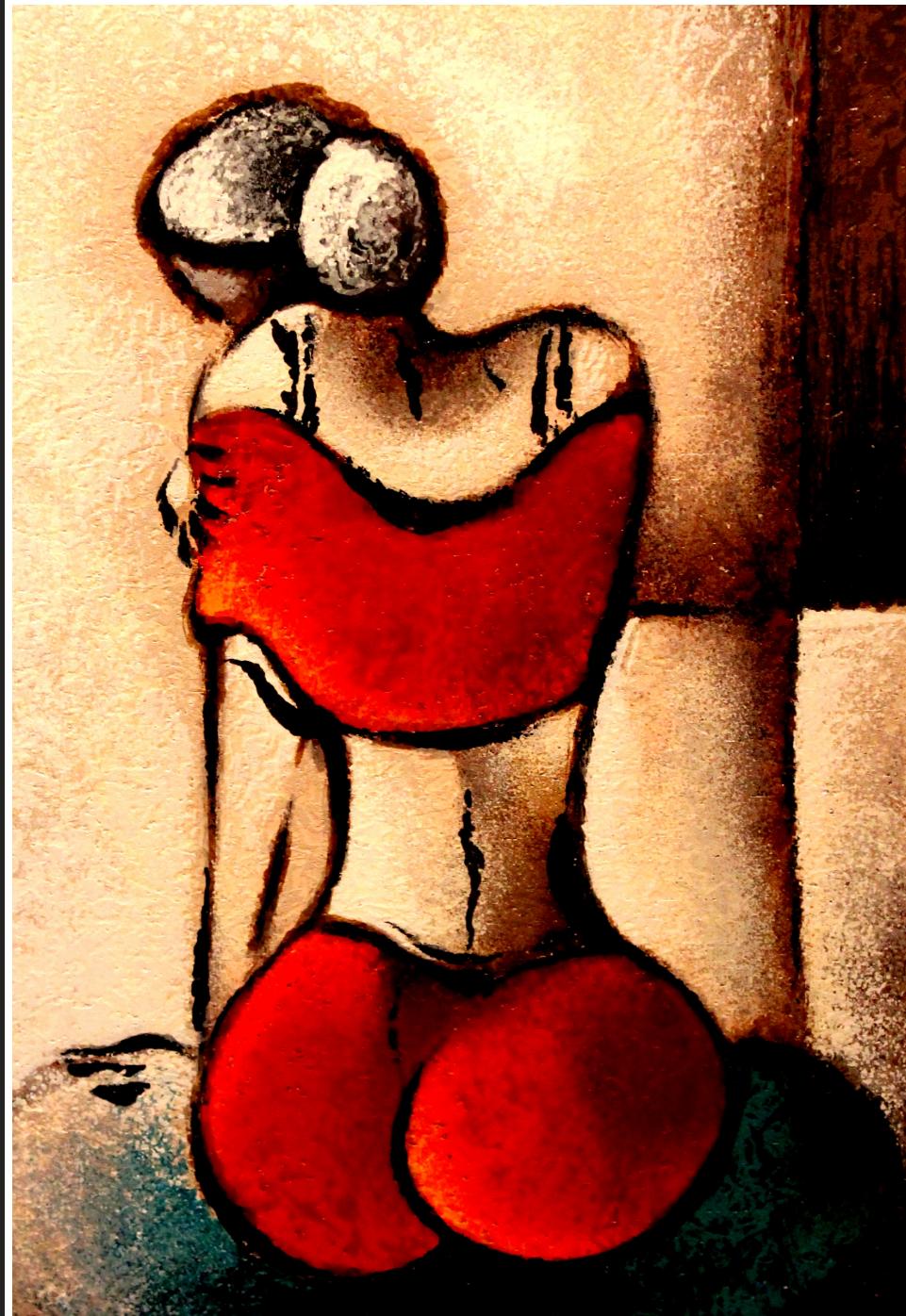
*«If nature has made any one thing less susceptible than all others of exclusive property, it is the action of the thinking power called an **idea**, which an individual may exclusively possess as long as he keeps it to himself; but the moment it is divulged, it forces itself into the possession of every one, and the receiver cannot dispossess himself of it. Its peculiar character, too, is that no one possesses the less, because every other possesses the whole of it.» (Jefferson, 1813)*

⟨/IDEE⟩

⟨CULTURA⟩

innovazione tecnologica → cambiamento





تحقیقی آنکھوں میں اور دریا خیالوں میں رہے

تحقیقی آنکھوں میں اور دریا خیالوں میں رہے
ہم نواگر، خوش رہے جبھی بھی حالوں میں رہے
اس قدر دنیا کے دکھ اے خوبصورت زندگی
جس طرح تعلیٰ کو مکملی کے جالوں میں رہے
دیکھنا اے رہ نور و شوق! کوئے یار تک
پچھے نہ پچھو رنگ حنا پاؤں کے چھالوں میں رہے
ہم سے لیوں مانگے حساب جاں کوئی جب عمر بھر
کون ہیں، کیا ہیں، کہاں ہیں؟ ان سوالوں میں رہے
بدلخی ایسی کہ غیروں کی وفا بھی کھوٹ تھی
سوئے ظن ایسا کہ ہم اپنوں کی چالوں میں رہے
ایک دنیا کو مری دیوانگی خوش آگئی
یار مکتب کی کتابوں کے حوالوں میں رہے
عشق میں دنیا گنوائی ہے تھے جاں دی ہے فراز
پھر بھی ہم اہل محبت کی مثالوں میں رہے

احمد فراز

$\langle 1 \rangle$







*«These talking machines are going to ruin
the artistic development of music in this
country. When I was a boy...in front of every
house in the summer evenings, you would
find young people together singing the
songs of the day or old songs. Today you
hear these **infernal machines** going night
and day. ...» (Souza, 1906)*

