



europaana
creative

Europeana Creative

Creative Re-Use of Cultural Heritage

Susanne Tremml
susanne.tremml@onb.ac.at
[@tt_susanne](https://twitter.com/tt_susanne)
Jasná, Digital Library Conference



National Museum, Prague





creative re-use of
digitised content





Let loose on our digital collections British Library Labs

<http://labs.bl.uk>

supports cultural
heritage institutions
to fulfil their mission



How do I make my own creation from a work of art?

1. Select the scissors in the corner of the artwork of your choice.



2. Download the high res image masterpiece. For and

fosters innovative ways of using cultural heritage

3. Inspire others by adding a photo of your creation to your Rijksstudio.



How to save works in your Rijksstudio during a visit?

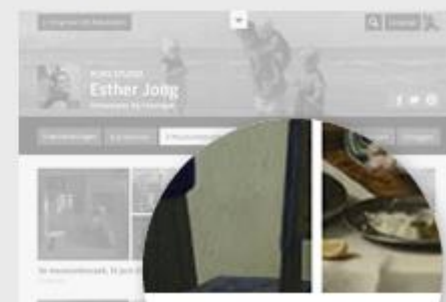
1. Download the Rijksmuseum App on your smartphone or hire a special device in the museum.



2. Collect during your visit your favorites by clicking the heart in the corner of the works.



3. FollowFollow the easy instructions in the app and your favorites are saved in your own Rijksstudio on the website.



main strategic
goal of
Europeana

1. Shift from Portal to Platform

"Portals are for visiting, platforms are for building on*"

*Tim Sherrat, Trove

Saturday, November 30, 2013

24





how?



- content for re-use
- Europeana Labs & technical infrastructure
- Europeana Content Re-use Framework
- co-creation events
- five Pilots
- series of challenge events with the creative industries
- incubation support
- evaluation cycle



the project



- February 2013 – July 2015 (30 months)
- CIP ICT PSP Best Practice Network
- Call: CIP-ICT-PSP-2012-6
 - Theme 2: digital content, open access and creativity
- 26 partners from 13 EU member states
- Coordinated by the Austrian National Library
- 835 person-months effort
(846 person months after 3rd contract amendment)
- Budget: € 5,312,515
- EU contribution: € 4,250,000

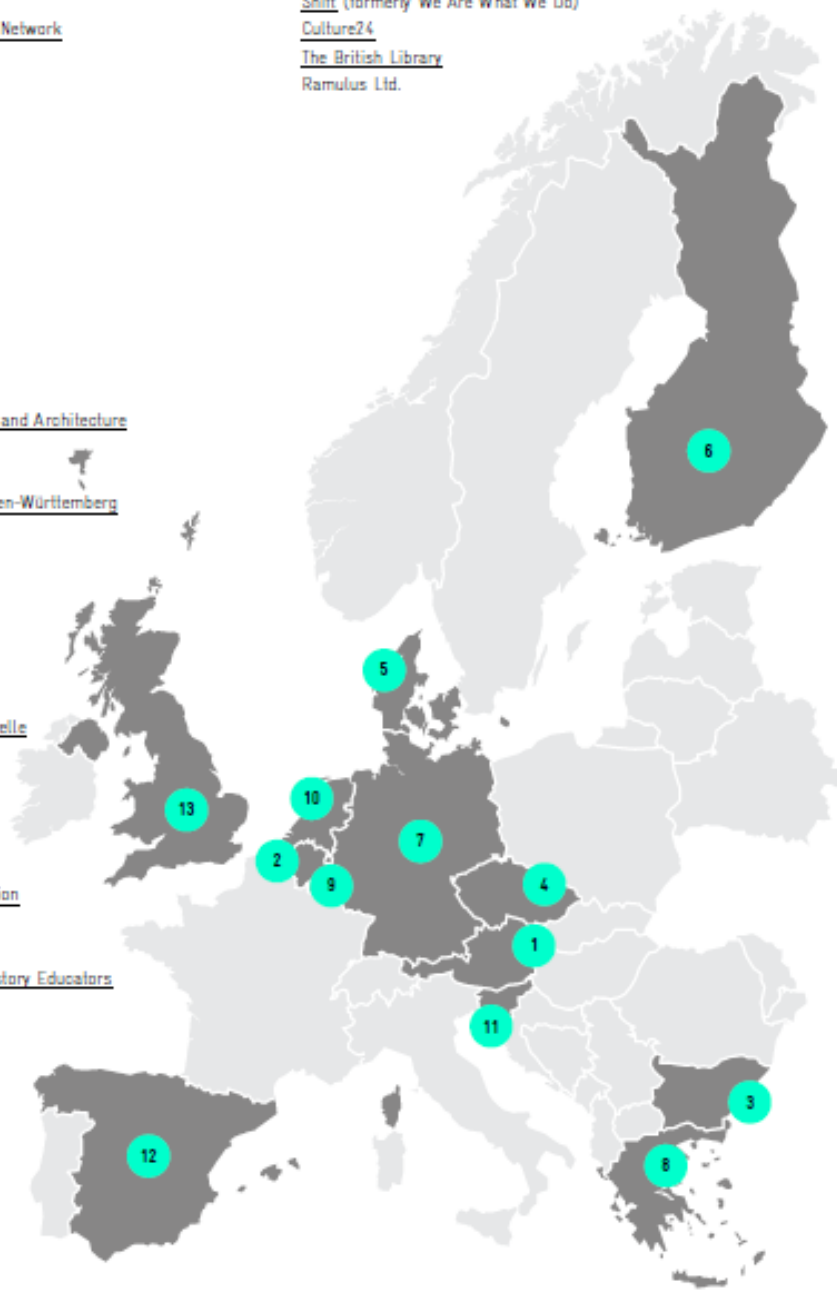


project partners



- 1 **Austria**
[Austrian National Library](#)
[AIT Austrian Institute of Technology](#)
- 2 **Belgium**
[European Business & Innovation Centre Network](#)
[European Network of Living Labs](#)
[EUN Partnership / European Schoolnet](#)
- 3 **Bulgaria**
[Ontotext](#)
- 4 **Czech Republic**
[National Museum](#)
- 5 **Denmark**
[Spil af Tid](#)
- 6 **Finland**
[Aalto University, School of Arts, Design and Architecture](#)
- 7 **Germany**
[MFG Medien- und Filmgesellschaft Baden-Württemberg](#)
[Museum für Naturkunde](#)
[Exozet Games](#)
- 8 **Greece**
[National Technical University of Athens](#)
- 9 **Luxembourg**
[Agence luxembourgeoise d'action culturelle \(PLURIO.NET\)](#)
- 10 **The Netherlands**
[Europeana Foundation](#)
[Kennisland](#)
[Netherlands Institute for Sound and Vision](#)
[European Creative Business Network](#)
[Weblio](#)
[EUROCLID – European Association of History Educators](#)
- 11 **Slovenia**
[Semantika](#)

