

# From digitization to the creative re-use of digital cultural content and citizen participation

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Promoter SRL

# Digital Cultural Heritage

The amount of **digitized cultural heritage** in Europe is impressive (just in Europeana 20 million content)

This has a great potential of impact on the society by making the cultural heritage more accessible:

- For enhancing **education and research**
- For fostering knowledge and cultural exchange in a vision of **community building** and European identity
- For unlocking the business potential of Europeana cultural heritage allowing for **creative re-use** and exploitation
- For generating benefits to the **content holders**

## What it is still to do

Already amounting to several tens of millions of digital items, only a tiny percentage of European cultural heritage is digitized, and attention is paid to:

- Discovering **collections hitherto unknown** or not fully acknowledged, especially in those countries that only relatively recently joined the EU
- Allowing smaller archives to **access digitization facilities**
- Developing a **more participative approach** to digitization, especially for those kinds of cultural heritage such as early photography which are also in the hands of private citizens and collectors

# Re-Use and business potential

After many years of investments (also with public money) for digitization, it is time now to move to the **exploitation phase**.

- Digital cultural data need to be **re-used at best**, to unlock their business potential and fostering economic growth.
- The creative industry is key stakeholder to leverage on the digital cultural data for creating **new tools/services** to be placed in the real market, thus generating new employment and economic rewards.
- To foster a larger **dialogue** between cultural institutions, enterprises, educational sector, research, administrations, in the light of developing **public-private partnerships** for the benefit of all.

# New roles for cultural institutions

The changes brought by the digital era definitely influence the role of Cultural Heritage and Cultural Institutions.

New roles and new ways to interpret traditional roles:

- **Renovating and rethinking** services
- Enhancing the **relationship between citizens** and European cultural heritage
- Contributing to **identity-building** processes
- Fostering a re-launch of the scientific research, also involving the **EU citizens to play a co-creative role**

# Towards an action plan to improve impact delivery

A deep **reflection** on these themes is necessary at European level, involving the SSH research and the civic society.

It is also necessary to develop **guidance, best practices, networking and tools** to enable the delivery of the full potential of Digital Cultural Heritage.

**Communication and dissemination** is important, to inform, to show and to drive the progress (in the broader sense of the term), to advocate EU Member States.

**Demonstrations and pilots** of co-creation are important instruments for enabling actual sharing of experiences, lessons learnt, available results ready to be re-used.

# A selection of initiatives

The EC is financing research, innovation, and experimental projects whose impact should be taken into account while developing national and European policies and launching new initiatives. A selection follows:

- Humanities reflection - RICHES [www.riches-project.eu](http://www.riches-project.eu)
- Creative re-use - Europeana Space [www.europeana-space.eu](http://www.europeana-space.eu)
- Citizen science - CIVIC EPISTEMOLOGIES [www.civic-epistemologies.eu](http://www.civic-epistemologies.eu)
- Digitization - PHOTOCONSORTIUM [www.photoconsortium.eu](http://www.photoconsortium.eu)

Updated information on [digitalmeetsculture](http://digitalmeetsculture.net)



The screenshot shows the website for Digital Meets Culture. At the top, there is a navigation bar with 'DIGITAL HERITAGE' and 'DIGITAL ART'. Below this, there is a section titled 'Join the Digital Meets Culture Open Newsroom!' with a 'Join' button. To the right, there is a news item titled 'Civic Epistemologies at NALIS Forum 2015' with a date of 'Sofia (BG) 12 May 2015'. Below the news item, there is a search bar and a section for 'Upcoming events' featuring the 'IV European Conference on Learning Innovations and Quality' in Brussels from May 11-13, 2015. At the bottom, there is a section for 'NALIS FOUNDATION' and a mention of a special guest, Antonella Fresca, with a presentation on digitization and the re-use of digital cultural content.



# RICHES

## *Renewal, Innovation and Change: Heritage and European Society*



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RENEWAL, INNOVATION AND CHANGE:  
HERITAGE AND EUROPEAN SOCIETY

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# QUESTIONS TO BE ANSWERED



RICHES wants to answer the following questions:

1. How can CH institutions renew and remake themselves?
2. How can EU citizens play a co-creative role in their CH?
3. How can new technologies represent and promote CH?
4. How can CH become closer to its audiences?
5. How can CH be a force in the new EU economy?