*«These talking machines are going to ruin the artistic development of music in this country. When I was a boy...in front of every house in the summer evenings, you would find young people together singing the songs of the day or old songs. Today you hear these **infernal machines** going night and day. We will not have a vocal cord left.*

The vocal cord will be eliminated by a process of evolution, as was the tail of man when he came from the ape.» (Souza, 1906)

cultura read-write (RW)

lettura & scrittura

cultura read-only (RO)

$\langle /1 \rangle$

$\langle 2 \rangle$



*«Cuius est solum, eius est usque ad coelum
et ad inferos»*

(Accorso da Bagnolo, 13º secolo)



MAGNVS ACCVRSIUS FLORENTINVS





epSos.de





v(i)olando la proprietà?

1945

caso per la Corte Suprema degli Stati Uniti

*«la dottrina che protegge la (proprietà
della) terra fino al cielo non ha posto nella
società moderna» (Giudice Douglas,
SCOTUS, 1945)*

«... il buon senso si ribella ad un'idea simile» (Giudice Douglas, SCOTUS, 1945)

"buon senso"

«La proprietà del suolo si estende al sottosuolo, con tutto ciò che vi si contiene [...] Il proprietario del suolo non può opporsi ad attività di terzi che si svolgano a tale profondità nel sottosuolo o a tale altezza nello spazio sovrastante (4), che egli non abbia interesse ad escluderle (5).»
(Dispositivo dell'art. 840 Codice Civile)

$\langle 3 \rangle$



$\langle /3 \rangle$

⟨/PERCHÉ⟩

⟨UGC⟩

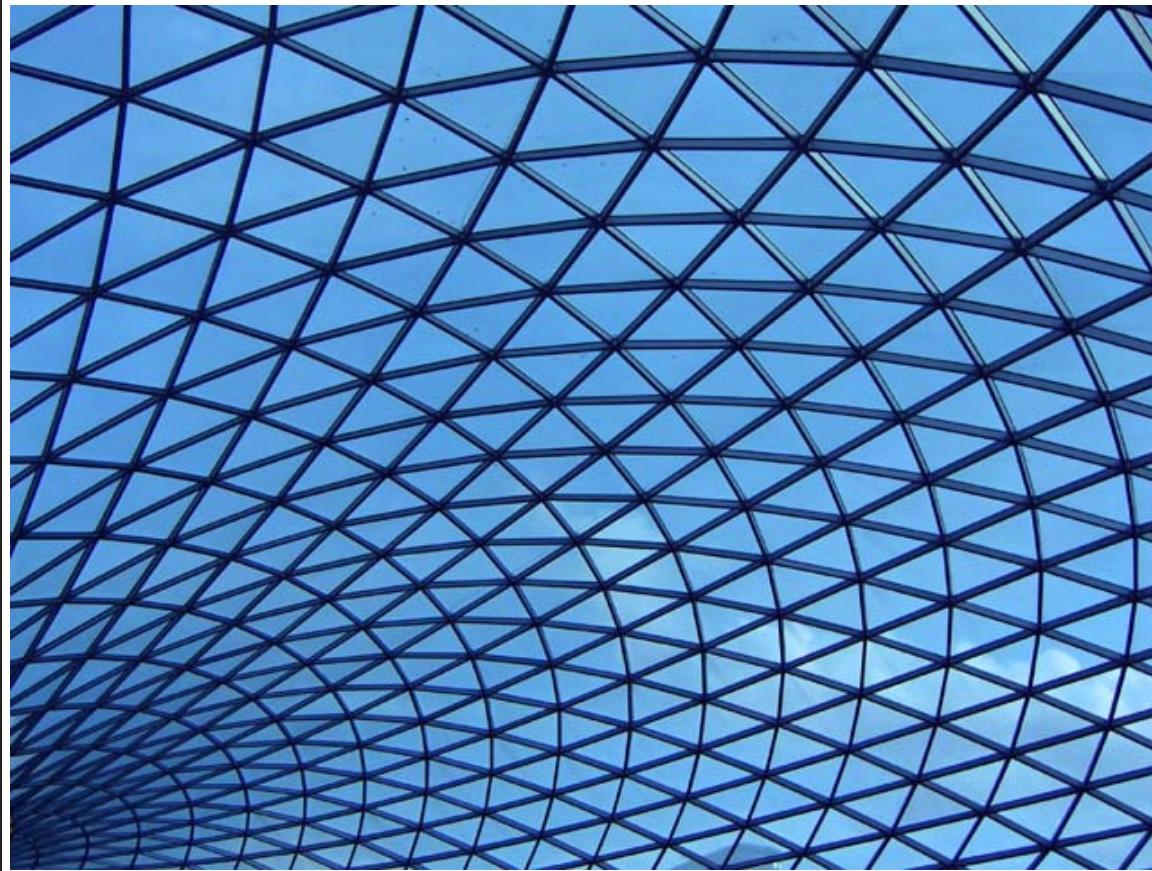
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=

1copia

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User Generated Content (UGC)



perché esistono

le tecnologie digitali hanno ricreato la possibilità di produrre di *cultura dal basso* (RW)

rinascita della cultura amatoriale

[a-ma-to-rià-le] agg.

