

From a Hierarchical Method of Organization towards a Relative Method: Reasoning, Outcomes and Suggestions.



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## Europeana Space: Innovate your Cultural heritage ... and your future business

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The objective of **Europeana Space** is to increase and enhance the creative industries' use of Europeana and other online collections of digital cultural content, by delivering a range of resources to support their engagement. The use of digital cultural heritage by the creative industries is still limited by factors including issues around the IPR status of content and the need for business models

demonstrating the potential for exploitation of available content. In addressing these problems Europeana Space brings together high-level key expertise from the European creative industries, technology-based enterprises, the cultural heritage sector and higher education.

**Europeana Space** will build 3 Spaces, the Technical, Content and Innovation Spaces: physical and virtual environments to enable the creative re-use of cultural content. They will contain online guidelines and tools; a technical framework; a platform for IPR management; Hackathons and Workshops to inspire and support content providers, technology partners, creators and industry bodies to develop new content-based services and applications; and incubation/mentoring by business experts to stimulate and support creative entrepreneurship. 6 themed Pilots will present innovative models of content use in interactive TV, photography, dance, games, publishing and cultural heritage, and 4 Demonstrators will show best practice for educational purposes. A wide-ranging dissemination and sustainability programme will ensure Europe-wide penetration of the Best Practice developed and shared through the project.

**Europeana Space** will address all sectors of the creative industries, from content providers to producers, exhibitors, artists and makers of cultural/creative content, publishers, broadcasters, telecoms and distributors of digital content. Its impact will be significantly increased use of Europeana and new opportunities for employment and economic growth within the creative industries through continuing development of innovative applications and services based on Europe's rich digital cultural resources.

### **Photo pilot**

The web and the smartphone have changed photography irrevocably. No need to explain that selfies, *Instagram*, *GoPro's* and the sheer ubiquity of the image have completely transformed the place of photography in our lives. It also had a profound effect on professional photography.

It is true that classic business models have suffered from this: news photographers now have to compete with thousands of citizens ready to share their smartphone pictures with news outlets, often having the first scoop on events. The classic photo print shop experiences difficult times, and no need to buy illustrated books or to pay for image rights when you can download any picture of about anything for free on the web. In particular, the IP-based business models underlying the photo industry are under strong pressure, forcing photo archives, photo agencies, museums and publishers to innovate or perish.

But of course the new situation also holds tremendous opportunities. Some of those are currently underexploited. In the **Europeana Space Photo pilot**, we are zooming in on the fact that currently there is an enormous wealth of photographic heritage from trusted sources available on platforms such as Europeana, Wikimedia Commons, Flickr commons and the likes, where high digital quality is paired with useful metadata.

From this availability of new sources innovation can emerge. It is our opinion that the digital cultural heritage now available through sources such as Europeana (with >30 million objects) is such a new source. The Europeana Space Photography pilot wants to contribute to this: how can users become more proactive in the reuse of digital photographic heritage in Europeana? How can they re-appropriate these contents and the past they represent in their current and future cultural practices?

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+