- 12 **Spain**
[Platoniq Sistema Cultural](#)
- 13 **United Kingdom**
[Shift \(formerly We Are What We Do\)](#)
[Culture24](#)
[The British Library](#)
[Ramulus Ltd.](#)



→ Creative Hubs and Associations

- European Network of Living Labs (NL)
- MFG Medien- und Filmgesellschaft Baden-Württemberg, Innovation Agency for ICT and Media Baden-Württemberg (DE)
- European Creative Business Network (NL)
- EUN Partnership / European Schoolnet (BE)
- Agence luxembourgeoise d'action culturelle (LU)
- Culture24 (GB)
- EUROCLIO – European Association of History Educators (NL)
- Aalto University, School of Arts, Design and Architecture (FI)



→ Technical and Multimedia Experts

- National Technical University of Athens (GR)
- AIT Austrian Institute of Technology (AT)
- Spild af Tid (DK)
- We Are What We Do (GB)
- Semantika (SI)
- Webtic (NL)
- Ontotext (BG)
- Exozet Games (DE)



→ Living Labs in 4 Member States

- Platoniq Sistema Cultural (ES)
- EUN Partnership / European Schoolnet (BE)
- Aalto University, School of Arts, Design and Architecture (FI)
- ... plus the European Network of Living Labs (BE)



→ Business Planning Specialists

- Kennisland (NL)
- European Business & Innovation Centre Network (BE)
- Ramulus Ltd. (RAM)



→ Europeana and Content Providers

- Europeana Foundation (NL)
- Austrian National Library (AT)
- Netherlands Institute for Sound and Vision (NL)
- National Museum (CZ)
- Museum für Naturkunde (DE)
- The British Library (GB)





project structure



DELIVERY

WP1 Europeana Labs



WP2 Infrastructure for Content Re-use



WP3
Business
Model
Frameworks



WP4
Pilots



WP5
Open
Innovation



SUPPORT

WP6 Evaluation

WP7 Dissemination



MANAGEMENT

WP8 Project Management



Europeana Labs



Goals

- build Europeana Labs as a platform for re-using cultural content (on- and offline)
- build a Co-Creation infrastructure to support the Pilots
- source and prepare content (deliver Content Sourcing Strategy)

What do we want people to do?

- we want them to discover and be inspired by our open collections and find them easy to re-use, remix or republish
- we want them to share the tools, services and code that they create with others
- we want them to join co-creation and other collaborative activities

Living Labs
Incubation
Hands-on support

Europeana Labs

A playground for remixing and using your cultural and scientific heritage.
A place for inspiration, innovation and sharing.

This is your code, this is your heritage, these are your labs.

GET STARTED

Website and API

labs.europeana.eu



Get your API key.

Sign up for your free API key and get started!

Email address:

Sign up



Locations

These labs across Europe offer online and real world places you can go to play, develop, test and build apps and products.



AALTO Fab Lab | Helsinki

FabLab (fabrication laboratory) is a small-scale workshop for digital fabrication, started by MIT. In a Fablab you can find machines such as the lasercutter, vinyl cutter, desktop CNC milling machine and 3D printer and electronics prototyping equipment.



Future Classroom Lab | Brussels

The Future Classroom Lab in Brussels is a fully equipped, reconfigurable, teaching and learning space developed by European Schoolnet, its 30 supporting Ministries of Education and leading educational technology providers.



Platoniq | Palma

Since 2001 we at Platoniq have collaborated and worked with lots of cultural and social collectives, nationally and internationally, in the area of ICT development, to promote free and open culture and citizen's participation. We cooperate with public institutions, universities and companies with affinity for the collaborative economy's philosophy and the principles of free knowledge.

Data

Our database contains over 40 million metadata records, and these featured datasets represent over a million of the best, openly licensed, directly accessible media objects - books, photos, art, artefacts, audio clips and more. Explore some of our very best content [here](#).

Filter by:

ALL (79)

HISTORY (5)

FIRST WORLD WAR (5)

GEDDATA (3)

PHOTOGRAPHS (1)

Logs

Suggest a Dataset

WWI text posters from Austria-Hungary

More than 5,000 posters from all parts of the Austrian-Hungarian monarchy including the important Empire of Austria, announcements managing mobilisation, recruitment and shortages with information on dates and places.

Dataset provided by [Austrian National Library](#). Contact bildarchiv@onb.ac.at for more details.

VIEW THIS DATA IN:

PORTAL

API CONSOLE



HISTORY

FIRST WORLD WAR

WWI photographs from Austria-Hungary

More than 37,000 photographs illustrating the Great War at the eastern and south eastern front, the back country and further areas of the former Monarchy.

Dataset provided by [Austrian National Library](#). Contact bildarchiv@onb.ac.at for more details.

VIEW THIS DATA IN:



Apps

Discover applications using the Europeana APIs and re-usable content. Explore existing implementations, find a code library to get you started, or discover open source tools.

Is your app missing here? If so [get in touch](#).



Europeana's pilot on Google's Field Trip app

Europeana, Google's Niantic Labs and three partner museums - the Swedish National Heritage Board, the National Heritage Board of Estonia and the National Heritage Board of Poland - have successfully completed a pilot project to integrate curated cultural content in Google's Field Trip app (www.fieldtripper.com).

API IMPLEMENTATION | DISCOVERY | TOURISM



Historiana

The Historiana Learning Section is the History Education Pilot from the Europeana Creative Project.

API IMPLEMENTATION | EDUCATION
CURATION/ANNOTATION | PILOT



Culture Collage MS Office app

The Culture Collage MS Office App allows easy embedding of images, together with their associated descriptions and license information, directly into documents such as Powerpoint presentations.



Museums.EU

Museums.EU describes itself as "The European Museums Network intended to present and promote museums and cultural heritage across Europe".

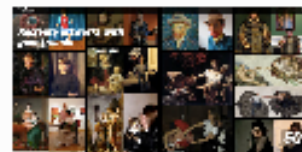
API IMPLEMENTATION | DISCOVERY | TOURISM



Ajapaik / Timepatch

Ajapaik (translated from Estonian to English as 'Timepatch') is a location based site inviting users to look around and add metadata to historical images. It also adds a social and competitive element, with points awarded for contributions made.

API IMPLEMENTATION | CURATION/ANNOTATION



VanGoYourself

VanGoYourself is a genuinely different and surprisingly deep way for visitors to engage with heritage, based on emotion, playfulness and curiosity: recreate a painting or historic photo with your friends, then upload and share your photograph, tagged with the original, for others to enjoy.