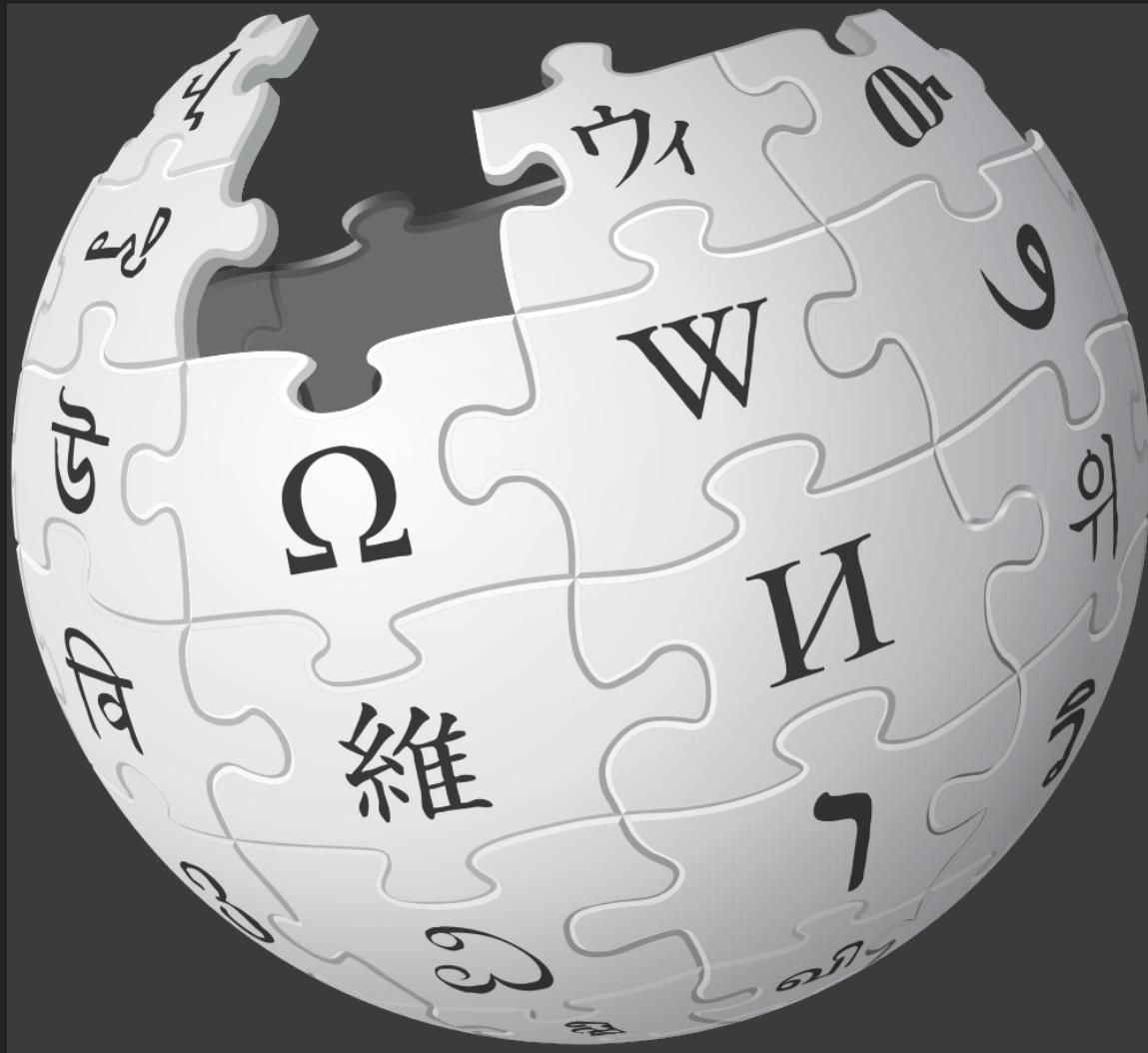
Da amatore, da appassionato

http://dizionari.corriere.it/dizionario_italiano/A/amatoriale.shtml

amatoriale ≠ dilettantistico

cultura del **remix**





"My Life" by Colin Mutchler

"My Life Changed" by Cora Beth Bridges

<http://www.opsound.org/artist/colinmutchler/>

“It all started in 2003 when I uploaded a guitar track to Opsound.org called “My Life” and then about 2 months later, I got an email from a 17-year-old violinist in North Carolina named Cora Beth Bridges, who had added to it. She called it ‘My Life Changed.’ I remember being blown away by how beautiful the track was, and also happy to know there were others like me who wanted to collaborate across space and time.”

Colin Mutchler

remixare ≠ piratare

PIRATES



LEGO BY MAC FILKO

PIRATES



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queste tecniche sono diventate comuni

democratizzare

quindi diventano *strumenti*

libertà di parola

"alfabetismo digitale"

