Reframing culture: creative reuse of cultural heritage



Reframing culture: creative reuse of cultural heritage is an event organised by Europeana Foundation, the first of a webinar series exploring how creatives and cultural heritage institutions collaborate to bring audiovisual heritage into new media works. This event highlights how creatives working on Europeana's Online Creative Residency and Netherlands Institute for Sound and Vision (NISV) projects, have transformed archival and heritage material into new cultural stories, blending aesthetics, memory and critique. Participating creators and colleagues will share:

What makes heritage material usable for creative production

Challenges in access, attribution and media literacy

Lessons cultural institutions can apply to support high-impact reuse

This event is for media content creators, cultural heritage professionals, creatives, rights and access coordinators, educators, and anyone interested in the intersection of heritage and digital storytelling.
Register at this link.