Europeana Fashion

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Project overview

Marco Rendina
Fondazione Rinascimento Digitale
Europeana Fashion in a nutshell

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The Context
The scenario in which the project operates

Fashion is an important part of our European Cultural Heritage.

A growing interest in Fashion content is developing in a broader audience (not only professionals and domain specialists).

Digitisation and on-line access is fundamental in allowing museums and archives to exploit their holdings.

But there are still some remaining challenges…
Challenges and open issues

Many Fashion institutions, both public and private, reconsidered the role of their archives as an important resource. This led to new investments in conservation and digitisation of their heritage, but still some issues remains:

→ Scattered access

→ Lack of interoperability

→ Rights issues

→ Lack of exploitation strategies
Objectives and expected outcomes

Aims and results of the project

The main objective of the Europeana Fashion Best Practice Network is to build a thematic aggregator on Fashion, putting emphasis on the quality, the variety and granularity of content that will be delivered to Europeana, and producing a significant increase of the fashion related content in it.
Project Objectives and expected outcomes

Europeana Fashion objectives aim to:

→ aggregate 700,000+ digital items of fashion content to Europeana

→ improve interoperability in the fashion community

→ create a specialised access point for fashion content

→ develop case studies for the exploitation of fashion material

→ build consensus and raise awareness on best practices
The Consortium
The composition of our project consortium

The Europeana Fashion Best Practice Network will encompass 22 partners from 12 European countries, which represent the leading European institutions and collections in the fashion domain.
The Europeana Fashion Consortium

Apart from Fondazione Rinascimento Digitale, which is coordinating the project, the consortium is made of:

→ **20 Content Providers**
Representing the leading European institutions in the domain, including both private and public archives and museums:

- ModeMuseum
- KMKG
- Stiftung Preussischer Kulturbesitz
- Stockholms University
- Les Arts Décoratifs
- Peloponnesian Folklore Foundation
- Emilio Pucci Archive
- Centraal Museum Utrecht
- Rossimoda Shoe Museum
- Wien Museum
- Victoria & Albert Museum
- Netherland Institute for Sound & Vision
- Catwalk Pictures
- Belgrade Museum of Applied Arts
- MUDE
- Archivio Missoni
- Pitti Immagine
- Nordiska Museet
- Museo del Traje

→ **2 Technical Partners**
Representing the state-of-the-art in the domain of semantic interoperability and on-line access:

- National Technical University of Athens
- Internet Architects
The Europeana Fashion Consortium

In the consortium there are also:

3 Associated Partners
Representing the state-of-the-art in the domain of semantic interoperability and on-line access:

- Berg Publishers
- Museo Salvatore Ferragamo
- Central Museum of Textiles, Lodz
Europeana Fashion Thesaurus

Mission statement

The Europeana Fashion project aims to create a multilingual thesaurus in 10 languages, for fashion and fashion-related concepts. The thesaurus will be developed:

→ As an aid for data entry
→ As a knowledge base (open to internal and external users)
→ As a search enhancement tool.

The Europeana Fashion Thesaurus will be based on the Art and Architecture Thesaurus (AAT).
Europeana Fashion Thesaurus

Organization

→ Thesaurus in five parts
  Materials & Techniques, Costumes, Accessories, Non-Costume Objects and Colors

→ Responsible partners
  Materials & Techniques: MoMu
  Costumes: CMU
  Accessories: Pucci
  Non-Costume Objects: Nordiska Museet
  Colors: CMU

→ Translations from all partners
  English: V&A
  Dutch: CMU/KMKG / MoMu
  French: Musée d’art decorative / Catwalk pictures / KMKG
  Italian: Pucci / Pitti / Rosimoda / Missoni
  German: SPK / WIEN
  Swedish: Nordiska Museet / Stockholm Univ.
  Greek: Peloponnesian Folklore Foundation
  Serbian: Museum of Applied Arts
  Spanish: Museo del Traje
  Portuguese: Mude
Europeana Fashion data model (EDM-fp)

Inside EDM-fp

- EDM based
- Added fashion-related elements (e.g. color)
- Suitable for non-object entities (e.g. exhibition)
- Extended description of other classes (e.g. Agents)
- More specific relationships (e.g. between lookbook and collection)
- Use of authorities (e.g. Fashion thesaurus)
Europeana Fashion data model

Characteristics

Relationships between CHO's

Partial relationships (hasPart, isPartOf), e.g.:
• silhouette that is part of a spring/summer collection;
• a dress that was part of an exhibition;
• an accessory is part of a costume or silhouette.