→ For all the great things people have done
→ Inspiration
→ Tools & Code
→ Collaboration
→ Promotion



Co-Creation



Co-creation

- Structured discussions and co-design activities around content and processes at the very beginning of a project
- Bringing together:
 - Professionals from the Creative Industries
 - Content providers / Heritage institutions
 - Developers / programmers of applications
 - Designers and creative minds of different fields
 - Other stakeholders
- In order to inspire, guide and help the development of pilots





Infrastructure for Content Re-use



Goals

- build infrastructure components that facilitate content re-use
- build services for Pilots

content re-use

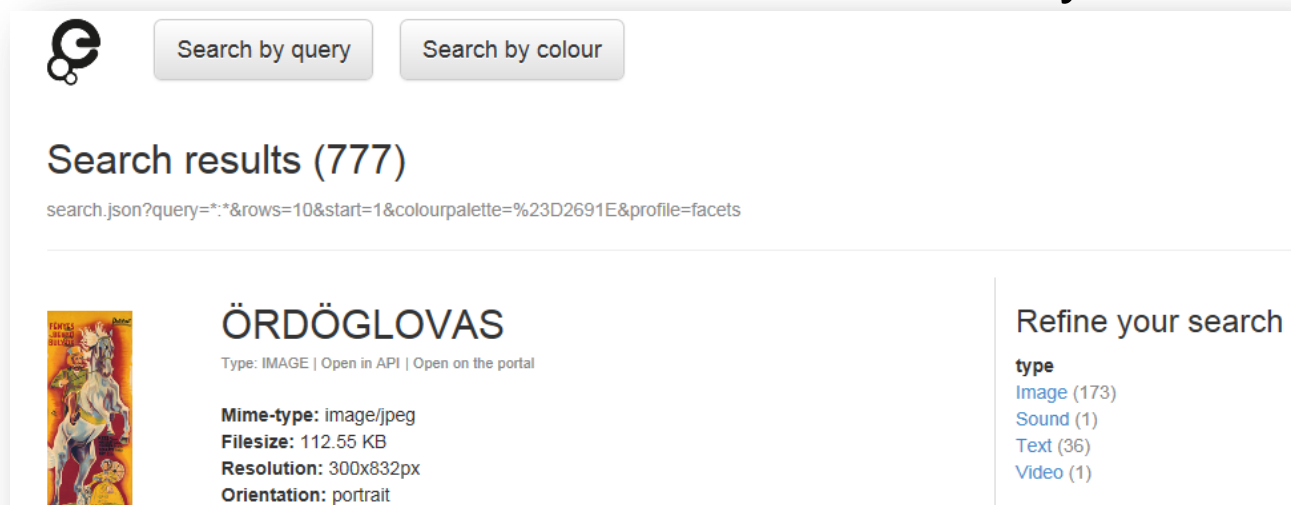
Europeana re-use requirements

- Provide image with min 800px
- Provide direct link to 300dpi image
- Provide rights statement that allows re-use

Content / Media File Checker











































examines Digital Objects linked from Europeana

- recognises file formats
- determines the resolution of still images and video files
- determines the sample rate and bit depth of audio
- determines if a text file can be fully searched



content for re-use

- Europeana will be highlighting digital objects that meet re-use recommendations
- additional search tools that allow to identify content suitable for re-use
- Europeana will expose direct link to full-size object via API

WHAT YOU DELIVER				WHAT YOU GET							
	 License	 Data	 Link	 Object		 Portal	 lightbox	 Channel	 Education	 Creative	 Social
3	<div>FREELY RE-USE </div> <div>RE-USE </div> <div>Re-usable*</div>	 DEA++	 permanent	 300 dpi							
2	 Ang in LFW	 DEA+	 Direct	 800 px							
1	 Ang in LFW	 DEA	 indirect	 400 px							



Business Model Frameworks



Goals

- extend Europeana Licensing Framework to facilitate re-use of content
- develop business models for Pilot themes
- develop business model for Europeana Labs



Business Model Propositions

www.europeanacreative.eu

D3.2 – Documentation of Business Model Propositions

This report documents the underlying business model propositions that have been identified for the 5 themes in Europeana Creative.





Labs Business Model Workshop Barcelona, September 2014



WP4

Pilots



5 Themes – 5 Pilots – 5 Challenges

Started May 2013

Started Nov. 2013

Started
May 2014

Natural
History
Education



History
Education



Tourism



Social
Networks



Design



Goals

→ deliver Pilots in five themes

- Natural History Education
- History Education
- Tourism
- Social Networks
- Design

→ contribute to Content Sourcing Strategy



History Education Pilot

Historiana

your portal to the past



Assignment

Women contributing to the war

Instructions (optional)

Here you see a busy factory floor the National Filling Factory (Chilwell, England) during the First World War. Look what the people the picture are doing. What does this picture tell you about the different roles at the factory? Select the clues in the picture that enable you to see how they differ and explain what you see.

↓ Next

tools for creation of
online learning activities

History Education

Historiana Learning Section



The role of postcards in World War 1

How far do postcards reveal what happened in World War 1?

Ineke Veldhuis-Meester



World War 1 recruitment posters in the perspective of the present time

Analyzing and understanding the past in the perspective of the present

Benny Christensen



How does knowledge help us to use a source as evidence?

Applying knowledge to evaluate what a political cartoon can reveal about World War 1 in 1915

Helen Snelson and Denis Detling



Using political cartoons as evidence

How revealing is a political cartoon of imperialist attitudes before World War 1?

Helen Snelson

A selection of learning activities related to World War 1 featured on the learning section of <http://historiana.eu>. For a video tutorial, click [here](#).

History Education Historiana Apps

Historiana
your portal to the past

+ Select a Historiana source + Use your own source

Assignment
Analysis of a satirical map from

Instructions
Examine this as an example of British propaganda. Do you think it would be effective as a way of presenting an image of each other. Select those parts of the image that contain perceptions of each

