



Welcome to **EVA/MINERVA 2012** Jerusalem

Over the previous eight years **EVA/MINERVA** has hosted the cultural heritage community in Jerusalem, to bring together like-minded people in the EVA tradition for two-days of intensive presentations, panels and discussions and un-conference opportunities to discuss the latest trends in the field where culture and technology meet.

Now in our ninth year, this year's conference once again highlights what it means to be a community; a group of professionals who have demonstrated their commitment time and time again to bring cultural heritage online and made it intellectually accessible to all. Yet again our community of cultural heritage professionals appreciates the opportunity to come to Jerusalem together to listen, share, and learn from one another. Our field has moved forward incrementally over the years and the Jerusalem conference is an ideal opportunity to get together, to be able to catch up with projects, portals and the prolific progression that has been taking place since our previous conference.



EVA/MINERVA 2012 yet again welcomes participants to Jerusalem for what we hope will be another exciting and informative event, and the perfect opportunity to catch up with friends and colleagues in the EVA/Minerva tradition.

We are delighted to be able to hold this, our ninth annual conferences for the fourth year at the Van Leer Jerusalem Institute and would like to thank **Prof. Gabriel Motzkin**, Director of The Van Leer Jerusalem Institute for hosting our conference yet again this year. In making this conference so successful we would like to thank **Carol Dreyfuss**, Director of Public Events whose personal support and assistance by all her professional staff supported this year's event. For the third year running year we are delighted to host a **special museum track**; supported by, the Ministry of Culture Directorate for Culture, The Department for Museums and Visual Arts and the Public Libraries Department that presents projects from the museum community. We would like to thank **Idit Amichai**, Director, Department of Museums and Visual Arts and **Shlomit Nemlich**, and **Ram Shimoni** who have been instrumental again this year in making the museum track possible. We would also like to acknowledge the support of **The National Library of Israel**, under the leadership of **Oren Weinberg** and for their invitation to all participants to join three tours, the special event, "*As Rachel waited for her love*" - Bible stories inspiring poetry and the reception the Library on Tuesday. This is a wonderful opportunity for all of us to keep up to date with all the library's ambitious and innovative activities and a perfect moment to spend times with friends – both old and new.

EVA/MINERVA 2012 is delighted to host Reuven Pinsky, the Prime Minister Office to learn how TAMAR – Action Guidelines for the Recovery and Empowerment of the National Heritage Infrastructures has progressed since our previous meeting in Jerusalem last year. The report promotes the program for the recovery and empowerment Israel's Cultural Heritage Comprehensive Plan, launched February 21, 2010. The government's commitment to a comprehensive plan, to empower heritage infrastructure in Israel spearheads this highly ambitious project, supported by 16 government ministries and 400 million shekels. These Actions set to create two paths: a historical path including archaeological sites from biblical Second Temple period and other periods in the history of Israel, and an Israel Experiential path; connecting the main sites and numbers that mark the history of return of the people of his country. The comprehensive plan includes a nation-wide database, which will cover Israel's cultural heritage. Clearly, such robust, European models as MINERVA and Europeana that are already successfully disseminating cultural resources across information networks have become guiding principles for the Israeli model.

Inspiring and influencing the direction of our community this year were actions such as the Open Data Challenge (Hashtag is #opendatachallenge), coordinated by the Open Knowledge Foundation and the Open Forum Academy under the auspices of the Share-PSI initiative. They are challenging designers, developers, journalists, researchers and the general public to come up with something useful, valuable or interesting using open public data.

There were several ways to enter the competition:

- Ideas – Anyone can suggest an idea for projects, which reuse public information to do something interesting or useful.
- Apps – Teams of developers can submit working applications, which reuse public information.
- Visualisations – Designers, artists and others can submit interesting or insightful visual representations of public information.

These kinds of calls to action encourage both public institutions and/or developers who have transformed, cleaned or interlinked the data to re-think and re-use the rich contents already located in Europeana. One of the logical developments of this approach directed us this year to include a special track on the cultural tourist. We are delighted that Frank Thinner, partner in the Europeana Creative project will be presenting these kinds of challenges as well as the overall challenge of connecting heritage/culture and tourism in a meaningful way. Franks will be joined by Dr. Tony Travis, Shapell Manuscript Foundation who will introduce the notion of the cultural tourist with the 19th/20th century pilgrims to be followed by Jerusalem tourism via web & mobile site, QR codes, and info stands with Amos Fridlin, BenBen Group, and the CEO, iTravelJerusalem.