Content relationships (refersTo), e.g.:
• an exhibition catalogue expressing the content of an exhibition;
• a lookbook expressing the content of a collection;
• a movie expressing a fashion show;
• a movie about a collection
Europeana Fashion data model

Characteristics

More details

Additional elements, e.g.:
- Color
- Materials & techniques

Harmonised content

Use of controlled vocabularies
- Concepts: fashion thesaurus
- Agent names and identifiers
- Geographical vocabulary
Some other fun stuff we’re going to do...
Setting up the collaboration with Wikipedia

→ We will set up a direct collaboration with Wikimedia Chapters in various European countries

→ We will organise a number of so-called GLAM-WIKI events around Europe
GLAM

GLAM is an acronym for Galleries, Libraries, Archives and Museums. It also incorporates other cultural institutions such as theatres, zoos, botanical gardens, public broadcasters etc.

About

The GLAM-WIKI project supports GLAMs and other institutions who want to work with Wikimedia to produce open-access, freely-reusable content for the public.

Different GLAMs have different needs and goals for their projects, and we fit those with Wikimedia's goals of free knowledge. From existing partnerships we've compiled a number of model projects, for which we have case studies on how they've worked in practice.

Need more help? Find a local contact, or email the GLAM-WIKI team at glam@wikimedia.org.

This Month in GLAM

- GLAMcamp in DC
- Wiki Loves Monuments to be worldwide in 2012
- Content donation in Mexico City
- Dutch Writing Contest: The Teylers Challenge

Read more...
Introduction

Wiki Loves Monuments is a European contest – organized in over 15 countries – around monuments. Cultural heritage is all around us, and this contest gives you the opportunity to discover the heritage nearby you! In every participating country you can win nice awards, and the best 10 photos in each continues to a European jury – which will select the best monument photos of Europe.

Make sure to keep track of this blog for more information, updates and glimpses how things are going in other countries! Below the latest uploads you will find more updates and blogposts.

So, don’t sit around but go to your local Wiki Loves Monuments website, find a monument nearby you, take a photo and upload it through our special upload wizard which makes uploading to Wikimedia Commons much easier! We are looking forward to see how you picture the cultural heritage around you, and share the inspiring buildings with the rest of the

Participating countries

Photo counter
172315
Photos have been uploaded for Wiki Loves Monuments all over Europe!

Recent articles
- Monumental videos
- And the winner is …
- Budapest Museum of Applied Arts wins Art Nouveau Prize
- Seaside wins in special contest Pyrenees Mediterranean
- Improving Catalan heritage inventory

Finalists
- All country finalists
Winter picture of Chiajna Monastery. The monastery is situated on the outskirts of Bucharest, Romania. by Mihai Petre
Editathon, British Library/January 2011

This page is kept as an archival reference. If you want to discuss a topic, please start a discussion on the community forum.


"Editathon" at the British Library - In a nutshell

Where?: British Library
When?: Friday 14th and Saturday 15th January 2011
Who can attend?: Any Wikimedian!
What were the results?: See below...

Contents

1 "Editathon" at the British Library - In a nutshell
2 What is it?
3 Preparation
   3.1 Passes and requesting material
   3.2 Subject material
We plan to host events in 5 countries starting from May 2013.
Wedding dress of Kate Middleton

From Wikipedia, the free encyclopedia

The wedding dress of Kate Middleton was the bridal gown worn by Catherine, Duchess of Cambridge, at her wedding to Prince William, Duke of Cambridge, on 29 April 2011. The dress was designed by English designer Sarah Burton at Alexander McQueen.[1]

The dress and its maker were not formally announced until the bride stepped from her car to enter Westminster Abbey just prior to the service.[2] Noted for its design, symbolism, and expected influence on Western bridal gown trends, the dress was widely anticipated and generated much comment in the media. Replicas of the garment were produced and sold, and the original dress is on display at Buckingham Palace.