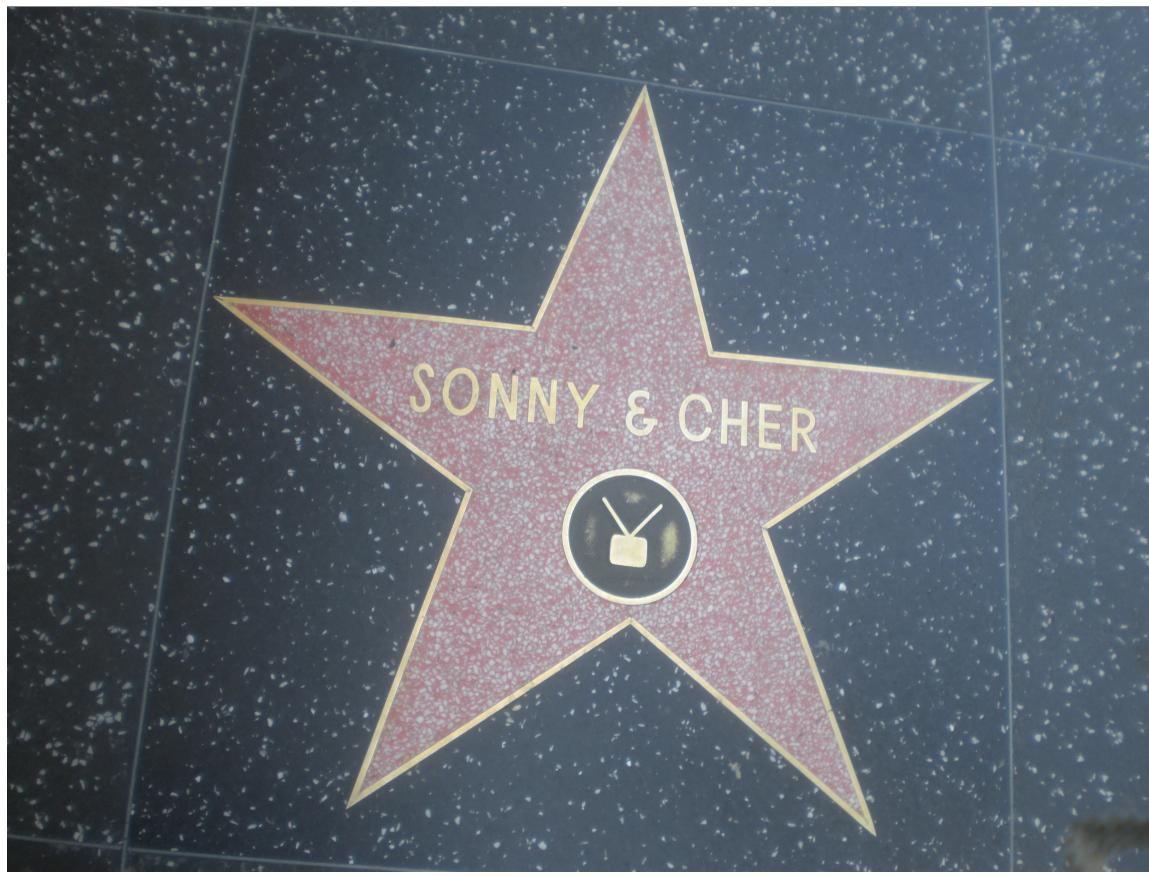
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(parte Ia)

cosa possiamo fare noi utenti comuni?

cercare di *cambiare la legge*

molto
difficile



Copyright Term Extension Act (CTEA)

