

The Europeana Fashion project collaborating with the GLAM-wiki community: the fashion edit-a-thons case study

Marco Rendina, Europeana Fashion Technical Coordinator, Fondazione Rinascimento Digitale

Fashion is an important part of the European Cultural Heritage, and it is increasingly recognised for its important research value to other academic disciplines, including arts, culture, sociology and communication. Since the beginning of the XX century some of the most important public and private cultural institutions and museums of applied arts in Europe have begun collecting and preserving garments, accessories, catalogues, fashion magazines and other documents and materials related to fashion. This has resulted in a growing number of impressive and unique collections that Europeana Fashion will bring together online.

Despite the growing importance of fashion heritage, there is a lack of freely accessible fashion content and contextual information on-line.

That's why the Europeana Fashion project has started a collaboration with the local Wikimedia Chapters around Europe -and not only- with the aim to bring new fashion related knowledge and content to Wikipedia, the World free encyclopaedia.

Since March 2013, the Europeana Fashion partners are organising a series of events in collaboration with Wikimedia, called *edit-a-thons*, in which volunteers from the Wikipedia support organisation and a crowd of students, bloggers, researchers, curators and fashionistas come together to edit and contribute new fashion related information to Wikipedia, using content made available by Europeana Fashion.

In his presentation, Marco Rendina will tell more about this collaboration and how it has started an online relationship that could expand our understanding of the fashion heritage and the online available knowledge of the fashion domain at large.

The Europeana Fashion project was launched in March 2012. This three-year project, co-funded by the European Commission within the ICT Policy Support Programme, will publish online by March 2015 over 700,000 fashion-related digital objects, ranging from historical dresses to accessories, photographs, posters, drawings, sketches, videos, and fashion catalogues.

For more information and the latest news about the project, please visit:

<http://www.europeanafashion.eu>