

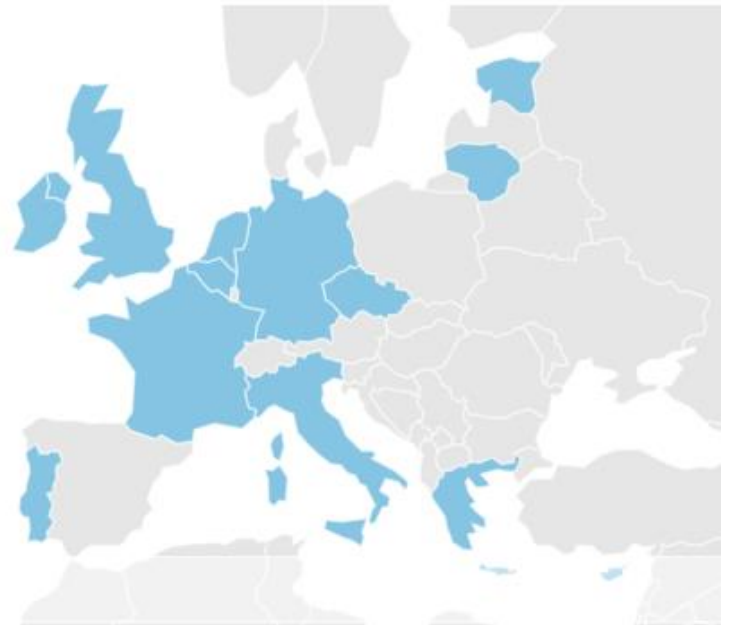
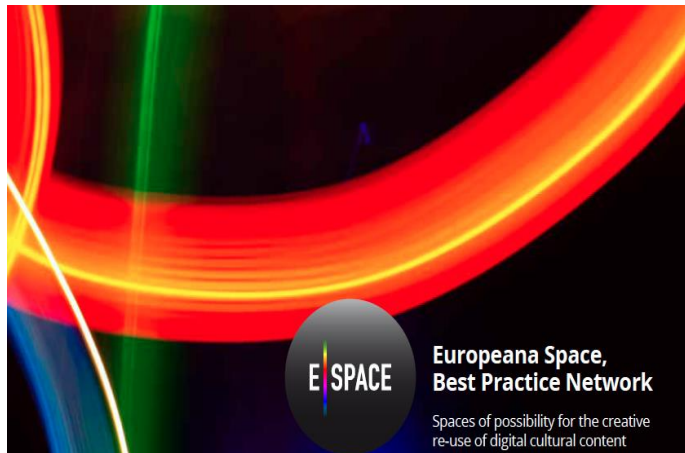


**Europeanana Space:  
spaces of possibility for the re-use  
of digital cultural content**



# Europeana Space – unlocking Europe’s rich digital cultural heritage

- The project: 29 partners; 13 countries: SMES, cultural bodies, memory institutions, broadcasters, national cultural agencies, centres of excellence in multidisciplinary research including Universities





# Scope and project objectives

- To increase and enhance **the use and re-use of digital cultural content by creative industries**, by delivering a range of resources and instruments to support their engagement.
- To create **new opportunities for employment and economic growth** in the creative industries; jobs, money, growth.
- The work revolves around **6 pilots** that focus on different areas of the creative and cultural industries: **museums, dance, games, open and hybrid publishing, photography, interactive TV.**



# Project workflow

- New prototype applications arising from the pilots →
- Open access and IPR issues →
- User testing, refining →
- Hackathons – encouraging innovation →
- Business Development workshops →
- Incubation – take to market.



# Pilots

1. Europeana TV
2. Photography
3. Dance
4. Games
5. Open and Hybrid Publishing
6. Museums



# Europeana TV

**Objective:** to exploit the opportunities of re-using Europeana content in SmartTV applications for creating new TV experiences.



Courtesy of RBB

Media Partner

DIGITAL **CULTURE** .net  
www.digitalmeetsculture.net



# Europeana TV

2 scenarios in which video material is brought out of the archive and onto the viewer's screen:

- The **broadcast scenario** is developing an HbbTV (Hybrid Broadcast Broadband TV) application based on the Berlin Wall.
- The **local community scenario** focuses on applications for an immersive user experience in the living or class room.