+20

creare un ecosistema

ecologia tra produzione e consumo

cambiare le pratiche

</COSA>

{CREATIVE COMMONS}



licenza

contratto

condizioni d'uso

si accettano in ∞ modi



semplice



autori



comunicare agli altri cosa **si può** e cosa **non si può** fare con
un'opera

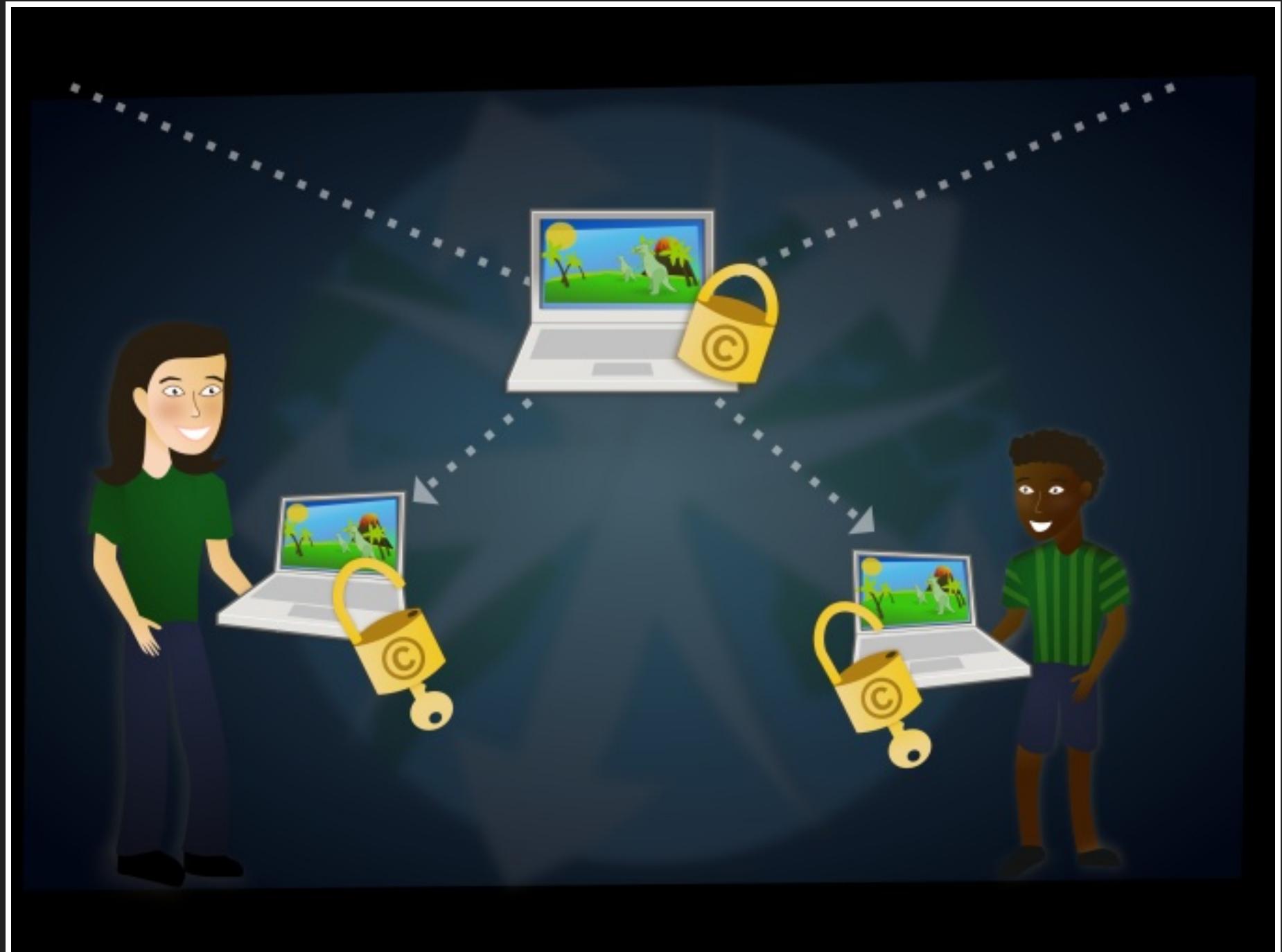
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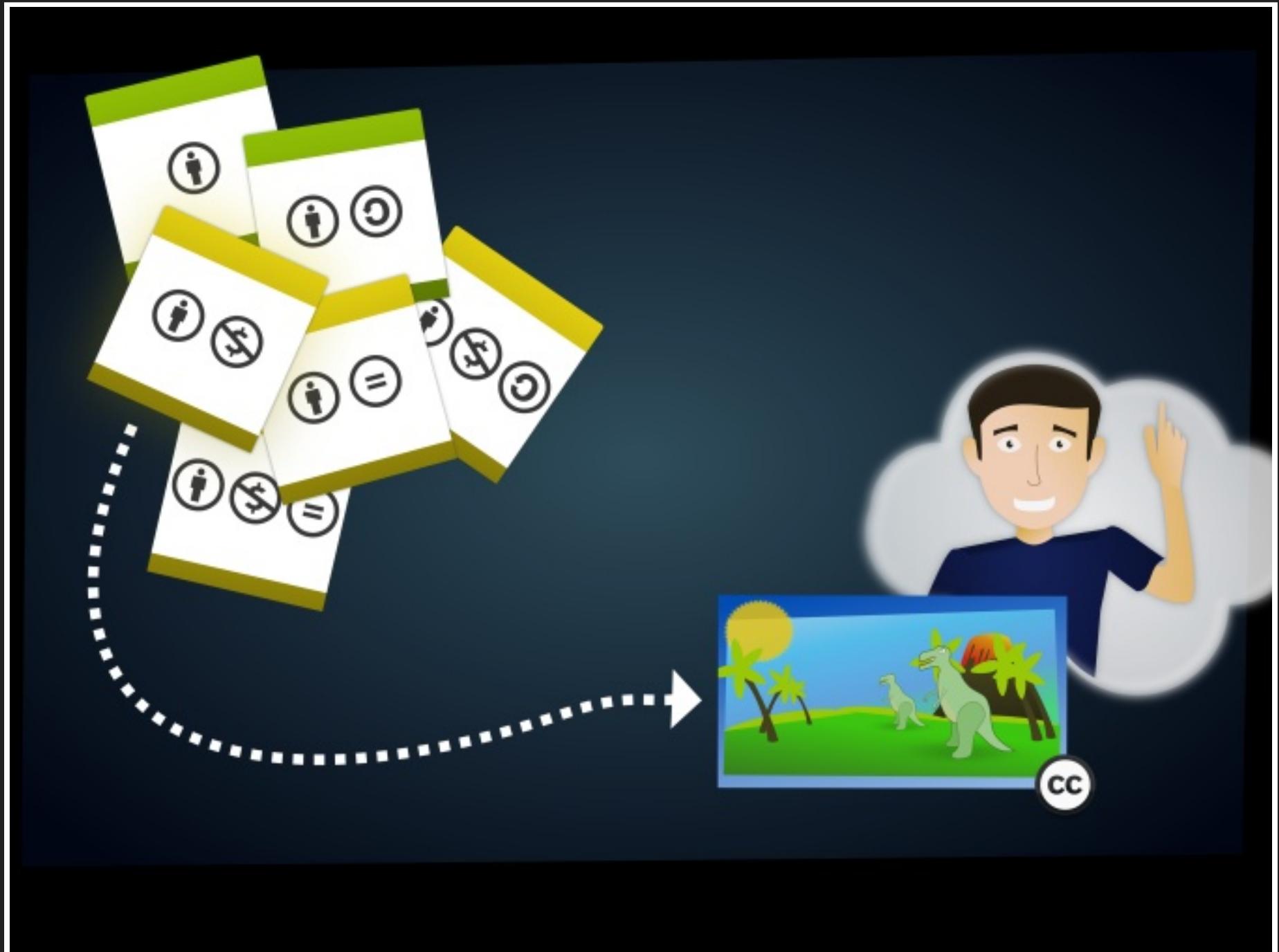
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Attribution ShareAlike