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# RICHES RESEARCH TOPICS



- ❑ Renewal of Cultural Institution;
- ❑ Living Media, Young People and the Processes of Co-Creation;
- ❑ Social and Territorial Cohesion – Places and People;
- ❑ New Digital Infrastructures for Performance-Based Cultural Heritage;
- ❑ Skills Development and Processes of Innovation;
- ❑ Fiscal and Economic Cultural Heritage issues in the Digital Age;
- ❑ Legal framework for the digital economy.



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# RICHES Taxonomy



## A common background of the research:

- It is a **theoretical framework of interrelated terms, definitions and explanations**, referring to the new emerging meanings of the digital era (*digital library, co creation, virtual performance*)
- It classifies a wide range of concepts in **categories of terms**
- Outlining the **conceptual field of digital technologies applied to CH**, it constitutes the background that is guiding the RICHES studies...

<http://www.riches-project.eu/riches-taxonomy.html>



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# THE TAXONOMY



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RENE  
HERIT

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## RICHERS Taxonomy

A B C D E G H I K L

### [e-infrastructure](#)

In a general sense, an e-infrastructure includes enhanced networks, tools, resources, and social and organisational resources and advancement of collaborative work in a digital heritage domain. Heritage from many countries, institutions shared, retrieved, stored, and accessed of information and communication technology.

### [European society](#)

Emerging from centuries of intra-European colonialism, European society and heterogeneity. Both ancient traditions celebrated and sometimes contested. As of values – tolerance, respect for individual of expression – are commonly-espoused. states that comprise the continent of Europe economically and culturally interconnected European Union. However, European social historical and cultural terms, is not synonymous particular territorial, jurisdictional or supra-

### [Exceptions and limitations to copyright in EU context](#)

Things that may be done with a work prior consent of the owner of the copyright. The contains a closed list of exceptions and incorporate into their domestic laws. In relation to the right of reproduction these include: photographic reproductions on paper or any similar medium of



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## RICHERS Taxonomy

A B C D E G H I K

### [Analogue and digital](#)

'Analogue' indicates the quality of a characteristics of another object. An photography, which generates an art means of chemical processes. The a characterised by information transmission continuous transmission signal. By v represents physical magnitudes (such binary system of values (1-0, positive Within the Cultural Heritage sector, has been an extended practice grow In many cases, an artwork may exist For example, a photograph may have scanned version. The analogue and advantages for storing, displaying art objects. Analogue versions are their representations, while digital version reduction. Yet, digital formats have their capacity to aggregate different still images), the ease of transfer and storage of large amounts of data.

Sources:

Oxford English Dictionary. 'Analogue' <http://www.oed.com/>

### [Assignment of copyright](#)

An assignment (assignment) of copyright is an outright transfer of the ownership of the economic rights in the copyright to a third party. Some jurisdictions (e.g. France) in the droit d'auteur tradition do not permit assignation. National rules will dictate the formalities required, for example who has to sign the assignation (whether the assigner and the assignee) and



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RESERVED AREA

## RICHERS Taxonomy

A B C D E G H I K L M O P R S T U V

### [Data migration](#)

Refers to the process of transferring data for storage into different types of computer platforms or systems. For example data initially stored onto floppy-drives may be transferred into CDs or DVDs. Data migration can be dictated by a variety of factors, from a technology becoming obsolete (such as the floppy-drive), to the need to upgrade or replace a system.

### [Digital Age](#)

The digital age describes the current period in human history, which is characterised by the rapid and paradigmatic transformation of information and communication systems brought about by advances in computer-based technology. The shift consists in the passage from systems based on analogue technology (that is based on continuous values) to digital systems (technology based on discrete, binary values). The binary language of digital systems has contributed to a fundamental transformation in the nature of information and, therefore, in the concept of communication: the technological capacity to store, transmit and process information has grown exponentially in terms of quantity and speed. That has had a great economic, and, above all, social impact: using a wide range of devices, people can create, share and receive an incredibly large quantity of information and data very quickly from one side of the world to the other.

### [Digital art](#)

Digital art is produced when digital technologies give a substantial contribution to the creation of an artistic work. This implies that digital

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# IPR Framework for digital content



## The move from analogue to digital and new forms of IP...

Through two case studies

- the **co-creation sessions held in the Netherlands** and
- the **National Library of Ankara** (digitisation stage + user needs)

RICHES analysed the tension between human cultural rights (presenting CH as public good) and the traditional copyright law (focused on the commodification of culture, private property, ownership and control)

Challenge: investigating how the groups involved in the creation, selection and mediation of CH within the analysed case studies can benefit from the cultural rights articulated in the UNESCO Conventions.