↓ Next

Analyse

Assignment

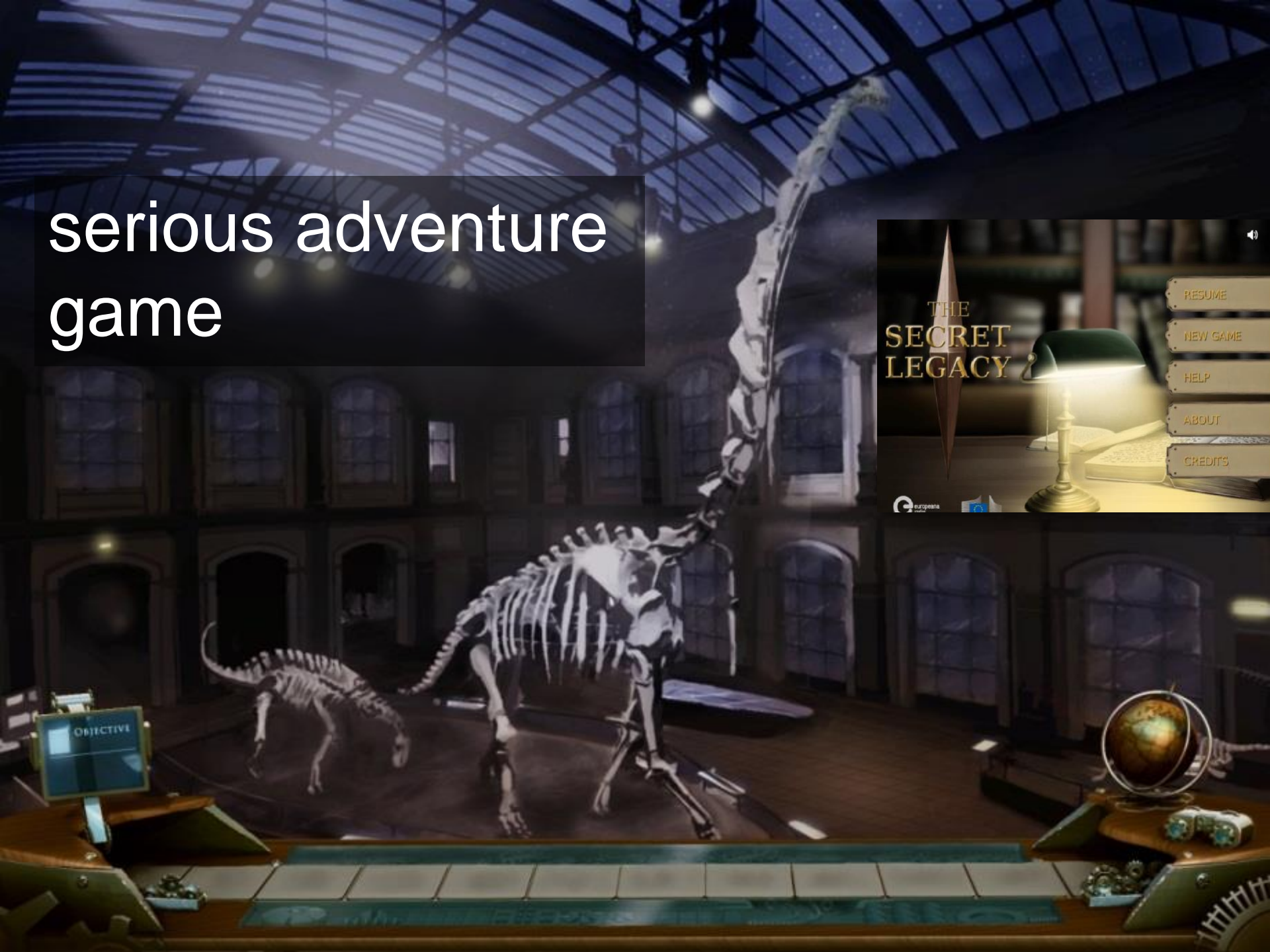
Source: gallica.bnf.fr / Bibliothèque nationale de France

An exemplar application of the Analysis Tool using a satirical map from the National Library in France. The Analysis tool can be used for free by educators to create their own online learning activities at <http://apps.historiana.eu>. For a video tutorial, click [here](#).

A woman in a dark jacket and scarf stands in front of a whiteboard, gesturing towards it. The whiteboard is covered with numerous colorful sticky notes (yellow, orange, green, blue) arranged in a structured manner. A group of people, including men and women, are gathered around the whiteboard, looking at the notes. The room has a modern design with large windows and a wooden wall. A green exit sign is visible above the whiteboard. A blue chair is in the foreground.

Natural History Education Pilot

serious adventure game



→ located in
Museum
für Naturkunde
in Berlin



EUROPEANA KIDS


MemoryMatch:
game for children

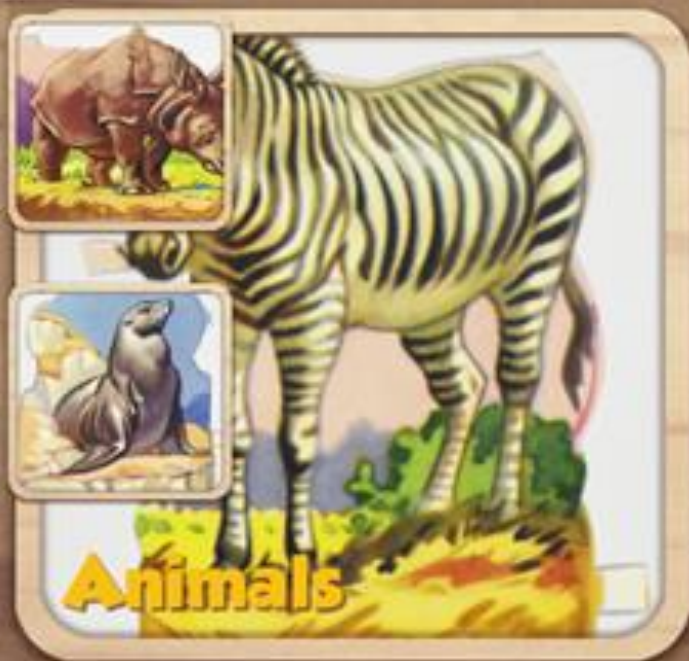




BACK

SELECT SET AND DIFFICULTY

 NEXT



 EASY

MEDIUM

HARD

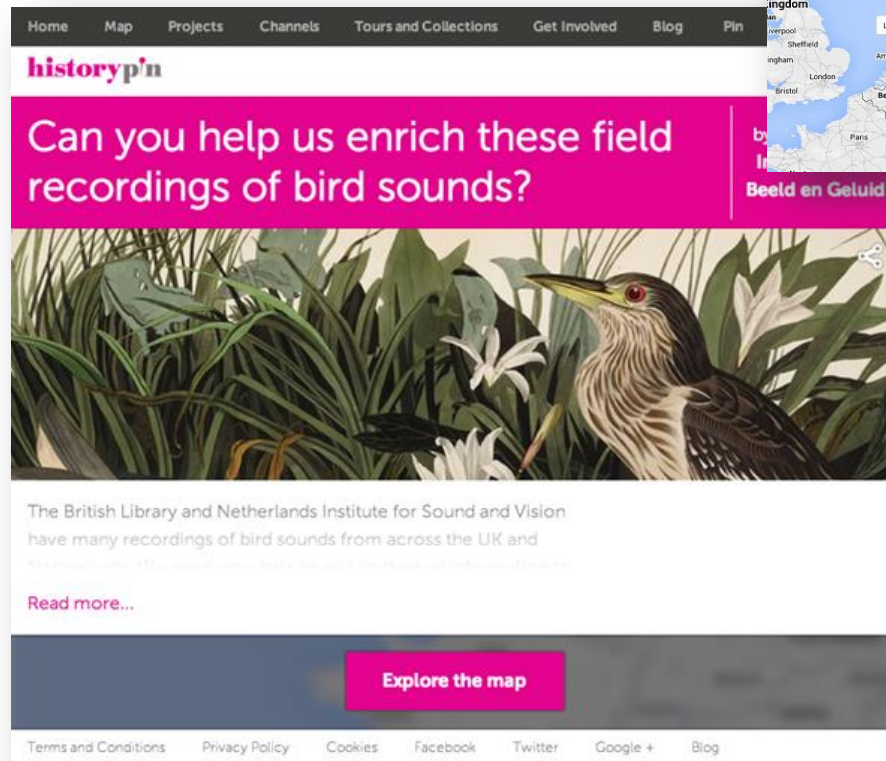
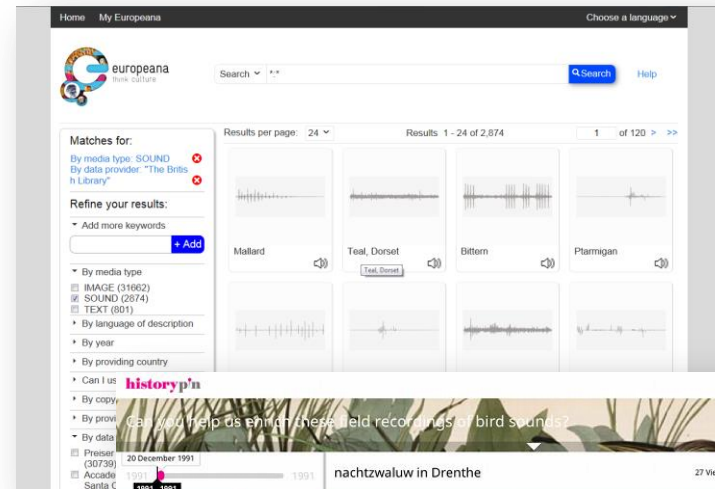
HARDER

