

How can this increase in the number of proactive users lead to the emergence of real creative industries that build new business models on top of it?

Demonstrators

To this end, the Photography pilot started with the development of demonstrators, which aim to show developers what possibilities are available on 3 different levels. First of all there is a multitude of already available apps that can already be used to innovate existing image businesses. We showed how e.g. the *Blinkster* app, using image similarity recognition algorithms, can be used to enhance photo exhibition experiences. This is further explored in the *Espace* museum pilot. We carefully review the possible showstoppers in applying these already available technologies to innovate and what is happening in exhibitions. The innovation we are talking about here is not a technological innovation, it is more focused on innovation of procedures and approaches within the museum exhibition world.

In a second demonstrator, we want to show how people can create innovative new ways of social activities based on the remix ability of digital photographic cultural heritage. We use early photography images from Europeana, and create challenges and events where people are invited to take their own photos of old scenes in a city. In particular, we use photos of early twentieth century Leuven and ask people to look for the same streets and scenes and try to reinterpret them with their smartphones. This demonstrator makes use of the in museum and cultural heritage institutions very popular Omeka front-end, combined with the *Espace* back-end.

In a third demonstrator, we will use these old and new images to create augmented reality experiences, where old and new images can be overlaid and mixed to create stunning visual experiences such as instant time-travel.

Hackathon and business modelling

The demonstrators will be presented in a Hackathon (February 1916), together with the developed in Europeana Space. Winning teams of the hackathon obtain a ticket for a business modelling workshop and have access to a monetizing event.

Museums as dynamic learning environments and their digital tools The Creative Museum project

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The paper introduces the way museums are more and more increasing their cooperation with the creative industry and the makers. The Creative museum project, run within the Erasmus+

programme, is described, presenting the collection of best practices, the methodological framework and the training actions developed and planned within the project.

The Creative Museum Project is a learning partnership launched under the Erasmus+ Programme. Started in September 2014 and lasting for three years, it wishes to bring together museums, makers and creative industries. These organisations have different areas of expertise. All together they can develop co-created programmes and encourage visitors to engage with collections in new ways.

The goal of the project is testing how they can engage with each other and articulate methodologies of shared best practice.



<http://blogs.c-yourmag.net/creative-museum/>
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WITH platform: Co-create and share cultural collections

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WITH is a culture sharing social platform that uses the Europeana API and other available APIs to discover and re-use data in order to a) create collections and exhibitions, b) configure personal and group spaces, c) follow users and collections, d) share and co-create collections and exhibitions and e) add annotations (tags, likes enrichments etc.). WITH is also available to developers through its Rest-API that gives access to its data and services for the development of third-party applications. It