

# 'Bring to life' moments caught on film or tape, UN agency urges on World Day

Old, grainy film and video footage from years gone by, not only stirs powerful memories – it's also a vital resource for future generations, the United Nations cultural agency has highlighted, urging everyone to safeguard audio-visual heritage and make archives more accessible.

These images and sounds recorded on film, video and audio tape, “feed into our collective memory and establish links between generations”, Audrey Azoulay, the Director-General of the UN Educational, Scientific and Cultural Organization (UNESCO) said in her [message](#) marking the official [World Day for Audiovisual Heritage](#).

“[However,] this memory, which has remained alive and is essential to historians, scientists and ordinary citizens seeking knowledge of their past, is nonetheless fragile,” she added, noting the increasing neglect of archives which are made up of what is now obsolete analogue media, like LP records and quarter-inch audio tape.

Focusing this year on the theme, “Your Story is Moving,” UNESCO, in partnership with the Coordinating Council of Audiovisual Archives Associations (CCAAA), is calling on everyone to showcase personal and family archives.

“Bringing them out of lofts and cellars, sharing slices of life, moments captured on film or videotape, can bring alive, with emotion, an existence that has become a thing of the past,” continued Ms. Azoulay in her message.

“Heritage is not an inanimate object; it is full of meaning, significance and all the emotions that have accompanied the lives of past generations,” she added.

Alongside [events](#) globally to mark the World Day, UNESCO is also appealing on everyone to share their stories with the hashtag #AudioVisualheritage to bring their own “moving stories” to the world.

## **Preserving world history at the UN**

In this special video, take a peek into the work of our expert UN archivists, as they protect tens of thousands of records documenting the history of diplomacy from the last century, preserving them for future generations.

Marked annually, on 27 October, the World Day for Audiovisual Heritage aims to raise awareness of the importance of audiovisual documents, redouble efforts to safeguard them and promote greater access to archives.

The World Day is a [commemoration](#) of the adoption, in 1980, of the Recommendation for the Safeguarding and Preservation of Moving Images by the

21st UNESCO General Conference.