Roberto Cavalli

From Wikipedia, the free encyclopedia

This biographical article needs additional citations for verification. Please help by adding reliable sources. Contentious material about living persons that is unsourced or poorly sourced must be removed immediately, especially if potentially libelous or harmful. (April 2011)

Roberto Cavalli (Italian pronunciation: [ˈroberto kaˈvalli]) (born 15 November 1940) is an Italian fashion designer from Florence. He is known for detailed exotic prints and for creating the sand-blasted look for jeans which are now a standard style for the majority of jean makers.

Biography

Roberto Cavalli was born in Florence, Tuscany. His grandfather, Giuseppe Rossi, was a member of the Macchiaioli Movement, whose work is exhibited in the Uffizi Gallery. Cavalli decided to enroll at the local Art Institute, concentrating in textile print. While still a student, he made a series of flower prints on knit that caught the attention of major Italian hosiery factories.

In the early 1970s, he invented and patented a revolutionary printing procedure on leather, and he started creating patchworks of different materials. He debuted these techniques in Paris, immediately getting commissions from the likes of Hermes and Pierre Cardin. At age 30, he presented his first namesake collection at the Salon for Prêt-à-Porter in Paris. He brought it to the catwalks of the Sala Bianca of Palazzo Pitti in...
...and now something completely different!

Topic and Social media analysis

what we would like to do:
• understand how a wide range of media & data sources relate to each other
• get a synthesis of meaningful geo-located information
• merge these sources to derive insights & analytics

in a nutshell, measure the buzz and aggregate media surrounding interesting topics (codename: Flux of Meme)
The idea

**Meme**: a postulated unit or element of cultural ideas transmitted from one mind to another through speech or similar phenomena.

**Zeitgeist**: German language expression referring to "the spirit of the times"

**Semantic Web**: an evolving development of the World Wide Web in which the meaning (semantics) of information on the web is defined, making it possible for machines to process it

**Flux of Meme**: analysis of the web Zeitgeist through geolocalized Memes, updated and shared on social media mainly via mobile networks
The Fashion use case

- $1,000 billion industry
- examples of how social media events affect the real world:
  - British fashion designers have pound signs in their eyes and ka-chings in their ears
  - Whatever she [Kate Middleton] is wearing sells out instantly — both in store and online [...] The Kate Effect that her influence has been calculated to be worth an astonishing £2 billion to the British economy
    [http://www.dailymail.co.uk/femail/article-2114694/Kate-Middleton-fashion-The-women-going-extreme-lengths-copy-Duchess-Cambridges-style.html](http://www.dailymail.co.uk/femail/article-2114694/Kate-Middleton-fashion-The-women-going-extreme-lengths-copy-Duchess-Cambridges-style.html)
- lack of effective tools for topic & media analysis
The Fashion use case

- **key technologies**: topic extraction and image analysis
- **input type**: blog posts, RSS or Twitter feeds, image databases, etc.
- **user stereotype**: fashionistas / trend/fashion researcher / market
- **need**: analyze online presence and social media buzz related to brands or chosen topics around specific locations, evaluate style trends through image analysis
Algorithm steps

1. fetch data
2. create clusters
3. extract topics
4. analyze stats
The implementation

1. **fetch** big **data**: tweets, google+, blogs, images & videos. all data is sanitized and stored
2. **enrich data** crawling the web to find correlations from additional sources (e.g. related twitter profiles, instagram, pinterest, public facebook timelines, news, etc.)
3. **create** geo-located **clusters** and time series from the mash-up of data sources
4. **extract topics**, entities (i.e. brands, organizations, names, etc.), locations and image similarities using machine learning models (Named Entity Detection, Latent Dirichlet Allocation, ...) and Scale Invariant Feature Transform (SIFT) for feature detection
5. **aggregate & synthesize** data for final presentation
1. Content crawled from the internet is sent to storage & analyze engine

2. Unstructured data is extracted from content and stored for further inference

3. Data is semantically enriched with additional sources

4. Users can access analytics data through rich media query systems

Europeana Fashion @ EVA/Minerva 2012

Jerusalem, 13-14 November 2012
search for image similarity, brand, year & season, free text

or simply browse clusters' content to analyze trends through their images & social media buzz

advanced search shows clever fields, not only the usual suspects
Thank you for your attention!

www.europeanafashion.eu
@europeanafash

Contact me at
rendina@rinascimento-digitale.it
or follow me @mrendina