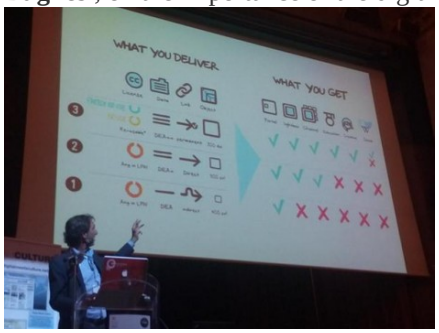
Europeana Space Opening Conference



Title of the event was ?**Digital Cultural Content Re-imagined: New Avenues for the Economy and Society**?, and it was held in the historical setting of Auditorium Santa Margherita in Venice. The core topic of the conference was how to enable a creative re-use of digital cultural content thus unlocking the business potential of cultural heritage and fostering the creation of new jobs and economic growth. A very interested audience almost fulfilled the parterre of the former theater, now conference venue.



The event was opened with a warm welcome to all the participants by **Leonardo Buzzavo**, teacher of Strategy at the department of management of Ca' Foscari University ? the hosting partner; then it followed an interesting speech by the University Rector **Michele Bugliesi**, on the importance of the digitization activity for cultural heritage.



After an introduction speech by the project coordinator **Sarah Whatley**, about the vision behind Europeana Space, the first keynote speaker was **Harry Verwayen**, deputy director of Europeana Foundation, who widely presented important lessons learnt during the project Europeana Creative and other initiatives, such as a nice example of winner of Apps for Europe project, the Europeana Beacons app exploring the city of Siena.
The second keynote speaker was **Piero Attanasio** of AIE (Italian Association of Editors) who talked about copyright and its relationships with digitization programmes, also providing an interesting economic interpretation on the current legal debate on IPR.
After him, **Antonella Fresa** of Promoter described how Europeana Space is addressing the core issue, by trying to lower those barriers that limit the creative re-use of digital cultural data.
The show then began, with the 6 themed pilots presented in pitch-style and lively talks by their representatives: **Dance, Photography, Open and Hybrid Publishing, Museums, Games and Europeana TV** are developing nice prototypes which the conference audience could have a glimpse of.
At the end of day 1, a networking session was held with aperitif in a near bar.

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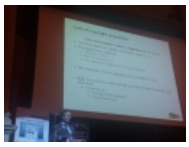







5 lessons from the
watches of creative re-use













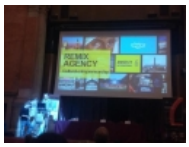






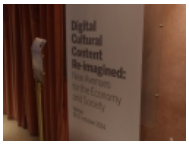






On the second day, **Charlotte Waelde** from University of Exeter opened the discussion with a speech entitled ?This contested space? which again introduced the topic of Intellectual Property Rights, and the conference continued with an hands on talk of **Prodromos Tsiavos** about using open and hybrid licenses, and with **Simon Cronshaw** and **Peter Tullin** who spoke about digital cultural content as a plenty of new opportunities for growing audiences and income.
An interesting moment was offered then by **Daniel Okeloen** (Noterik), who showed the current state of multiscreen applications, examples of multiscreen applications under development and an open source multiscreen toolkit. The conference was closed with a panel discussion moderated by Antonella Fresa and including Harry Verwayen, Leonardo Buzzavo, Prodromos Tsiavos, **Fred Truyen** (KU Leuven): the panelists discussed around the theme of missing, so far, a real leveraging on digital cultural data: despite the constantly growing availability of digital content and the movement about public domain and rights licensing for re-use, the actual exploitation of such content is in facts not happening on the market.

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As a side activity, the registered participants could in the afternoon visit the Venice incubator **H-Farm**, an inspiring environment for creativity and technology.