

**Matina Haidvogl**

Martina Haidvogl is the Associate Media Conservator at SFMOMA, where she has piloted documentation and preservation initiatives for the Media Arts collection since 2011. Martina has lectured and published internationally on media conservation and its implications for museum collections, as well as conservation strategies for audio artworks by Dieter Roth, the subject of her master's thesis. She studied conservation and restoration at the Academy of Fine Arts Vienna, Austria, and the Bern University of the Arts, Switzerland, majoring in conservation for modern and contemporary art. Before joining SFMOMA, she worked for the Austrian Filmmuseum and Agathe Jarczyk's Atelier für Videokonservierung in Bern.