



europæana
creative

Europeana Creative

Bringing Cultural Heritage Institutions and
Creative Industries Together

@eCreativeEU

Europeana Day, April 11, 2014

Zagreb



→ What is Europeana Creative?





Europeana Creative in a Nutshell

- A collaboration of museums, libraries, archives and creative industry companies and hubs to showcase the potential for the **creative re-use of digital cultural heritage content**
- CIP ICT PSP Best Practice Network
- February 1, 2013 – July 31, 2015 (30 months)
- 25 partners from 14 countries
- €5.3 million budget (80% co-funded by the EU)
- Coordinated by the Austrian National Library



Europeana Creative Partners

- Europeana Foundation & content-providing cultural heritage institutions (museums, libraries, archives)
- Creative hubs and associations
- Living labs in four countries
- Technical and multimedia experts
- Business planning specialists

- 1 AUSTRIA
 - Austrian National Library
 - AIT Austrian Institute of Technology
- 2 BELGIUM
 - European Business & Innovation Centre Network
 - EUN Partnership / European Schoolnet
- 3 BULGARIA
 - Ontotext
- 4 CZECH REPUBLIC
 - National Museum Prague
- 5 DENMARK
 - Spild af Tid
- 6 FINLAND
 - Aalto University School of Arts, Design and Architecture
- 7 FRANCE
 - youARhere
- 8 GERMANY
 - MFG Medien- und Filmgesellschaft Baden-Württemberg
 - Museum für Naturkunde Berlin
 - Exozet Games
- 9 GREECE
 - National Technical University of Athens
- 10 LUXEMBOURG
 - Agence luxembourgeoise d'action culturelle
- 11 THE NETHERLANDS
 - Europeana Foundation
 - Kennisland
 - Netherlands Institute for Sound and Vision
 - European Creative Business Network
 - Webtic
 - EUROCLIO – European Association of History Educators
- 12 SLOVENIA
 - Semantika
- 13 SPAIN
 - Platoniq Sistema Cultural
- 14 UNITED KINGDOM
 - We Are What We Do
 - Culture24
 - The British Library



→ What we want and what we do



Creative Re-use of Europe's Digital Cultural Heritage

- Europeana Creative inspires and encourages creative industries to re-use digital objects from Europe's cultural heritage institutions.
- Europeana Creative facilitates collaborations between cultural heritage institutions and creative industries stakeholders.



→ Why?

Breaking down barriers for creative industries to experiment with digital cultural heritage content from Europe's museums, libraries and archives and enabling cross-sector collaboration for mutual benefit.



How?



→ #1 Europeana Labs & Living Labs

<http://labs.europeana.eu>

- Online platform to experiment with digital cultural heritage content
- Access to re-usable images, videos, audio and text files, APIs, technical tools and services, case studies

Europeana Open Laboratory Network

- Network of living labs and co-creation spaces



→ #2 Technical Infrastructure, Services & Tools

- **Central architecture and back-end services**
(i.e., semantic web platform, content-retrieval system)
- **Services and tools** (i.e., pattern detection, geographic mapping, curation tool, user-generated content services)
- **APIs** (i.e., extended Europeana search API)



→ #3 Legal Framework & Business Models

Extended Europeana Licensing Framework (Content Re-use Framework)

- Allow re-use of digital content, enable content providers to define conditions for re-use
- Specifications for the Content Layer defined in July 2013
- Developed with Europeana Cloud

Business Models

- for project-funded services and Europeana Labs
- for developers and creative entrepreneurs to support new products and services



