

A strategy for cultural heritage in the new digital age.



A panel workshop **to disseminate the latest achievements and to foster collaboration in the digital cultural heritage sector** was organized by Promoter Srl on **November 3rd, 2014** in the framework of the important congress [Euromed 2014](#).

EU projects, organizations and professional operating in this field were invited to participate in the discussion.

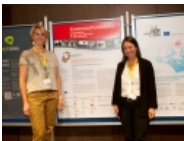
Title of the session: **The Digitization Age: Mass Culture is Quality Culture. Challenges for cultural heritage and society**

The amount of digitized cultural heritage in Europe continues to grow: the digitization activities have a positive impact on the society, by making the cultural heritage more accessible for the citizens, and by generating benefits to the content owners. Several questions arise about digitized cultural heritage: **how can digital cultural data be re-used at best, what is the impact on society, and how to preserve it in the long term?** This panel discussion will try to answer these questions, and **to present the latest EU projects that wish to identify a strategy for the cultural heritage in the new digital age.**

The project that participated to the workshop are both advanced projects such as [ITN-DCH](#), [Europeana Photography](#) and [Preforma](#), and newly launched projects as [Europeana Space](#), [RICHES](#), and the brand new Civic Epistemologies (kick-off meeting on 1st September 2014).

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Starting from **digitization**, which produced such a big amount of cultural data, there are different areas of impact: to use such digitized materials, the **e-infrastructures** and **preservation standards** are needed, mostly for allowing to manage and search digital cultural objects and metadata, in terms of creative re-use and **scientific research**.

An analysis about the **impact of digital cultural heritage on the society** at large is necessary to understand how the society itself is changing, and how **the role of citizens**, who become an active part in the science and humanities, is crucial to guarantee a real development and participation in the research and educational fields.

A creative re-use of digital cultural content and repositories can also act as a leverage to **unlock the business potential of European cultural heritage**, generating benefits for companies and creating new job opportunities.

For more information:

Article "The Digitization Age: Mass Culture is Quality Culture. Challenges for cultural heritage and society.", by Valentina Bachi, Antonella Fresa, Claudia Pierotti, Claudio Prandoni, Promoter srl ([PDF, 1.2 Mb](#))

[AGENDA Panel Workshop - The Digitization Age Mass Culture is Quality Culture](#)

[Workshop announce](#)

[Congress website](#) with more photos of the Euromed 2014 congress