

MARCH 12-13, 2026
PRESENTATION & WORKSHOP TO
INTRODUCE THE MULTIMODAL
APPRECIATION KIT

12/3 12:30-14:30 UB LABORATORI D'ANTROPOLOGIA (1ST FLOOR,
C.MONTALEGRE 6 08001 BCN)

13/3 9:45-13:30 UOC SALA UO.1 (C. PERÚ 52, 08018 BCN)

PARTICIPANTS: JUDITH ALBRECHT, ELISENDA ARDÈVOL, AMANDA
BERNAL, TOMÁS CRIADO, ANDREW GILBERT, JUDITH IGELSBOECK,
KITINA MAESTRES, CARLA J. MAIER, ISAAC MARRERO, ROGER SANSI

IF INTERESTED, PLEASE CONTACT: **TOMCRIADO@UOC.EDU**

MULTIMODAL
ETHNOGRAPHY
DAYS (BCN)

ORGANISED BY:

carenet  **Universitat Oberta
de Catalunya**

IN COLLABORATION WITH:

FRICCIONS (ICA)
DEPT. SOCIAL ANTHROPOLOGY (UB)

<https://symposium.uoc.edu/go/multimodalethnographydays>

RATIONALE

Ethnographers from across the humanities and social sciences have recently experimented with multimodal forms of description, analysis and intervention in order to grasp slippery research objects, reach new audiences, and activate latent potentials for a broad range of actions in the world.

This multimodal turn has resulted in a proliferation of more-than-textual forms that are hard to classify and are at odds with institutionalised modes of disciplinary knowledge production. Despite the important openings created by multimodal works, they are rarely seen in academia as of equal value when compared to articles and monographs. This is in part because peers, reviewers and supervisors are confronted with a complex conundrum: What criteria should be employed to evaluate such multimodal singularities?

In this two-day workshop - that will take place on **March 12th** at the University of Barcelona and **March 13th** at the Open University of Catalonia -, we will introduce the **Multimodal Appreciation kit** developed by a team of anthropologists at the Humboldt-University of Berlin in response to these conundrums (Judith Albrecht, Tomás Criado, Ignacio Farías, Andrew Gilbert and Carla J. Maier).

This kit provides a set of practical exercises and a framework for valuing and assessing multimodal works. It recognizes their unique capacity to weave together and activate diverse media forms, collaborative practices, and public engagement while expanding the traditional boundaries of ethnographic knowledge production.

Organised by **CareNet** (UOC) in collaboration with **Friccions: Grup d'Antropologia de l'Encontre** (ICA) and the **Department of Social Anthropology** (University of Barcelona), with support from the **Volkswagen Stiftung** and the Humboldt-University of Berlin's **Stadtlabor for Multimodal Anthropology**.

If interested, please contact: tomcriado@uoc.edu

PROGRAM

Day 1 | March 12th 12:30-14:30 Presentation: A kit to appreciate and evaluate multimodal anthropology

Where: Laboratori d'Antropologia, Department of Social Anthropology of the University of Barcelona, First floor of the Facultat de Geografia i Història (C.Montalegre 6, 08001 Barcelona)

With members of the Humboldt-University of Berlin's project Multimodal Appreciation: Judith Albrecht, Andrew Gilbert and Carla J. Maier.

Description: To stage what this kit might afford and to discuss possible avenues for a more grounded conversation, we will activate it in dialogue with multimodal projects from different local anthropologists. In doing so, we wish to discuss what are the potentialities and conundrums for the institutionalisation of multimodal ethnography in our anthropological context.

Schedule

12:30-13:00 Presentation of the kit

We kindly ask participants to read the 'manifesto' in advance.

13:00-13:45 Testing the kit's elements - Using the 'immersion protocol' and the cards of the 'value inventory' we will look into the following projects in 2-3 groups, imagining as if you were evaluators and had received this entry in a journal, a MA thesis or in a funding body

- **Isaac Marrero** (UB): Tindaya Variations
- **Amanda Bernal** (UB): The eye that imagines (ERC project Visual Trust)

13:45-14:30 **Final discussion:** Staging the 'mapping of interventions' - with the help from **Roger Sansi** (UB) and **Elisenda Ardèvol** (UOC) - to discuss with attendants how they engaged with the materials, sharing some impressions from the group - how could this be of any help to change the landscape of multimodal practice in your departments, universities, countries?

March 13th 10:00-13:30 Workshop: Multimodal approaches to interdisciplinary ethnographic research

Where: Open University of Catalonia - sala U0.1 (C. Perú 52, 08018 Barcelona)

Description: On this second day we will activate the kit by introducing the projects from some of their authors' projects. In doing so, we wish to discuss the affordances and conundrums of multimodal ethnographic projects as part of a more variegated landscape of interdisciplinary research practice.

Schedule

9:45-10:00 Welcome

10:00-10:30 Presentation of the kit's manifesto

10:30-11:00 Coffee pause / kit on display

11:00-13:00 Discussing the affordances of projects, presenting them using the elements of the kit as a way to render them articulate (30' per presentation + 30' final conversation)

- **Andrew Gilbert**, graphic ethnography
- **Judith Albrecht**, visual ethnography
- **Carla J. Maier**, multimodal installation

Discussants: Judith Igelsboeck (CareNet, UOC) & Kitina Maestres (CareNet, UOC)

13:00-13:30 Final discussion

Sponsors