EXTREME

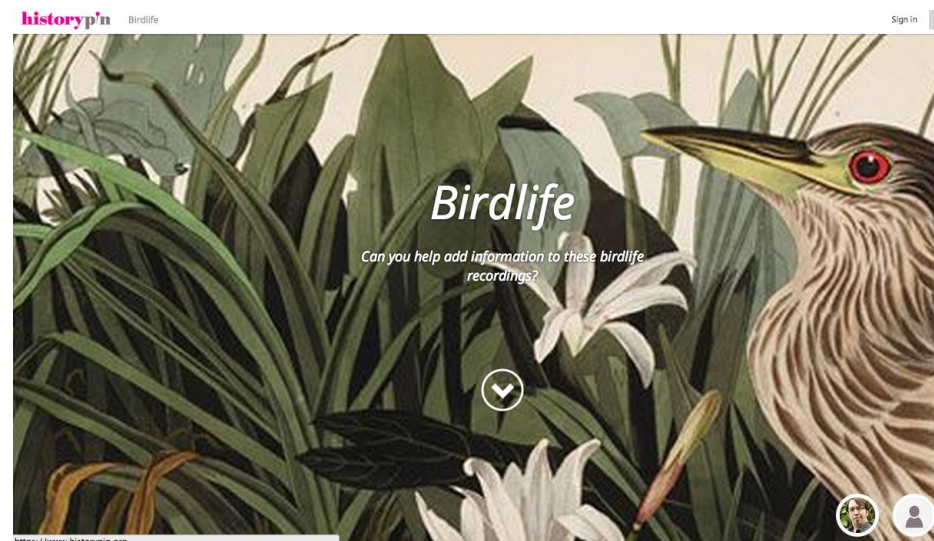
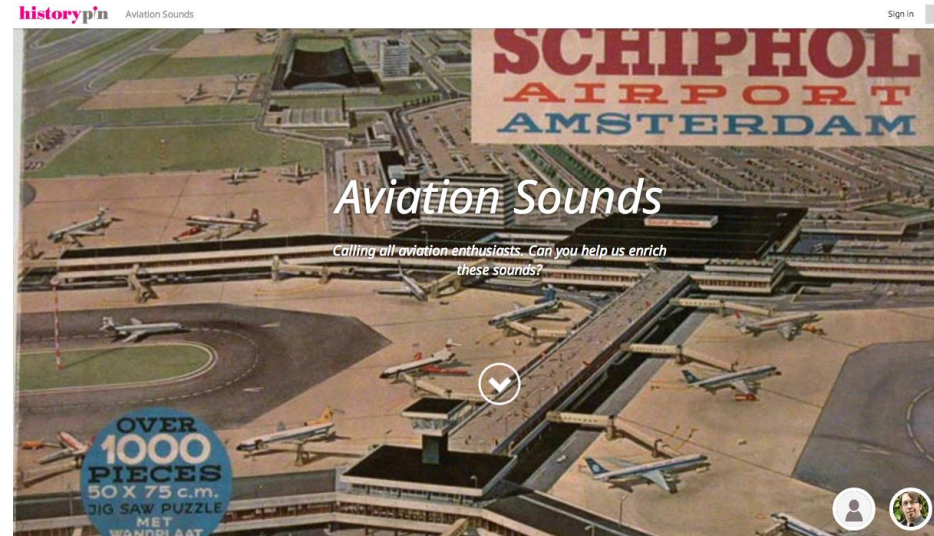
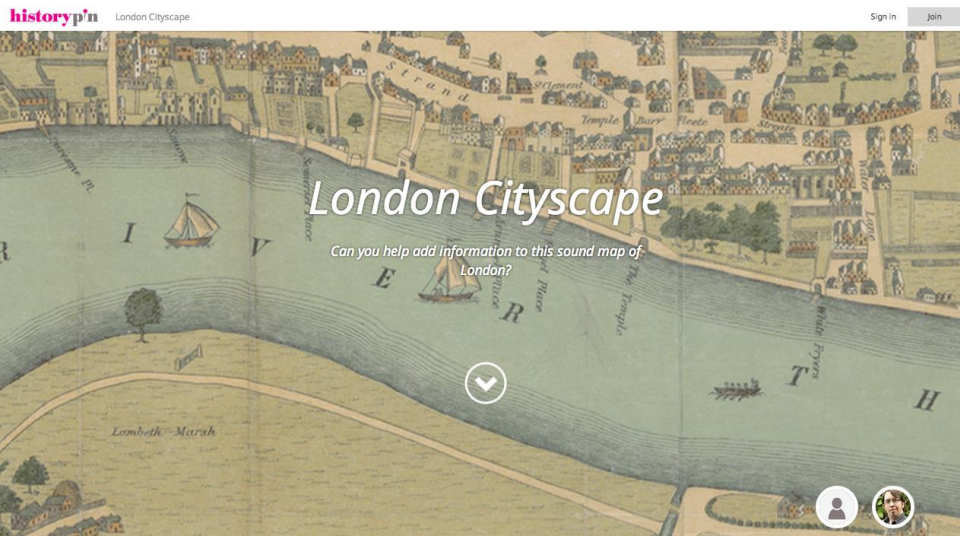
A man with curly brown hair and glasses is leaning over a white table, looking down at a smartphone. He is wearing a dark blue sweater with a green geometric pattern across the chest. A name tag is pinned to his sweater. On the table, there are several sheets of paper and a black pen. In the background, other people are visible, including a man in a green cardigan and a woman in a black and white patterned shirt. The setting appears to be a workshop or a collaborative meeting.