Attribution No Derivatives



Attribution Noncommercial



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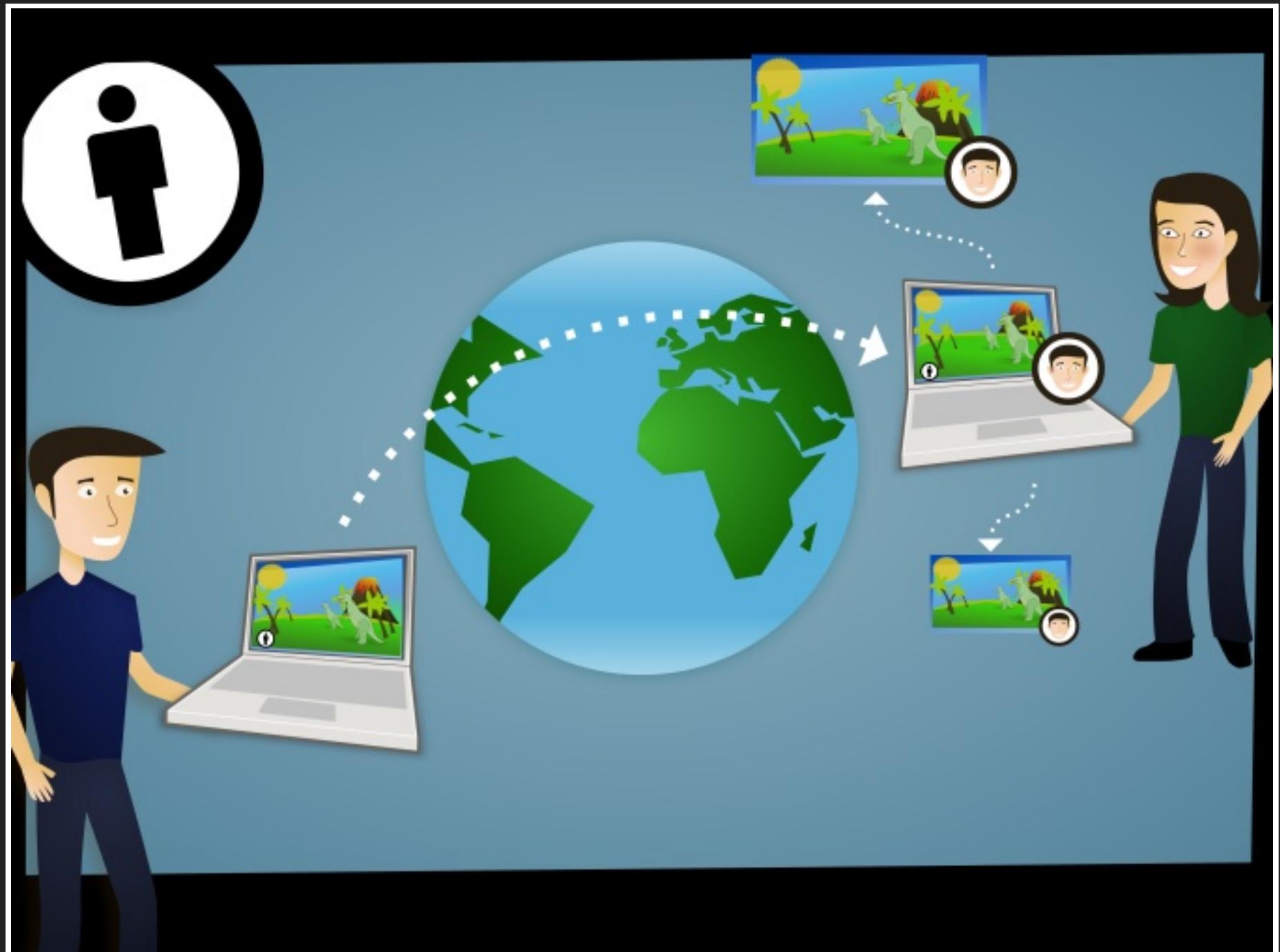


