

## GIF IT UP 2020



Throughout October, GIF-makers, history nuts, culture enthusiasts, and Internet fans are invited to take part in GIF IT UP 2020, the latest edition of the annual contest hosted by Europeana that challenges people to create animated cultural heritage images and share them online. GIF IT UP is a great and fun way to demonstrate how digital tools can foster culture and creativity. This year, it's more relevant than ever as we all spend so much more of our lives online. The internet is where we now work, play and interact with others and the COVID-19 pandemic has encouraged many cultural institutions and people to 'go digital' and to engage with cultural heritage ? often for the first time.

This year's contest is going even more global in its offer of inspiring and diverse content to reuse and remix and get creative with. Along with Europeana's regular partners, the Digital Public Library of America (DPLA), New Zealand's Digital NZ and National Library of Australia's Trove, two new content partners have joined the fun ? Japan Search, which gives access to digitised cultural heritage from Japan, and DAG Museums in Kolkata, India.

**Website:** <https://gifitup.net/>

**HOW TO PARTICIPATE?** The competition is open to people of all ages, professionals and amateurs alike. Choose among the millions of public domain works from the content partners, create your GIF, and submit your entry!

**Rules:** <https://gifitup.net/rules/>

**WHAT ARE THE PRIZES?** Prizes will be online art history courses from DailyArt magazine and Red Bubble gift cards. There will be a special category for the best GIF & runnersup, 1st time GIF-makers, children & teens (below 18) and a bonus category for GIPHY backdrops. Moreover, GIF IT UP has its own GIPHY Channel that exposes the participants' creations to millions.

### About Europeana



Europeana is Europe's platform for digital cultural heritage, empowering cultural heritage institutions to share their collections with the world. Through Europeana's collections website millions of cultural heritage items from around 4,000 institutions across Europe are available online. The Europeana Foundation is the organisation tasked by the European Commission with developing a digital cultural heritage platform for Europe. Europeana DSI is cofinanced by the European Union's Connecting Europe Facility. More Info on <https://www.europeana.eu/en>