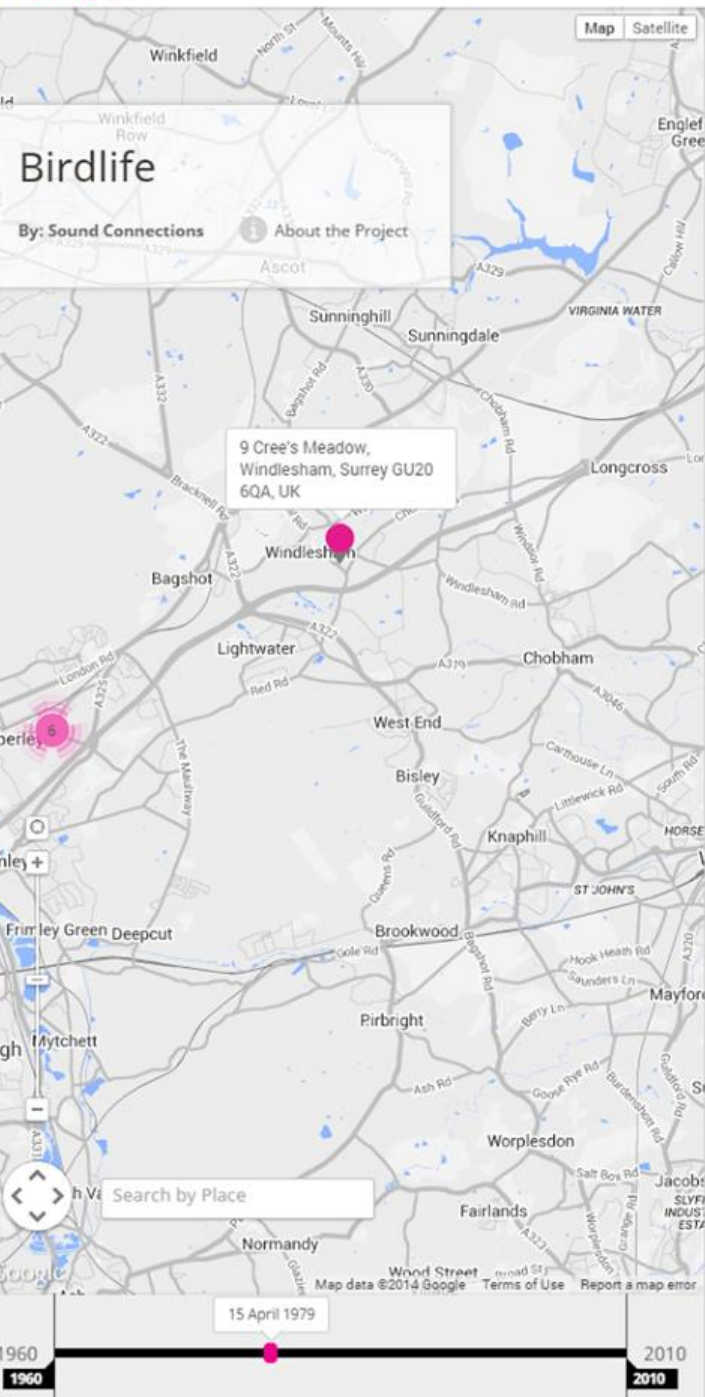
Social Networks Pilot

→ enrich sounds with
Europeana materials
and other websources



‘Sound Connections’





TAGS

Birds	<i>Garrulus glandarius</i>	Jay	Corvidae
-------	----------------------------	-----	----------

INFORMATION

Licence: Creative Commons Attribution (CC-BY)

Attribution: Williams, Aubrey John (recordist)

Original link: <https://soundcloud.com/the-british-library/022-a-w1-cdr0001494-1200-a0>

Repository:

Notes:

CREATOR

Williams, Aubrey John (recordist)

ADD A COMMENT

Enter your comment here

Log in or join to post

COMMENTS (4)



YS said on 29 July

More bird sounds near Surrey

<http://aporee.org/maps/export/>

lat=51.177510&lng=-0.360286&zoom=18&type=s&locid=12914&title=Capel%2C%20Surrey%2C%20UK



PaoloViscardi said on 29 July

See more information about Jays on the RSPB website: <http://www.rspb.org.uk/wildlife/birdguide/name/...>



birdwebb said on 29 July

jayas are now common urban birds too and, like crows, do consume eggs and chicks of other birds. More information found here: <http://www.rspb.org.uk/wildlife/birdguide/name/...>



PaoloViscardi said on 29 July

The scientific name *Garrulus glandarius* means "noisy eater of acorns", this recording demonstrates how apt that name is.





Tourism Pilot



recreate paintings and
images and share via
social media



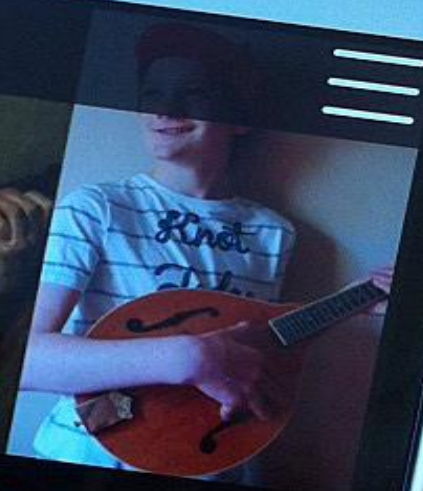
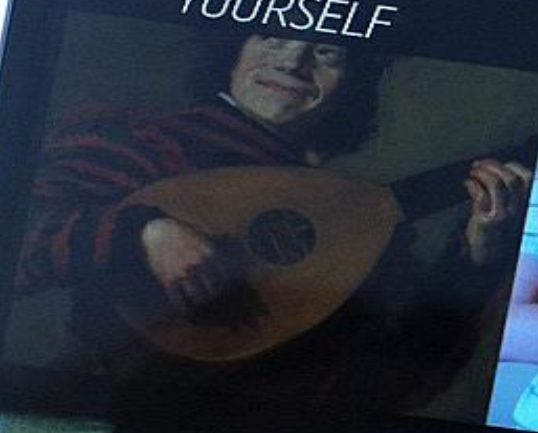
●●●●○ O2-UK