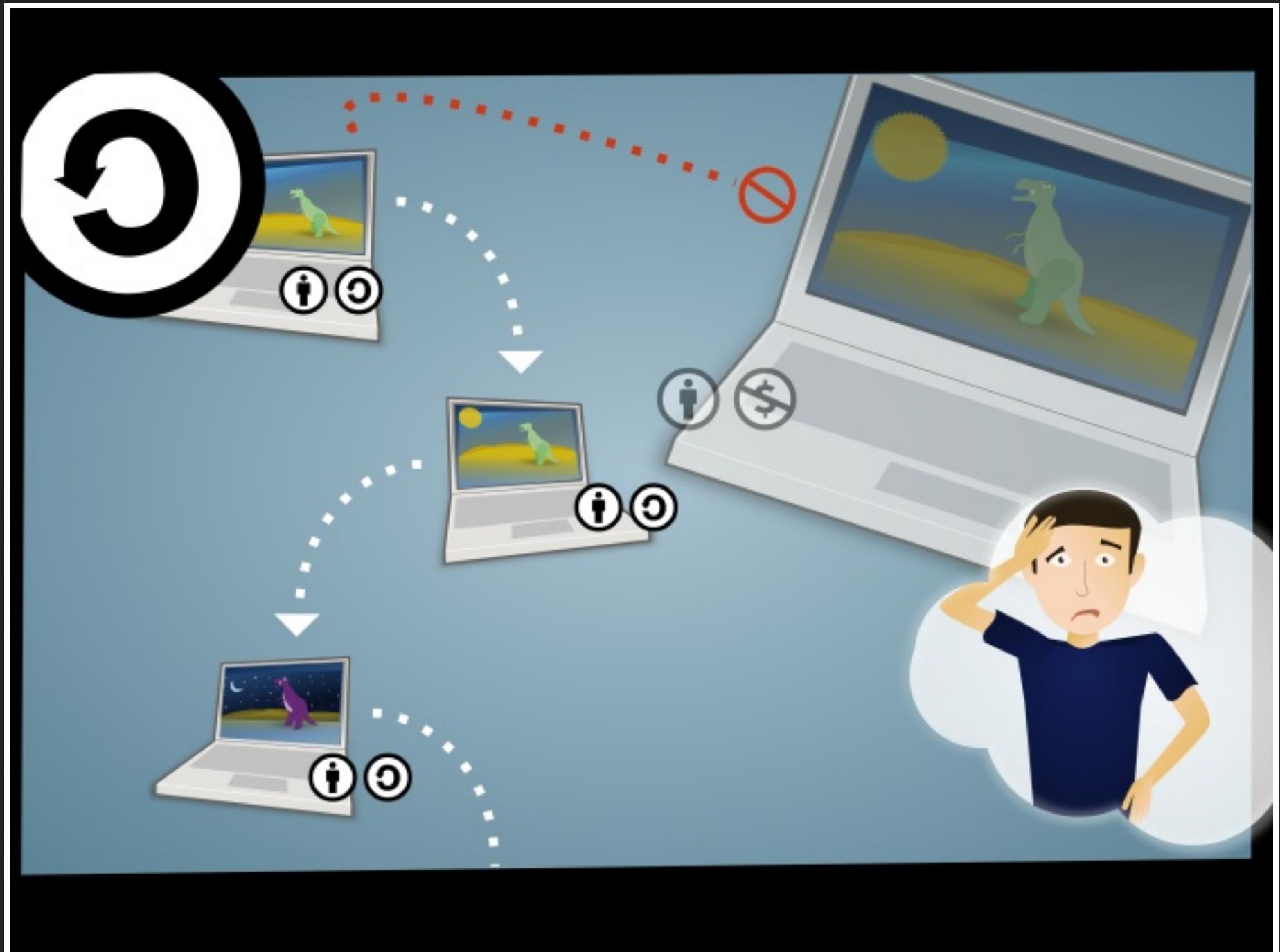
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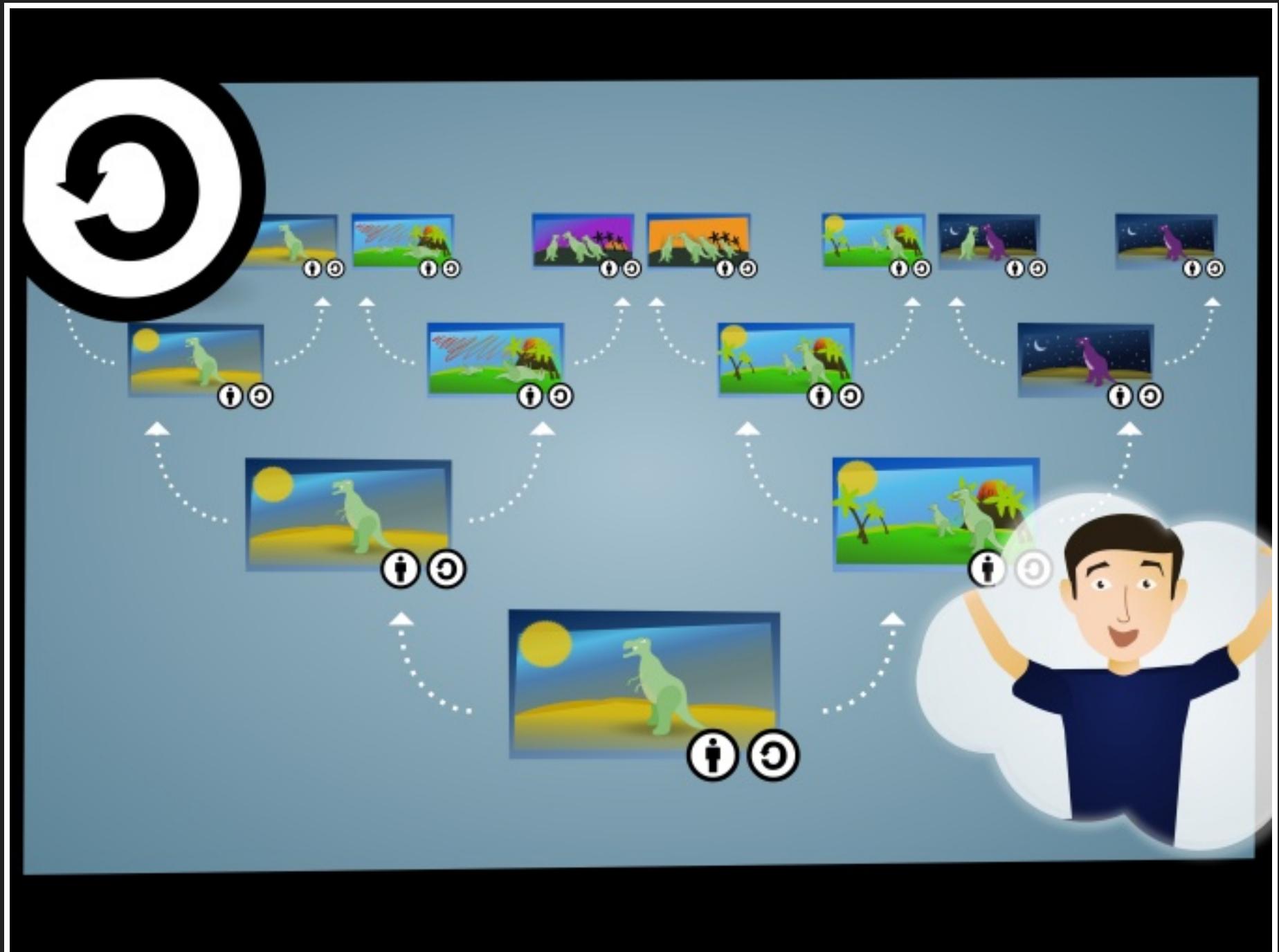


