



PRESS RELEASE

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## EUROPEANA CREATIVE – FINAL OPEN INNOVATION CHALLENGE LAUNCHED!

Europeana Creative is once again looking for creative developers, designers, start-ups and other entrepreneurs to re-use Europe's digitised cultural heritage from Europeana in innovative and creative ways! We are pleased to announce the launch of our final challenge encouraging **YOU** to design and create products & applications that re-use Europeana content in the theme of **Design**.

Our previous **Challenges**, on the themes of Natural History & History Education, Tourism & Social Networks, attracted applications from 16 different European countries demonstrating innovative ideas for cultural heritage re-use. If you wish to learn more about previous winning applications please visit our blog [here](#) and [here](#).

As always, the best idea will receive a tailor made **Incubation Support Package** as a prize, helping to bring it successfully to the market! The prize consists of specialist support measures delivered by a team of experts providing business mentoring, technical support, assistance with identifying and accessing finance, facilitation of business partnerships, access to specialised testing environments, marketing and promotion support.

**What should you create?** We welcome a wide range of works for the Design Challenge, and appreciate contemporary and creative approaches to digital cultural heritage materials. For example, including but not limited to results of digital fabrication, media art, design objects, web/mobile applications and services.

### Where to get content?

Search for it on [Europeana Labs](#). Use our APIs for your own developments! You can access the collections and incorporate them into things like apps, games, websites, even creating mash-ups using other APIs. The possibilities are endless. Want to work with these collections? The Europeana APIs allow you to access exactly what you want, delivering your own customised view of Europeana content.



**Need some inspiration?** Europeana Creative has developed innovative **Pilot Applications** to demonstrate the things you can do with Europeana content and a little bit of imagination. Please visit the Europeana Creative [website](#) to watch our inspirational videos and test our pilot applications!

**Think you can top them?** Apply by submitting your project on <http://ecreatedesign2015.istart.org>. **The deadline for entries is January 15<sup>th</sup>, 2015.** The best applications will be invited to pitch during our **final Challenges Event in Manchester** hosted during the arts & innovation event, **Future Everything Festival**, at the end of February 2015, where the winners will be selected.

#### *About eCreative Pilots and Challenges*

**Five innovative Pilot applications** are being developed to showcase the potential to **re-use Europe's digitised cultural heritage**. These applications range from games to learning apps, travel guides and applications based on geo-referenced data. They are being developed through a process of co-creation involving sector experts, software developers, business model specialists and others.

Each Pilot application will be useful and engaging, whilst demonstrating how the technical infrastructure (e.g., extended Europeana APIs, back-end services) and the legal infrastructure (e.g. how to access digital objects, under which conditions) created in the Europeana Creative project can be used. They will also be inspiring proofs of concept for the development of future applications in these sectors. Each Pilot application is a best-practice example and will be presented at the correspondingly themed **Challenge event**.

The **Challenges aim to identify and incubate more** creative and innovative application ideas. The best applications will be invited to a pitching event, having been selected through an evaluation process. The pitching events will each feature the best applications pitching to an audience of investors and our Jury. The **best idea in each challenge** will be selected and awarded an **Incubation Support Package** to accelerate the idea into the commercial market.

#### *About Europeana Creative ([www.europeanacreative.eu](http://www.europeanacreative.eu))*

**Europeana Creative** (eCreative) is an exciting European project (co-funded by the CIP) which enables and promotes greater **re-use of cultural heritage resources by Europe's Creative Industries**. The project was launched at the end of February 2013 at the Austrian National Library in Vienna and will run for 30 months. 26 partners from 14 European countries with diverse backgrounds are contributing to the project.

Keep up-to-date with our project by following us on [Facebook](#) or [Twitter](#) and use the hash tag #eCreative when you tweet about us. For more information or questions please visit: [www.europeanacreative.eu](http://www.europeanacreative.eu)

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