

Europeana Fashion: Putting Europe's fashion heritage online

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www.europeanafashion.eu

Fashion is an important part of our shared European Cultural Heritage, which 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 through Europeana (www.europeana.eu) and also through a dedicated multi-lingual fashion portal.

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.

Europeana Fashion is a best practice network, representing the leading public and private museums, archives and collections from 12 European countries, encompassing 22 partners: three technical partners and 19 Content Providers selected for the quality of their fashion collections and consisting of a plurality of museums, public institutions, but also private archives and libraries.



Partners

Fondazione Rinascimento Digitale (IT), National Technical University of Athens (EL), ModeMuseum (BE) Internet Architects (BE), Victoria & Albert Museum (UK), Royal Museums of Art and History (BE), Catwalkpictures (BE), Netherland Institute for Sound and Vision (NL), Museum of Applied Arts (RS), Stockholms Universitet (SE), MUDE – Museu do Design e da Moda (PT) Les Arts Décoratifs (FR), Stiftung Preussischer Kulturbesitz (DE), Peloponnesian Folklore Foundation (EL), Pitti Immagine (IT), Archivio Emilio Pucci (IT), Nordiska Museet (SE), Centraal Museum Utrecht (NL), Museo del Traje (ES), Rossimoda (IT), Archivio Missoni (IT), Wien Museum (AT)

Associate partners

Museo Salvatore Ferragamo (IT), Textile Museum of Lods (PL), Berg Publisher (UK)

The ambition of this consortium aims at building a thematic fashion aggregator, while putting a strong emphasis on the quality and the granularity of data, reflecting the versatility of fashion as a medium. This is why the project will also build a dedicated portal, as a specialized front-end for further development of specific functions and services.

More information about the project is available on the project website: www.europeanafashion.eu (see also a introductory video at <http://youtu.be/pug5hGFZE0U>).