→ #4 Pilot Apps & Services

Natural
History
Education



History
Education



Tourism



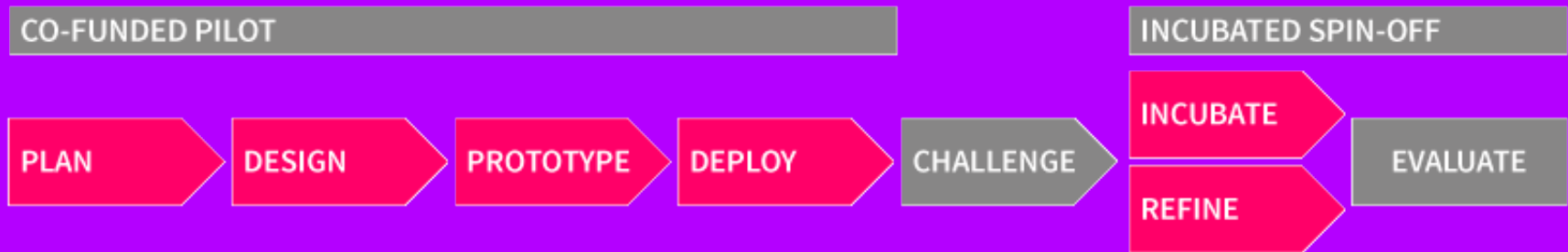
Social
Networks



Design



→ #5 Open Innovation Challenges

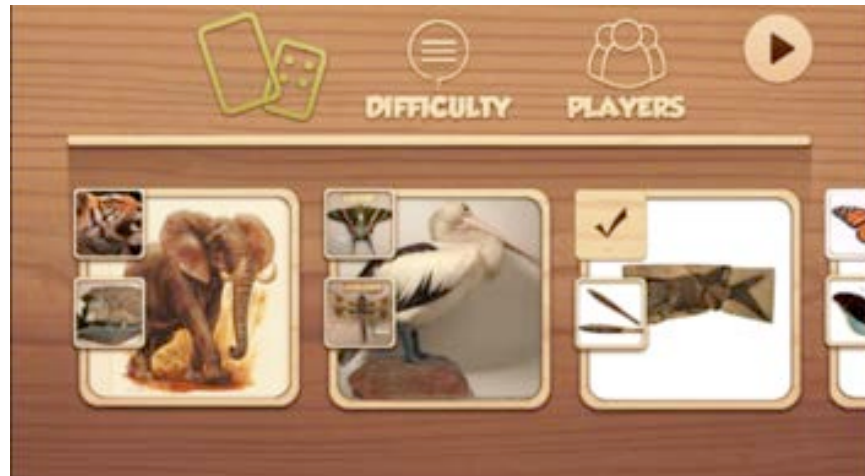
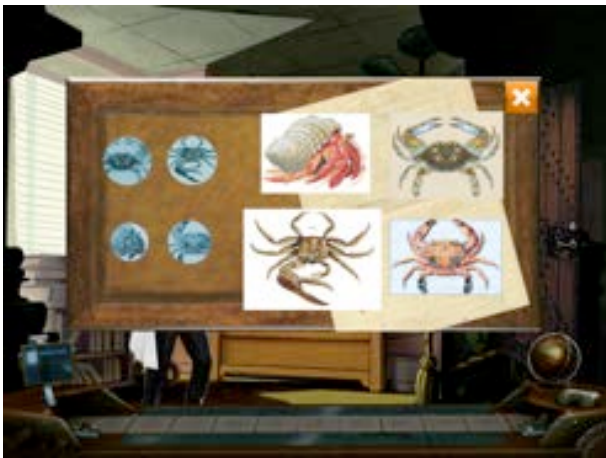


→ #5 Open Innovation Challenges

- Challenge events for 5 themes (2014/2015)
- Developers and creative entrepreneurs submit concepts and business ideas for apps and games
- Best participants pitch their prototype at a Challenge event
- 5 innovative apps or games are chosen (1 per theme)
- Incubation support pack for the winners
- First calls for ideas (natural history and education): February – April 2014, first event April 29 in Brussels
- Second call (tourism and social media): summer 2014, place for challenge not defined yet



Nat. History Education Pilot Prototypes



Museum Game (left) and Memory Card Game (right)











#2

van gogh
your self

As a fan
of van gogh
I would
love to
own a
piece of
his art

I would
sell myself
with my friends
and take a
photo

that
re-creates
an
old painting

Have fun
and
share
😊

Summary

Richard

bio

Richard is a fan of van Gogh and would love to own a piece of his art. He is a fan of van Gogh and would love to own a piece of his art. He is a fan of van Gogh and would love to own a piece of his art.

re-creates with the fan theme

Handwritten notes on a yellow sticky note.

Primary

Social 4 fun

bio

Social 4 fun is a fan of van Gogh and would love to own a piece of his art. He is a fan of van Gogh and would love to own a piece of his art. He is a fan of van Gogh and would love to own a piece of his art.