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# NEXT RICHES EVENTS



- ❑ «Context of change» workshop in **Ankara**, 13-15 May 2015;
- ❑ «Role of CH in social and economic development» workshop in **Berlin**, November 2015;
- ❑ International conference in **Coventry**, March 2016.



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# Europeana Space

Spaces of possibilities for the creative re-use of Europeana's (and other digital repositories') content

A dark grey circular logo with a vertical rainbow bar to the left of the text 'E SPACE'.

E SPACE

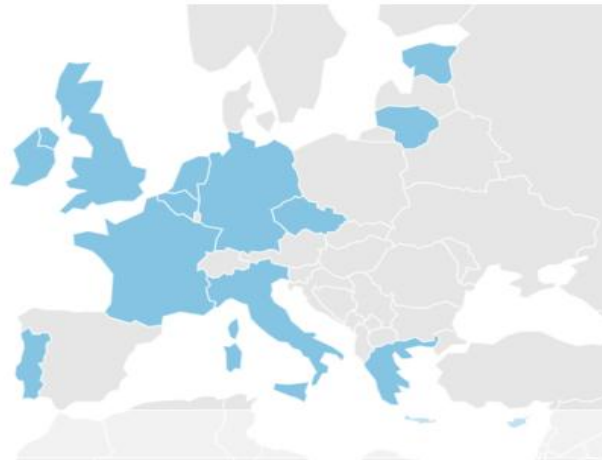
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# The Best Practice Network

- Consortium: 29 partners; 13 countries
- SMES, cultural bodies, memory institutions, broadcasters, national cultural agencies, centres of excellence in multidisciplinary research including Universities
- To increase and enhance **the use and re-use of digital cultural content by creative industries**, with a special focus on the use of Europeana, by delivering a range of resources and instruments to support their engagement.



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# Strategic objectives

1. Establish 3 spaces to support the engagement of creative industries with digital cultural heritage: **Technical Space, Content Space, Innovation Space**
2. Produce 6 examples of creative applications (themed **Pilots**) + 4 **demonstrators for educational purposes**
3. Set up an open network for the in **incubation and exploitation** of new products and services



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# Beneficiaries

- Creative SMEs
- Larger players in the creative industries
- Individual creators and artists
- The education sector
- Cultural institutions
- Other social and economic activities (e.g. tourism)



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# Upcoming events

- A series of thematic Hackathons following the 6 pilots:

## Europeana TV Pilot

### Hacking Culture Bootcamp

Amsterdam, 8, 9 and 10 May 2015

## Dance Pilot

### Hackathon in Prague

November 2015

## Open & Hybrid Publishing Pilot

### Hackathon in Athens

22, 23 and 24 January 2016

## Photography Pilot

### Hackathon in Leuven

25 – 27 February 2016

## Games Pilot

### Hackathon in Coventry

early 2016

## Museums Pilot

### Hackathon in Venice

March 2016



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# Upcoming events

- Creative Marketing workshop: 9 October 2015 in Pisa (Italy)
- Second International conference: 10-11 December 2015 in Tallinn (Estonia)
- Best Practice for Education and IPR workshop: 22 January 2016 in Athens (Greece)



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# CIVIC EPISTEMOLOGIES

## Development of a Roadmap for Citizen Researchers in the age of Digital Culture



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Participation of **citizens** in the research on **cultural heritage and humanities**

ICT are powerful drivers of creativity, but **specific technical know-how** is generally lacking

New **skills** are needed to enable the cultural sector to grasp employment and commercial opportunities

Project aims:

→ to develop and validate a **Roadmap** for the use of **e-Infrastructures** to support the participation of European citizens in research on cultural heritage and digital humanities.

→ To support improvement of **social cohesion** by understanding Europe's citizens common and individual cultures

## Case studies and Pilot

2 case studies examine how community groups of citizens engage with cultural heritage and participate in the generation and reuse of cultural heritage using digital technologies:

- participation of **volunteers** in cultural activities (e.g. theatre, dance, music, art, film making, photography)
- a novel **visitor app** developed for Coventry City Council, and will focus on understanding the role of local cultural heritage in local economic regeneration and growth

The pilot is running an **ethnographic study focused on rural Ireland**, to record, capture and document heritage composed of stories heard from elderly relatives and neighbors.