# Photography

## Objective:

to demonstrate a range of possibilities offered by apps, Europeana API, and a multitude of tools developed by the open source community, to come up with innovative models involving historical and present-day photography, with monetizing potential and investment appeal.





# Photography

The pilot develops 3 ideas:

- **Museum applications**
- **Storytelling web applications and apps**
- **Augmented reality applications**





# Dance

**Objective:** to create a general framework for working with dance content and the metadata accessible through Europeana through the production of two innovative models of content re-use.





# Dance

The applications are:

- **DANCESPACES** for leisure, teaching and learning, to share and explore dance content;
- **DANCEPRO** for professionals and dance researchers, for multi-modal annotation of dance in real time.



# Games

**Objective:** examining how the highly engaging principles of gaming can be applied to digital archives and their content in order to create new prototypes for future games applications.





# Games

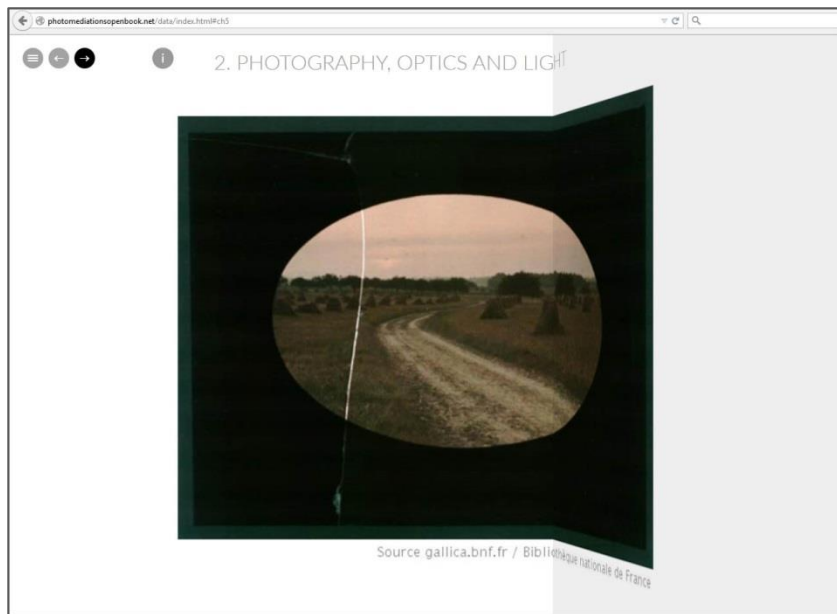
3 demonstrators are created as part of the pilot:

- **a game building tool;**
- **a video mashup game** that deploys archive materials in new and unexpected ways;
- **an educational game** designed for Art teachers and their students.



# Open & Hybrid Publishing

**Objective:** developing a creative multi-platform resource (an “open book”), about the dynamic relationship between photography and other media, that reuses open content, drawn from Europeana and other online repositories, and runs on open software.





# Open & Hybrid Publishing

Titled **Photomediation: an open book**, it aims to:

- popularise the availability of online image-based resources with CC-BY Licence or similar
- devise an alternative business model for using “open & hybrid publishing” for digital image-based heritage, sharing it with educators, students, publishers, museums, galleries...

<http://photomediationsopenbook.net/>



# Museums



**Objective:** to create ready-to-use solutions for content and exhibition curators but also for end users, leveraging on the multimedia contents available in Europeana combined with web-based and mobile solutions.





# Museums

Two distinct products are the result:

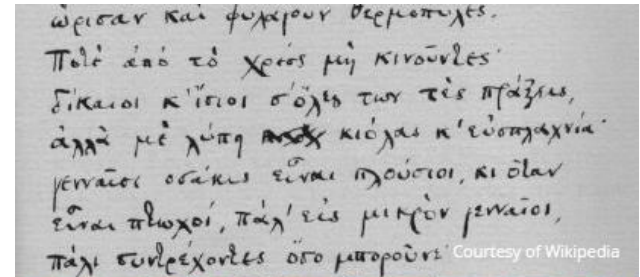
- The **Toolbox**, a web-based application dedicated to museum curators, for the design of brand new educational videos and promotional worksheets
- The **Blinkster mobile app**, able to enrich the exhibitions with Europeana contents, for visitors' education and entertainment experiences.