For those who may not really understand what it means to process cleaned, or interlinked data are invited to join Roxanne Wyn's, Linked Heritage workshop on the development of a Terminology Management Platform, (TMP). The workshop will introduce SKOS (Simple Knowledge Management System) and demonstrate the open terminology platform, developed in the framework of the Linked Heritage project (TMP). We are delighted that Roxanne will demonstrate its application in the terminology enrichment and the metadata mapping process and appreciate her joining us this year in Jerusalem.

Maintaining an open culture demands a dedication to these principles – especially where copyright regulations are in the balance. The session on Navigating the Legal Labyrinth include an *Introduction to open data and the Open GLAM movement* directed by by Sam Leon & Joris Pekel (OKFN), Europeana, *Open Metadata and CC-0*, Joris Pekel, co-editor of the Open GLAM blog.(OKFN), *Openness and the Law and Creative Commons Tools* presented by Adv. Dalit Ken-Dror, Legal Supervisor of the Law & Technology Clinic, HCLT, Faculty of Law, University of Haifa and a *Case Study: the Ben-Yehuda Project*, that deals with Legal Issues by Shani Evenstein.

The Museum track on Augmented Reality and Cultural Heritage starts off the morning sessions with three exceptional presentations, where Alan Wecker, Phd. student and Tsvi Kuflik, PhD. will present *Our "living lab" – the museum as a living lab* – with Prof. Yesha Y. Sivan following with a compelling talk on *Augmenting Museums: Using 3D3C markets*. This cutting edge session will be completed by Shelley Horstein, Professor Architectural History + Visual Culture, who is joining us from York University, Toronto and who will present her research on *Ararat: Mobility and Reverse Diaspora in the Sentient City*. For all those curious to learn about the latest in museum interpretation and digital possibilities, this is a session you simply can't afford to miss.

We are also delighted this year to be able to host a special session on Education for the 21st Century: designing the future classroom (iTEC) and promoting interest in science, mathematics and technology (inGenious). Chaired by Roni Dayan, Head of the Department for Computer Applications in Education, The Administration for Science and Technology, Ministry of Education, and led by Dr. Ofer Rimon, Head, Administration for Science and Technology, Ministry of Education this session promises to be enlightening. For those of you who prioritize education, don't miss the presentations by Ronit Nehemia, National Inspector for Computer Applications in Education, Administration for Science and Technology, Ministry of Education, Yoav Peck, Kivun Institute and Silvana Winer, and Limor Riskin, MAKASH Advancing ICT Applications in Education and Karina Batat, PISGA Teacher Training Center, Petah Tikva.

One of the more vexing aspects of our annual events is the moment you have to decide which session to join. Parallel to the session of education you may choose to attend Digital Humanities and the project DM2E, (Digitised Manuscripts to Europeana). Chaired by Prof. Carl Posy, Head of the Philosophy and Religions Schools, Faculty of Humanities, Hebrew University of Jerusalem, presentations include Sam Leon's talk on The Open Knowledge Foundation who will introduce his work in DM2E - Digitised Manuscripts to Europeana to highlight the Europeana vision and tools for Digital Humanities. This session includes AGORA - Scholarly Open Access in European Philosophy: a model for open research in the humanities with advanced scholarly semantic linking with Dr. Cristina Marras, ILIESI-CNR, and will be followed by a panel hosted by The Van Leer Library program for the Digital Humanities community of practice in Israel with Dr. Sinai Rusinek, The Van Leer Institute, Jerusalem. Panel participants include Dov Winer, Faculty of Humanities, The Hebrew University of Jerusalem and Dr. Milka Levy-Rubin, Humanities Curator also from The National Library of Israel

The afternoon Museum Track, Chaired by Idit Amichai, Director, Department for Museums and Visual Arts at the Ministry of Culture Directorate for Culture showcases the recent developments of the National Museum Portal. With his presentation - Moving Forward - Israeli Museums Are Going Digital, Ram Shimoni, the Ministry of Culture will outline the project's objects and goals that have already been met as well as those challenges that are still ahead. Mariane Aaron, also working in the Ministry of Culture, will outline how she met these challenges with a presentation on From MANA to EUROPEANA to explain the technical process flow and the impressive outcomes of this exciting project. The Museum Track includes three more presentation to round out the afternoon; with Dr. Susan Hazan, Curator of New Media, The Israel Museum, Jerusalem demonstrating The Israel Museum on the Google Art Project; representatives from STARC, Cyprus Institute on the V-Must, Virtual Museum Transnational Network and a talk on *The impact of mobile technology on museum visitors* by Alan Wecker, Phd. student and Tsvi Kuflik, PhD., Senior Lecturer, Chair, Information Systems department, The University of Haifa.

