



europæana
photography

EuropeanaPhotography

EUROPEAN Ancient PHOTOgraphic vintaGe repositoRies
of digitAlized Pictures of Historic qualityY

www.europeana-photography.eu

EuropeanaPhotography is a key digitisation project that will supply Europeana with unique masterpieces of early photography, provided by leading private photographic agencies cultural institutions

EuropeanaPhotography is a **digitisation project** playing a key role in ensuring that digital content related to ancient photography is accessible in Europeana.

At present, Europeana has an impressive mass of images mostly representing cultural objects while photographic images, the early ones in particular, are underrepresented. **EuropeanaPhotography** will fill this gap by providing the finest examples of 100 years of photography from 1839, with the first images from Fox Talbot and Daguerre, to the beginning of the Second World War (1939).

The project runs for 36 months from 1st February 2012 to 31st January 2015.

The consortium has brought together **19 partners from 13 Member States**; they are private and public leading photographic agencies and cultural institutions holding important photographic collections. This public-private partnership is unique in the Europeana group of projects; the private partners will demonstrate how they can derive commercial value from participation in Europeana while the public ones will show how to derive benefits from their cooperation with the private sector.

The **target users** for **EuropeanaPhotography** are the end users of Europeana, the European digital library (www.europeana.eu): the interested public, cultural heritage researchers, educators, students, and the creative industry. Moreover, **EuropeanaPhotography** will be able to attract professionals – photo-agencies and companies, cultural institutions preserving ancient photographic collections – because of the selection of world-class photographic examples that will be available online for the first time and from a single access point.

Thanks to **EuropeanaPhotography** over **500,000 photographic items** are being digitised and supplied to Europeana.

The content selection is done with the highest curatorial and management standards. Images illustrate historical moments, people, and landscapes of the European life in the 19th and 20th centuries:

- **Places:** see the world as cities rapidly transformed in the 19th and 20th centuries and where time stands still in the records of geographical exploration.
- **People:** the royal, the common, the famous, preserved in all aspects of life with details that had never seemed so real before photography.
- **Events:** political, social, and conflict. Photography is now the key medium for communication.
- **Trends and movements:** industrial revolution and invention, women's emancipation and social change, artistic movements are all captured before, during and immediately after.

Searching and retrieving historical pictures in Europeana will be easier thanks to **EuropeanaPhotography**.

All metadata describing the images will be translated into the 11 languages spoken among the partner countries; this will raise the visibility of the photographic collections supplied by the content providers.

Dissemination and promotion involve several activities and tools: beside the official website, **EuropeanaPhotography** owns a dedicated showcase inside *Digitalmeetsculture online* magazine (www.digitalmeetsculture.net), and will be present in scientific publications and periodicals like *Uncommon Culture* (www.uncommonculture.org). The public sector of the cultural institutions and the private/commercial sector of the photographic archives are the target sectors of dissemination.



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