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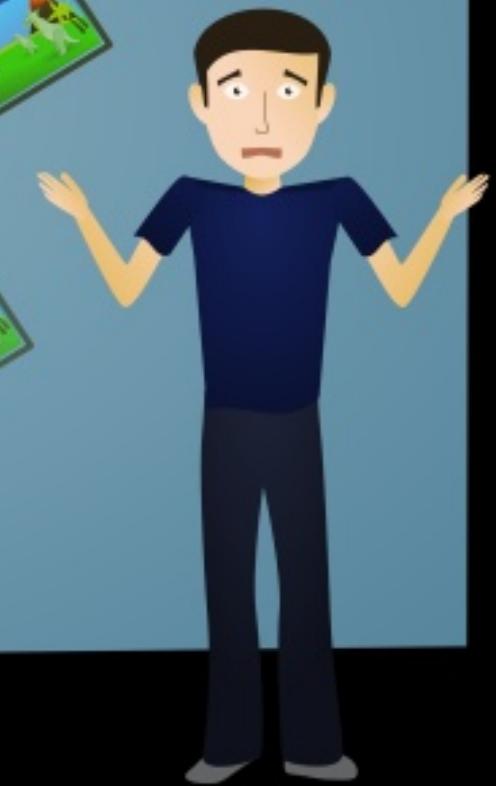
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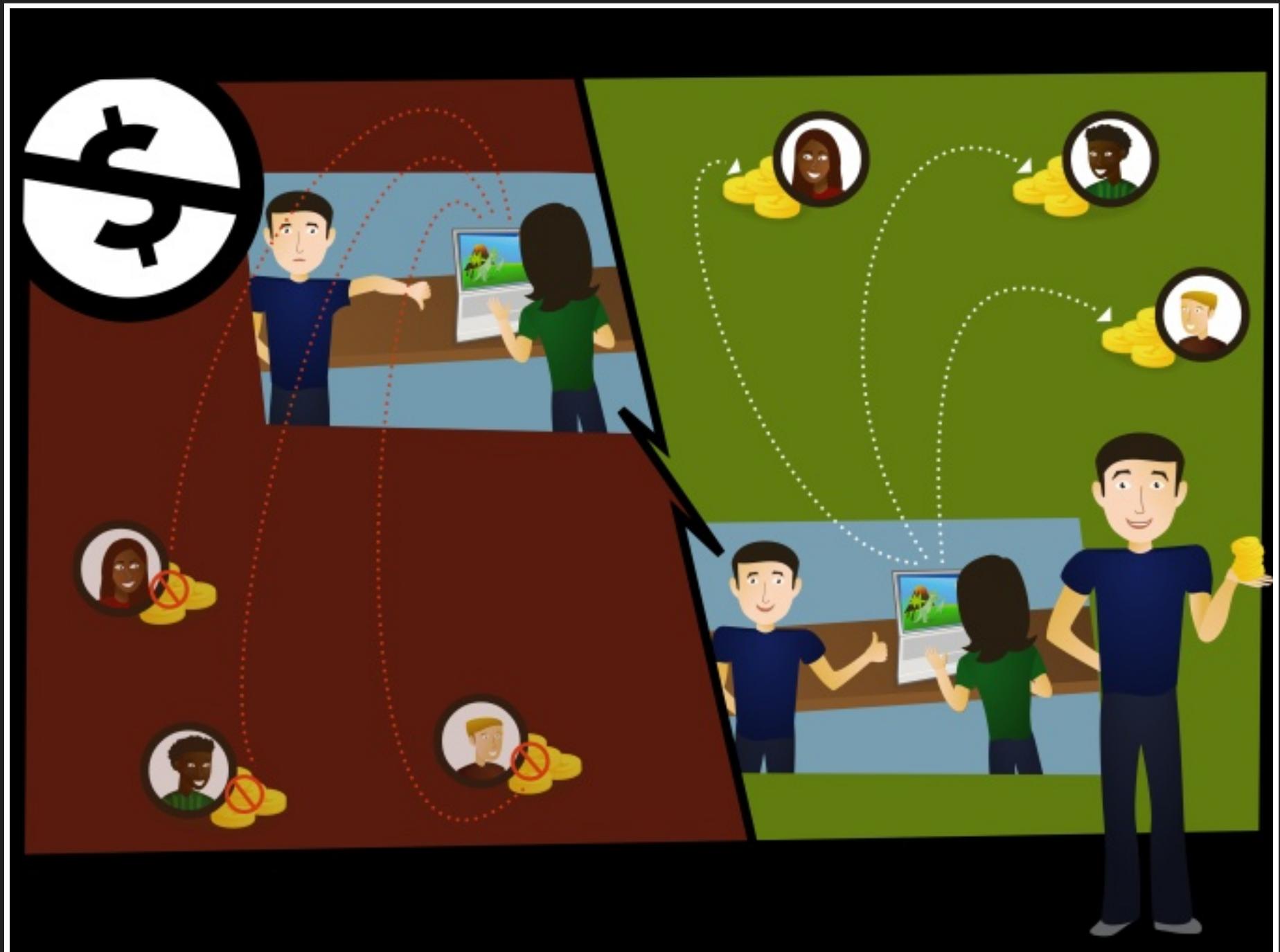
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(parte IIa)

decidere di usare le licenze CC

leggere sempre le licenze e i termini d'uso, riportare il
rispetto per gli artisti/creatori di contenuti

portare concorrenza e imprese

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⟨FUTURO⟩

come guadagnare con il proprio lavoro creativo?

copyright sempre più pesante

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DMCA

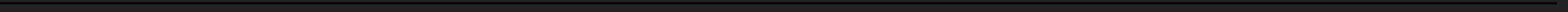




corrosiva

legalità

consapevolezza



« Sono le azioni che contano. I nostri pensieri, per quanto buoni possano essere, sono perle false fintanto che non vengono trasformati in azioni. Sii il cambiamento che vuoi vedere nel mondo. »

(Mahatma Gandhi)

⟨/FUTURO⟩

›FUTURO‹

Grazie

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