Again we ask you to make a choice as the parallel session on Films and non-film material from and related to the First World War with Georg Eckes from the Deutsches Film Institut and the European Film Gateway is not to be missed! Georg will talk about how Europeana 1914-1918 plans to create by 2014 – the centenary of the outbreak of the First World War – a substantial digital collection of material from national library collections of ten libraries and other partners in eight countries that found themselves on different sides of the historic conflict. He will be joined by Wendy Luterman - Senior Librarian -Steven Spielberg Jewish Film Archive, who will present material her own fascinating footage - Palestine 1914-18 from the Steven Spielberg Film Archives.

We would like to thank Oren Weinberg and his staff at the National Library, Orly Simon and Esther Guggenheim who developed the evening program for conference participants to include three tours in the library:

- A visit to the exhibition Dreamland: American Travelers to the Holy Land in the 19th Century
- A visit to the library's new Digitization Center
- Highlights of the library's collections

and an informal reception and inspiring musical event "*As Rachel waited for her love*" - Bible stories inspiring poetry

For the first time this year we are hosting a Pecha Kucha session (we would like to thank Esther Guggenheim from the National Library for suggesting this). Speakers have been invited to take the floor and share their work with their colleagues under a seven-minute spotlight. Speakers, however, will be o-so-cruelly prompted by an intrusive traffic-light system:

Green for the first 5 minutes

Yellow for the start of the 7th, and the last minute

However ... when the red light flashes speakers this means that speakers have just been informed that the microphone is about to be switched off!!

The brave presenters this year include:

- ARTSIGNET: a secure system of artwork authentication and registration, Tsvi Gassner, ARTSIGNET CEO
- 3D Scanning with the hand held Mantis System, Sharon Tzvielli, Marketing Communications, Manager, Mantis Vision
- Israel Genealogy Research, Assn, IGRA, Garri Regev, President,
- Location Based Services and Personalise Museum Information Systems, Prof. Dr. Jürgen Sieck, Hochschule für Technik und Wirtschaft Berlin, "Koscher & Co" (recipe), The Jewish Museum, Berlin
- The Jewish Telegraphic Agency Digital News Archive – Stories since 1923, Adam Soclof, Digital Archive Coordinator, JTA
- DB Digital, Gil Toren, Archiving Concepts
- The Illuminated Pixel, Adaptation of Infrared and Visible Light Reflectance Transformation Imaging (RTI) in Exploration of a Medieval Illuminated Manuscript, Michael Maggen, Head of Paper Conservation, Israel Museum Jerusalem and Moshe Caine, Head of Interactive Communications, Department of Photographic Communication, Hadassah Academic College Jerusalem
- The problem of preservation of the interval system of Azerbaijani traditional music, Imina Aliyeva, Baku Academy of Music named after U. Hajibeyli

We wish them all the best of luck will keep our fingers crossed and eye on the traffic light that they keep their ideas focused and succinct.

* According to Wikipedia PechaKucha or Pecha Kucha (Japanese: ペチャク , IPA: [petɕa kɯtɕa], (chit-chat) is a presentation methodology in which 20 slides are shown for 20 seconds each (six minutes and 40 seconds in total). The format, which keeps presentations concise and fast-paced, powers multiple-speaker events called PechaKuchaNights (PKNs), or Pecha Kucha Nights.

Now that we have mentioned the "W" word – we would like to note the presentations in the Open Cultural Heritage Projects & Wikipedia session that include *Introduction to GLAM-Wiki projects in Israel*, by Shani Evenstein, and the *GLAM-Wiki Study Cases / Best Practices*, that include The Israel Museum, Jerusalem, with Dr. Allison Kupietzky & Yair Talmor [WiR], The National Library of Israel, Ido Ivri & Shani Evenstein, Yunes & Soraya Nazarian Library University in Haifa, Ora Zehavi & Liron Dorfman [WiR], and Wiki Loves Monuments, Deror Lin.