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# User communities and key targets

- Public funding bodies
- e-Infrastructure providers (NRENs, grid and cloud providers)
- Policy-making bodies which map out the future of e-Infrastructures (good examples are e-IRG and ESFRI)
- Cultural heritage organisations (museums, libraries, archives, etc.)
- Organisations which coordinate and represent memory institutions (e.g., NEMO, EMF, ICOM, EBLIDA, CENL)
- Research organisations that provide technical advice to cultural stakeholders
- Cultural and creative Industries
- Other projects in the digital culture, digital humanities, e-Infrastructures
- Researchers, educators, students, practitioners and
- citizens in general



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## Next events

Budapest – “Innovation in CH institutions”, 9 – 10 July 2015

**Final International Conference**

Berlin, 12 - 13 November 2015



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# PHOTO CONSORTIUM



International Consortium for the promotion of  
Photographic Heritage

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Non for profit association created by the partners of EU project EUROPEANA PHOTOGRAPHY.

EUROPEANA PHOTOGRAPHY, evaluated as «excellent» in the final review (March 2015), was a digitization and Europeana-feeder project:

- exploring the identity of photography as cultural heritage from an historical and artistic point of view
- exploring the potentialities of Public-Private Partnerships
- proposing a sustainability model for companies and institutions

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## NUMBERS OF EUROPEANA PHOTOGRAPHY, AT A GLANCE



**19** PARTNERS

FROM **13** EUROPEAN COUNTRIES



**3** ASSOCIATE PARTNERS

FROM UKRAINE, CYPRUS AND ISRAEL



**100** YEARS BROWSED  
OF PHOTOGRAPHIC HERITAGE



**453.828** IMAGES

AVAILABLE TO EUROPEANA



**16** LANGUAGES

MULTILINGUAL METADATA ASSOCIATED TO EACH IMAGE

**PDM**

**+ 86.000** PDM IMAGES

AVAILABLE TO EUROPEANA

The experience, know-how and network of EUROPEANA PHOTOGRAPHY flowed into PHOTOCONSORTIUM.

PHOTOCONSORTIUM is a hub of expertise in the fields of early photography, photographic culture, digitization techniques, content aggregation, metadata standards, indexing, cataloguing and using controlled vocabularies, digital management of archives and much more.

This expertise and knowledge is the core to generate activities, provide services, organise training programs and seminars and participate in new research.

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## All Our Yesterdays (1839 – 1939): Life Through the lens of Europe's First Photographers

Travelling exhibition, featuring a kaleidoscope of early photographic masterpieces, selected by 18 museums, archives and photo agencies, showcases how the camera has, from the very beginning of photographic history, captured the world from its most beautiful angles as well as its most dramatic days

The exhibition was produced within EUROPEANA PHOTOGRAPHY and is the most tangible legacy of the project to PHOTOCONSORTIUM.

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All Our Yesterdays was already on show in Italy (Pisa Spring 2014) and in Belgium (Leuven February – March 2015).

Designed as a flexible concept comprising both physical and virtual elements, as well as multiple content modules, All Our Yesterdays was always intended as a travelling exhibition, to re-produced at other times and locations.

The current edition is in Denmark (Copenhagen, 13 May – 02 August 2015) featuring the participation of award winner photographer Mads Nissen.

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Register to the association's newsletter:

<http://www.photoconsortium.net/>

And follow PHOTOCONSORTIUM on FB and Twitter



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Publicato da Valentina Bachi l'91 - 27 aprile alle ore 16.07 · 🌐

PHOTOCONSORTIUM founding member Arbejdemuseet is hosting a revisited edition of All Our yesterdays photographic exhibition featuring the participation of award winning photograprer Mads Nissen

Visualizza traduzione



"Tomorrows and Yesterdays" exhibition in Copenhagen feat. Mads Nissen. | Photoconsortium Association

"Tomorrows and Yesterdays" exhibition in Copenhagen feat. Mads Nissen. Posted on 27th April 2015 Image source: Twitter. None other than award-winning (World...)

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**PhotoConsortium** @PhotoConsortium · 27 apr  
May 13th in Copenhagen opening a new edition of All Our Yesterdays featuring @MadsNissenPhoto photoconsortium.net/tomorrows-and-...



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Thank you for your attention

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