14:11

vangoyourself.com

82%

VAN GO >
YOURSELF



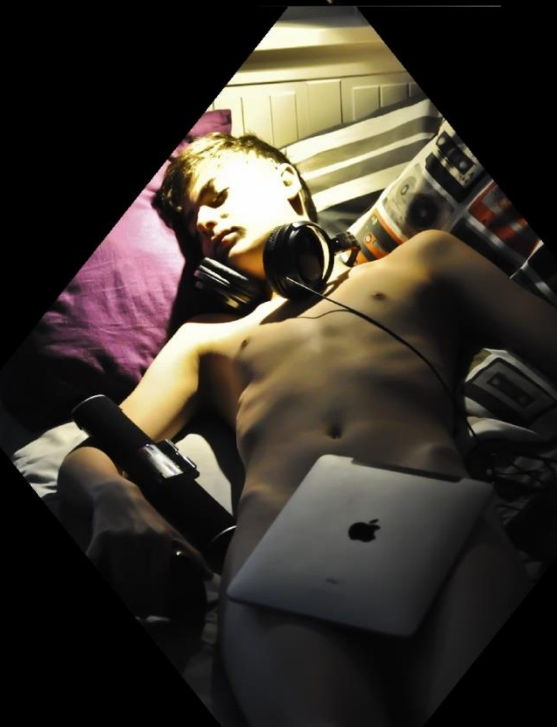
GO >



LEARN WITH ME



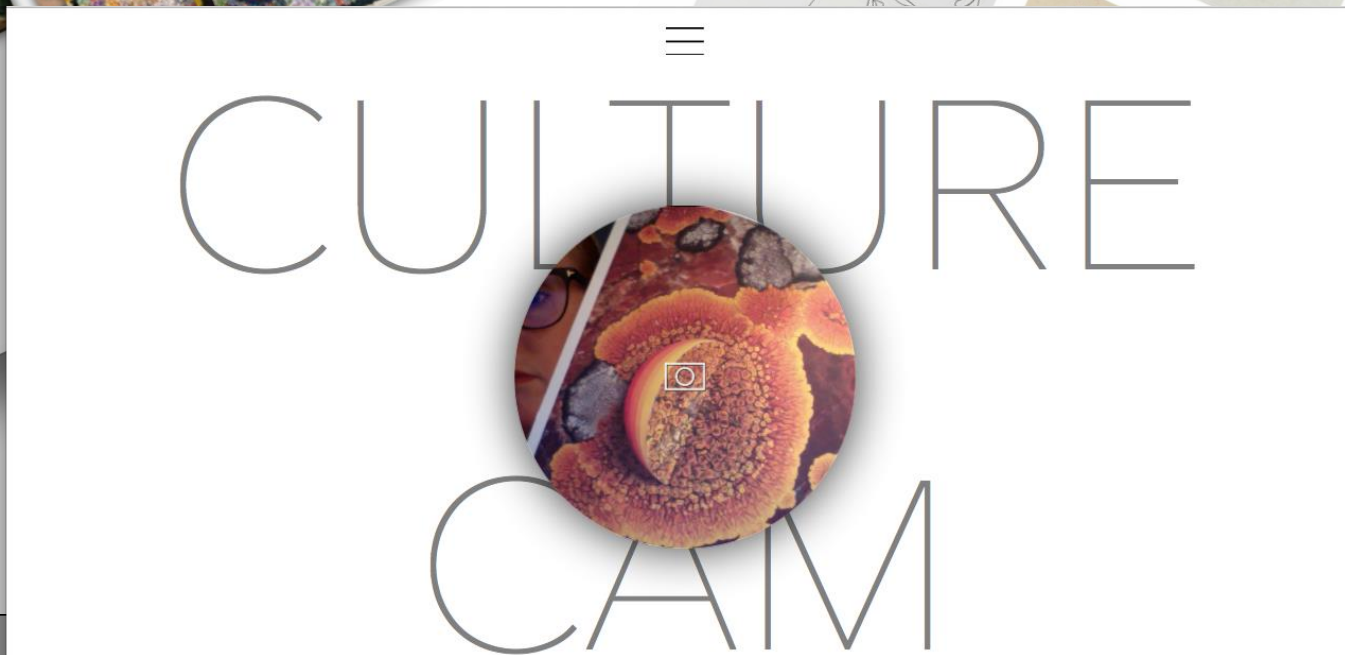
**Three Smokers, David Teniers The
Younger (1610-1690) vanGo'd by
Liane, Stefanie, Volker**



A group of people are gathered around a large table, working on a project. In the foreground, two men are focused on their work; one is wearing a green shirt and glasses, and the other is wearing a blue and white checkered shirt. They are looking at a large sheet of paper with various images and text. Other people are visible in the background, also working at the table. The table is covered with various materials, including papers, images, and tools like scissors. The overall atmosphere is collaborative and creative.

Design Pilot

Browse Europeana in
interactive way by using a
web or phone cam





Open Innovation



Goals

- identify and incubate viable projects
- based on the 5 thematic areas of Europeana Creative
- Pilots as inspiration



First Challenge event for
(Natural) History Theme:

@ The Egg, Brussels
29 / 30 April 2014

Second Challenge event for
Tourism/Social Network Theme:

@ Mobile World Centre
Barcelona 23 / 24 September 2014





Third Challenge event for
Design Theme:

@ Future Everything conference
Manchester 27 / 28 February 2015



Incubation Support



scope

- Hands-on support for each Challenge winner
- Typical support period of 3 months duration
- Covers a wide range of core areas:
 - Business
 - Technical
 - Marketing and promotion
 - Access to finance
 - Additional specialist topics
- Tailored approach per incubatee



