Europeana Creative

Creative Re-Use of Cultural Heritage

Susanne Tremml
susanne.tremml@onb.ac.at
@tt_susanne

Jasná, Digital Library Conference
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. Upload the high res image masterpiece. For example:
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. Follow the easy instructions in the app and your favorites are saved in your own Rijksstudio on the website.

fosters innovative ways of using cultural heritage
1. Shift from Portal to Platform

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

*Tim Sherrat, Trove
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
   - Ontoptext

4. Czech Republic
   - National Museum

5. Denmark
   - Spild af Tid

6. Finland
   - Aalto University, School of Arts, Design and Architecture

7. Germany
   - MFG Medien- und Filmgesellschaft Baden-Württemberg
   - Museum für Naturkunde
   - Excel 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
    - Weblab
    - EUROCLIO - European Association of History Educators

11. Slovenia
    - Semantiks

12. Spain
    - Platonic 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
WP1 Europeana Labs

WP2 Infrastructure for Content Re-use

WP3 Business Model Frameworks

WP4 Pilots

WP5 Open Innovation

WP6 Evaluation

WP7 Dissemination

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
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 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.

- Featuring pre-selected, high quality datasets
- Open licenses and links to original files
- Direct links to search portal and API Console
- Updated each month as data is added and enhanced
- Special focus on Europeana Creative Challenges
Apps

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

Is your app missing here? If so get in touch.

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

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.fieldtrippert.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

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

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.

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, trimmed with the original, for others to enjoy.
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
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
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.
WP4
Pilots
5 Themes – 5 Pilots – 5 Challenges

- **Natural History Education**: Started May 2013
- **History Education**: Started Nov. 2013
- **Tourism**: Started May 2014
- **Social Networks**: Started May 2014
- **Design**: Started May 2013
Goals

deliver Pilots in five themes

• Natural History Education
• History Education
• Tourism
• Social Networks
• Design

contribute to Content Sourcing Strategy
History Education Pilot
tools for creation of online learning activities
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](http://apps.historiana.eu). For a video tutorial, click [here](http://apps.historiana.eu).
Natural History Education Pilot
serious adventure game
located in Museum für Naturkunde in Berlin
MemoryMatch: game for children
SELECT SET AND DIFFICULTY

Animals
Minerals
Insects

EASY  MEDIUM  HARD  HARDER  EXTREME
enrich sounds with Europeana materials and other websources
‘Sound Connections’

London Cityscape

Aviation Sounds

Amsterdam Cityscape

Birdlife
Birdlife

By: Sound Connections

About the Project

9 Cree’s Meadow, Windlesham, Surrey GU20 6QA, UK

Map

Search by Place

15 April 1979

Birds

Garrulus glandarius

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-crd0001494-1200-a0
Repository:
Notes:

CREATOR

Williams, Aubrey John (recordist)

ADD A COMMENT

Enter your comment here

COMMENTS (4)

YS said on 29 July

More bird sounds near Surrey
http://aporee.org/maps/export/?lat=51.177510lng=-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

Jays are now common urban birds too and, like crows, do consume eggs and chicks of other birds. More information can be 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
Design Pilot

Browse Europeana in an 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
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
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

The application can be used intuitively.

From my personal perspective the value of this platform is high.

The tested application is supporting the formation of an interest based social network.

The product offers a unique interactive exploration interface that allows geographical navigation.

The product offers a new way of collecting and analyzing sounds.

It offers generation, accessibility of high quality data for end-users.

It builds a bridge between the already existing user base, encouraging contributions from the community...

One area I would be interested in.

...
D6.1 – Evaluation Strategy and Framework

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

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.

Contact:
Max Kaiser
max.kaiser@onb.ac.at
Europeana Creative's Tourism Pilot, VanGoYourself.com, has received two prestigious "Best of the Web" awards in the category of Creative Design Pilot.

Finding Beauty in the World – The Europeana Creative Test

7 mins to read

Imagine you are a designer interested in re-using cultural heritage images. You are inspired by patterns, stimulated by ancient art works, and fascinated by the multitude of material that is accessible in Image: Bank. But how do you find what you are actually looking for, especially when you can only find that perfect pattern or shape for your design? How do you know if you are allowed to re-use it without breaking copyright 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!
Announcing our final event - Europeana Creative Culture Jam #CultJam15 - Registration is now open! ow.ly/LD1vE See you July 9-10!
Where Cultural Heritage and Creative Industries Meet

Recreate artworks with your friends
Final Conference
Europeana Creative Culture Jam
9-10 July 2015 Austrian National Library Vienna #CultJam15

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 Europeana Creative Culture Jam is the conference where Cultural Heritage and Creative Industries meet. [Read more.]

**Pre-Events**

Curious about the Pre-Events to the Europeana 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
Thank you!

Susanne Tremml
susanne.tremml@onb.ac.at
@tt_susanne