# Demonstrators

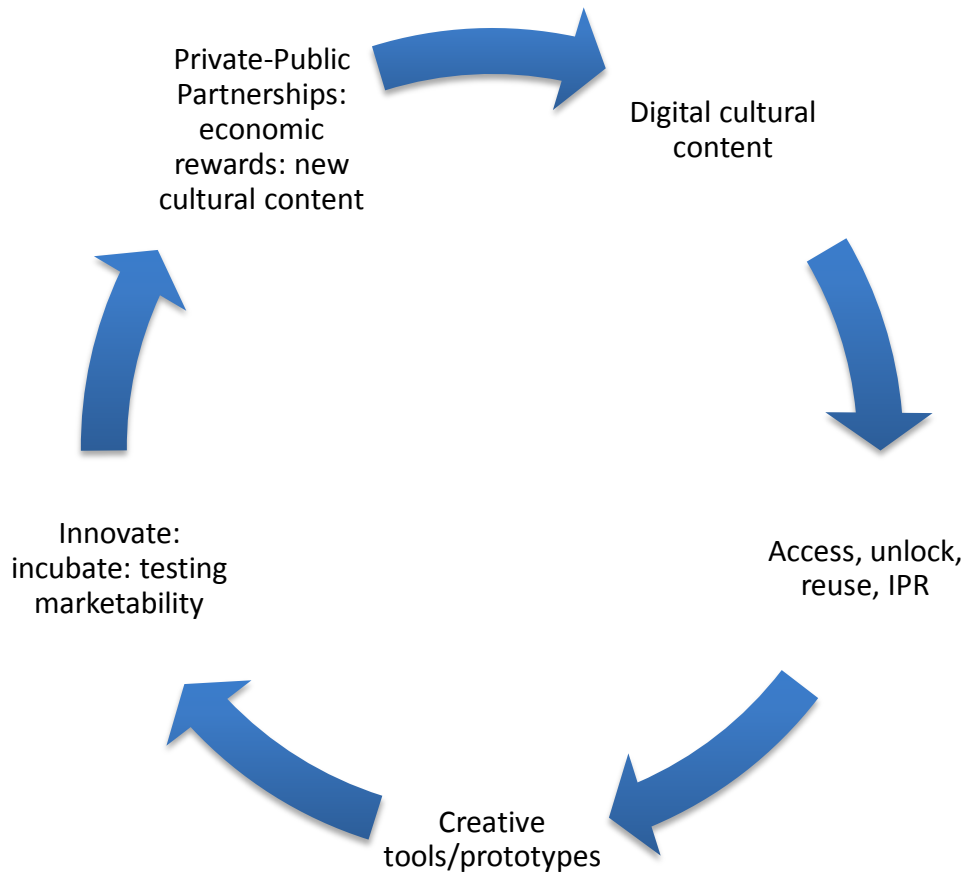
4 Demonstrators are dedicated to showing best practice for educational purposes.

- **Cavafy literature library**
- **Irish poetry and folk tales**
- **Photographic investigation of works of art**
- **Archaeological, built and 3D heritage**





# Europeana Space: a virtuous circle





# Impact and beneficiaries

- Creative SMEs
- Larger industries in creative industries
- Individual creators and artists
- The education sector
- Cultural institutions
- Other social and economic activities



# Europeana Space in summary

- An **open environment** for the development of a rich set of user-validated applications and services based on digital cultural content; a critical mass of digital objects
- A new **large Digital Cultural Heritage community, with special focus on Creativity and Re-Use of digital cultural content**
- **An innovative network of allied partners**, who share the same big mission of unlocking the potential of digital cultural heritage in Europe.