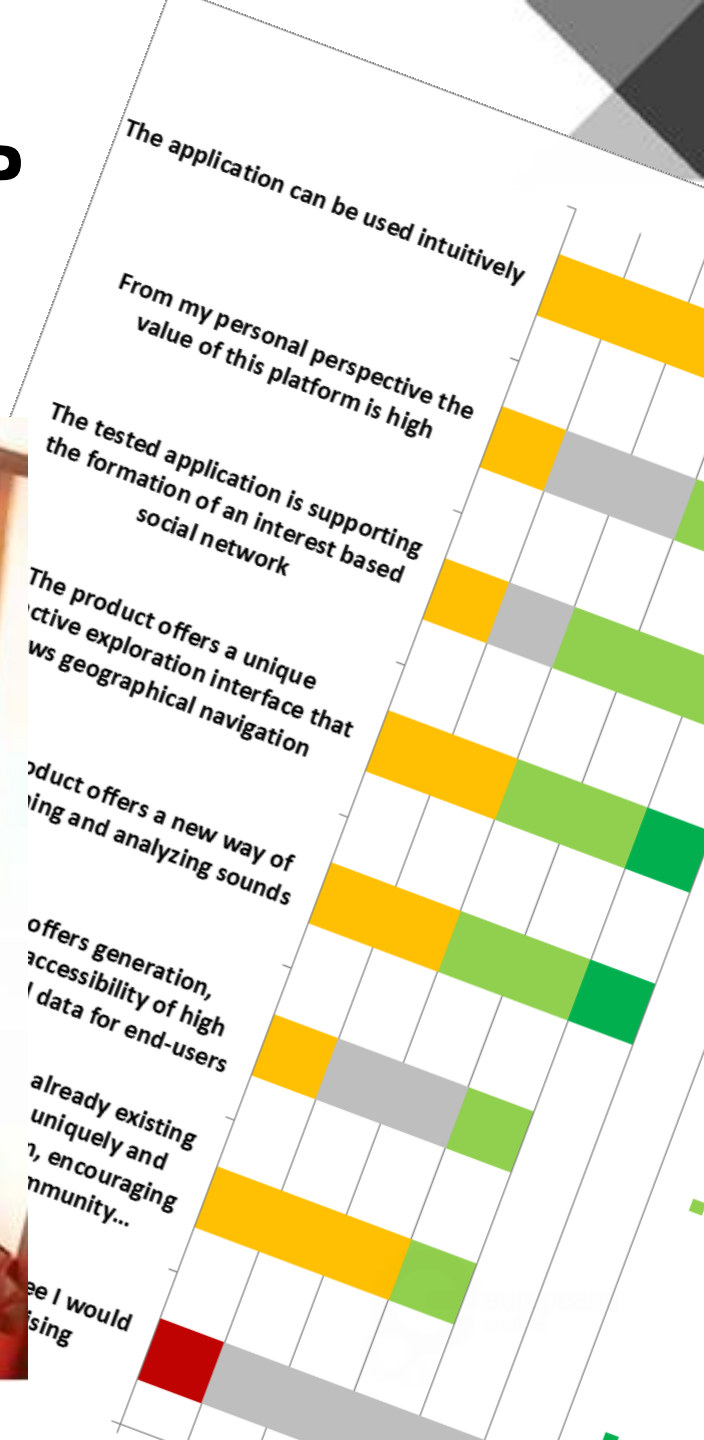
Evaluation



Goals

- Evaluation of all strands of the project
- Evaluation of Europeana Labs, Co-Creation Process
- Testing of Pilots and infrastructure components
- Impact evaluation of Challenges and Pilots

UX Testing at the YOUCOOP CoLaboratory in Palma





D6.1 – Evaluation Strategy and Framework

The document is the revised version of the initial Evaluation Strategy and Framework published in June 2013.

Co-funded by the European Union

The project is co-funded by the European Union, through the ICT Policy Support Programme as part of the Competitiveness and Innovation Framework Programme (CIP).

http://ec.europa.eu/information_society/activities/ict_gspi/

Österreichische
Nationalbibliothek

Europeana Creative is coordinated
by the Austrian National Library



Dissemination



Goals

- promote visibility of project
- foster collaboration
- continuous outreach and liaison
- events and clustering activities



Europeana Creative

Europeana Creative is a European project which enables and promotes greater re-use of cultural heritage resources by creative industries.

QUESTIONS?



Contact:

Max Kaiser
max.kaiser@onb.ac.at



About Europeana Creative

Europeana Creative will enable and promote greater re-use of cultural heritage resources by Europe's creative industries.



Pilots

The aim of the pilot apps and games is to demonstrate the potential for the creative re-use of Europeana resources.



Challenges

Identify, incubate and spin off into the commercial sector viable online applications based on the re-use of digital cultural heritage content.



Europeana Creative Tourism Pilot Wins 'Best of the Web Awards' in Chicago

15 April 2015 0 Comments

Europeana Creative's Tourism Pilot, VanGoYourself.com has received two prestigious "Best of the Web" awards in the cat



V
t

Al

Al

M
fo

M
se

Al

Al

Th
th

Finding Beauty in the World na – The Europeana Creative t

7 mins to read

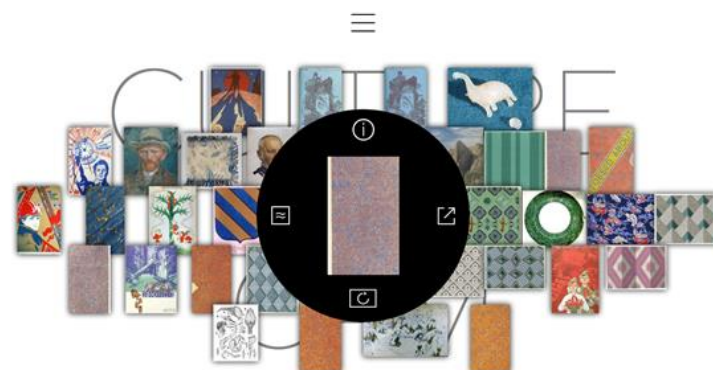
8 April 2015 0 Comments

Imagine you are a designer interested in re-using the cultu
You are inspired by patterns, stimulated by ancient artwor
ed by the multitude of material that is accessible in image:
But how do you find what you are actually looking for, esp
based? And once you find that perfect pattern or shape fo
our, how do you know if you are allowed to re-use it witho
right laws?

What is this CultureCam?

The prototype developed within the Design theme is called Culture Cam and is based on a twofold concept consisting of an online search tool and an interactive installation exhibition.

Culture Cam is a webcam-based similarity search tool offering designers, artists and all creative people the possibility of exploring cultural heritage images on Europeana in a fun, playful and intuitive way. Try it, it's really fun!



Explore your cultural heritage using your webcam

Powered by europeana.eu

Share Tweet



Europeana Creative

@eCreativeEU FOLGT DIR

Where cultural heritage and creative industries meet

europeanacreative.eu

Beigetreten Februar 2013

Tweet an

Nachricht

166 Follower, die Du kennst



TWEETS

1.028

FOLGE ICH

378

FOLLOWER

2.041

FAVORITEN

1.393



Folge

Tweets

Tweets & Antworten

Fotos & Videos

- Angehefteter Tweet

Europeana Creative @eCreativeEU · 15. Apr.

Announcing our final event - Europeana Creative Culture Jam [#CultJam15](#) - Registration is now open! ow.ly/LD1vE See you July 9-10!

17

2

Europeana Creative @eCreativeEU · 15. Apr.

Our [#pilot](#) [@VanGoYourself](#) WINS 'Best of the Web' [#awards](#) in Chicago Conference! [#Blog](#) post available! ow.ly/LEcct

3

3
- Wem folgen? · Aktualisieren · Alle anzeigen
- 21st Austria @21stAustria

Folgen

Gesponsert

Medieval Manuscripts @B...

Folgen

National Archives @arc...

Folgen
- Beliebte Accounts · Freunde finden
- Trends · Ändern
- [#bcg15](#)

develop
and creative
entrep
want

Join us! More
<http://ec>
and

Where Cultural Heritage and Creative Industries Meet



Recreate artworks with your friends

ropeana Creative History Education
allenge – create an app
ropeana's



Final Conference





Europeana Creative Culture Jam

9-10 July 2015 **Austrian National Library** Vienna **#CultJam15**

[Home](#)[About](#)[Register](#)[Venue & Location](#)[Programme coming soon](#)[Pre-Events](#)[Programme Committee](#)

Early Bird Registration Now Open!

Announcing the Europeana Creative Culture Jam 9-10 July 2015
Information about the programme and speakers coming soon



#CultJam15



Culture Jam

Be inspired, be creative and be rewarded. The European Creative Culture Jam is the conference where Cultural Heritage and Creative Industries meet. [Read more.](#)



Pre-Events

Curious about the Pre-Events to the European Creative Culture Jam? Find out [more.](#)



Venue

The conference will take place in the Austrian National Library, Vienna. For more information, visit our [Venue & Location](#) page.



thanks to all
project partners
for their input!





www.europeanacreative.eu

twitter.com/eCreativeEU

www.facebook.com/EuropeanaCreative





europæana
creative

Thank you!

Susanne Tremml
susanne.tremml@onb.ac.at
[@tt_susanne](#)



National Museum, Prague