Rounding out our particularly full program this year is the Judaica Europeana session where you are invited to hear an *Update on the development of the Judaica Europeana Project* by Dov Winer, Scientific Manager Judaica Europeana, EAJC (European Association for Jewish Culture). Presentations also include *Terminological and technological issues in the Judaica Europeana/DM2E project: the contribution of the National Library of Israel*, Esther Guggenheim, Bibliographic Systems Librarian, National Library of Israel, *The Digitisation program of the Central Zionist Archive* and its planned contribution to Judaica Europeana Rachel Rubinstein, Deputy Director, Central Zionist Archive as well as *Leading Jewish and Israeli music recordings archive* by Dr. Gila Flam, Director of the National Sound Archives, The National Library of Israel.

New to the Europeana cultural ecosystem is the timely focus on Fashion. We are delighted to welcome back our friend Marco Rendina, currently the Coordinator of the Europeana Fashion project, co-funded by the EU and aimed to create a Best Practice Network of fashion archives, libraries, and museums across Europe. The project is already aggregating and bringing online over 700,000 fashion-related digital objects, ranging from historical dresses to accessories, photographs, posters, drawings, sketches, videos, and fashion catalogues. Marco will be joined by Oz Almog, Professor of Sociology, Department of Land of Israel Studies, University of Haifa, who will introduce *The reflection of society and culture in fashion photography, Fashion description in library systems*, and our own Ora Zehavi, The Yunes and Soraya Nazarian Library, University of Haifa. In addition, Era Lev, Rose Archive for Textiles and Costumes, Shenkar College of Engineering and Design will share with us her research and will present *Starting with a box*. And even if your fashion sense is

somewhat lacking, don't miss this opportunity to pop in to listen and learn – this is yet another session that is not to be missed!

Special thanks go to our exhibitors in our Tuesday and Wednesday Networking Sessions (see their abstracts in the following pages). The exhibition space always offers us those golden opportunities to be able to stop off and discuss projects with their developers. Many of our exhibitors will be presenting in the Pecha Kucha session this year – but there are still several great projects that you can catch in your coffee and lunch breaks, or during those quiet moments when you run out of the rowdy session for a quiet – but extremely useful conversation with our Networking Presenters.



Network Session EVA/Minerva 2011



Network Session EVA/Minerva 2011

We wish you an interesting, creative, and prolific conference and look forward to hosting you again next year in Jerusalem for our centennial celebration.

The combined strengths of **EVA/MINERVA Jerusalem** aims to bring best practice in advanced technologies to its dedicated community of cultural content holders, managers and publishers in Israel and Europe in order to augment the preservation, access and the re-use of Cultural Heritage through advanced education and training in Information and Communication Technologies (ICT). The conference also endeavours to stimulate cultural diversity in Europe; and to increase the technological, educational, cultural, economic relations between the European Union and Israel.

The Jerusalem Conference on Digitization on Science and Cultural Heritage was first convened in 2004 and forged the Jerusalem Declaration. From this first step the Jerusalem Declaration was later presented to the Knesset Internet Committee, a benchmark moment that continues to direct, and inform our activities.

Jerusalem, October 12, 2004

<http://www.digital-heritage.org.il/jerusalemdeclaration.html>

According to the enthusiastic response during and at the close of the conference this year's conference was indeed both interesting; and creative, and prolific and we look forward to hosting everyone again next year in Jerusalem.

Dr. Susan Hazan and Dov Winer

Co-chairs; EVA/MINERVA Jerusalem 2012

Millie Hazan

Conference Producer



Reception at the Israel Museum, Jerusalem



James Snyder, at the Israel Museum, Jerusalem



Prof. Motzkin, EVA/Minerva 2011 Plenary



Reuven Pinky, EVA/Minerva 2011 Plenary

Greetings to all participants, speakers, organisers, support staff and sponsors of the ninth EVA/Minerva Conference in 2012. It looks like a great programme for pushing forward with culture and ICT - congratulations to all involved!!

It is a long advance since the first EVA in London in 1990!!

My hopes were high to be able to come this year - but alas not possible (overstrained myself doing night-shift volunteer work for the Olympics & Para-Olympics) but I am consoling myself by joining you in spirit this year and the possibility of being with you next year for the Xth EVA/Minerva!!

I trust that you will all benefit from sharing experiences, plans & dreams - and networking for future culture and ITC endeavors.

Warm wishes from your friends at EVA London - and the other EVAs in Florence, Berlin, and Moscow!! Well over 1,000 people each year.

James



James Hemsley, Founder of the EVA Conferences on Electronic Imaging & the Visual Arts

*** Save the date for our decennial celebration – November 12/13, 2013**