# Europeana Space next events

Official Media Partner  
DIGITAL CULTURE  
www.digitalmeetsculture.net

In association with Europeana Foundation  
Co-funded by the European Union

Europeana  
think culture

E SPACE

Europeana Space **2nd International Conference**  
Creative reuse of cultural heritage  
and contemporary practices  
Challenges and opportunities in the digital world  
**Niguliste Museum, Tallinn, 10 - 11 December 2015**

Dance

Home Where & When About Prize Programme Jury

**Hacking the [Dancing] Body**

On the 20-21 November 2015 dancers, hackers, software developers, scientists and inter-media artists will gather together in Prague for a two day long hackathon (i.e. hacking marathon). You are invited to join us! And if you feel like no hacker, dancer, programmer, designer or brain-computer specialist – become one for at least two days!

Where & When About Prize Programme Jury

**Hack the Book Festival**  
Exploring the book as an evolving, visual and open medium

Coming Soon...

22, 23 and 24 January 2016  
View the full programme below

Athens  
Onassis Cultural Centre, 107-109 Syngrou Avenue

Media Partner

DIGITAL CULTURE  
www.digitalmeetsculture.net

PROMOTER  
Information technology, research and innovation  
www.promoter.it



# Europeana Space next events

Conferences:

10-11 December 2015, Tallinn (Estonia)

March 2016, Berlin (Germany)

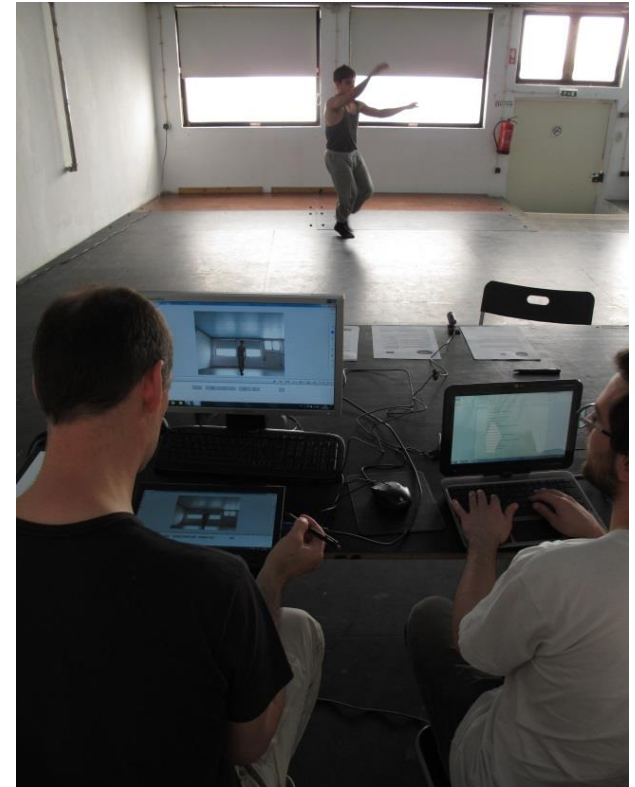
Workshops:

22 January 2016, Athens (Greece)

Spring 2016, Brussels (Belgium)

Hackathons and Business Modelling

Workshops: throughout 2015-2016



<http://www.europeana-space.eu>

# [www.digitalmeetsculture.net](http://www.digitalmeetsculture.net)

**Interactive online platform** for cooperation and information in the field of digital technologies applied to cultural heritage and the arts

**Instrument for online dissemination** of project activities, providing access to services, surveys, online consultation

**Portal to a rich amount of resources:** articles and news with links to in depth information

The screenshot shows the website's layout. At the top, there is a navigation bar with links for Home, Our Mission, Events, Join Us, Contacts, People, and Stamp. The main header features the 'PROMOTER' logo and the title 'DIGITAL MEETS CULTURE .net'. A secondary navigation bar includes 'DIGITAL HERITAGE' and 'DIGITAL ART'. The main content area is divided into several sections: a 'Join the Digital Meets Culture Open Newsroom!' box with a 'Join' button; a 'Free text' search bar; a 'ONLY ITALIA' section with a red background and a white graphic; an 'Upcoming events' section with a small image of a person; a large featured article titled 'Cloud Forward 2015 Conference' with a photo of a building and text describing the event; and a 'NEWSLETTERS' section. On the right side, there is a vertical list of logos for various projects: CIVIC EPISTEMOLOGIES, RICHES, NOLA CLOUD, E|SPACE, and PRFFORMA.