Twitter and Facebook icons.

Handwritten notes at the bottom of the primary section.

EUROPE

VAN *GO* >
VanGoYourself
YOURSELF



@VanGoYourself





VAN **GO**>
YOURSELF

≡ VAN **GO**>
YOURSELF



1

*Choose your
favorite artwork*

2

*Take or upload
your own photo*

3

*Publish and
share!*



GO>

GO>



i **LEARN MORE**



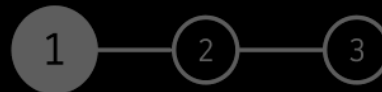
The Anatomy Lecture of Dr. Nicolaes Tulp — Rembrandt Harmenszoon van Rijn

1632 – Oil on Canvas – Louvre, Paris >



Rembrandt > Dutch Golden Age > The Netherlands >
Medium difficulty >

Girl with a Pearl Earring — Johannes Vermeer
1814 – Oil on Canvas – Louvre, Paris >



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The Anatomy Lecture of Dr. Nicolaes Tulp — Rembrandt Harmenszoon van Rijn

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Name *

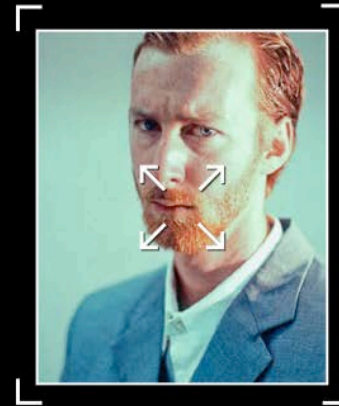
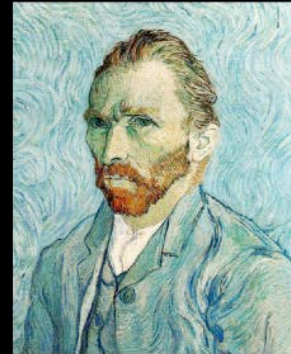
Email *

Recieve newsletter

Dutch Golden Age > Rembrandt > Medium difficulty

Girl with a Pearl Earring — Johannes Vermeer
1814 – Oil on Canvas – Louvre





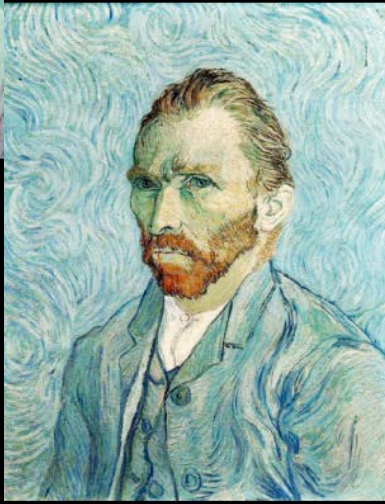


VAN GO >
YOURSELF



Self Portrait 1889 – Vincent van Gogh

1889 – Oil on Canvas – Private collection



My friends always told me I look like Vincent van Gogh. I thought it would ...

< > Done

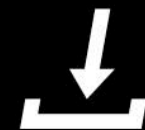


VANGO'D by John Doe

My friends always told me I look like Vincent van Gogh. I thought it would be funny to emphasize. The image is taken with my iPhone 5S. I applied a filter to make sure the colors are right.



Share



Save



Exhibition

123 mellemrum retur

VANGO > YOURSELF



VANGO'd by **Jane Doe**

Shot with a Canon EOS 600 D by photographer John Doe.
It was great fun! Thanks alot for this opportunity.

Self Portrait 1889 – Vincent van Gogh

1889 – Oil on Canvas – Van Gogh Museum, The Netherlands ▶



VANGO'd by **John Doe**

My friends always told me I look like Vincent van Gogh.
I thought it would be funny to emphasize. The image is
taken with my iPhone 5S. I applied a filter to...

[Read more](#) ▼



VAN GO >
YOURSELF

Recreate artworks with your friends for Museums at Night

[Learn more >](#)





Amsterdam Museum: Evening lecture





Amsterdam Museum: Amsterdamse weesmeisjes





Rijksmuseum: Helst, De schuttersmaaltijd in de Voetboog



Crawford Gallery Ireland: Sheehan, The Consultation



Saarlandmuseum: Kirchner, Bathing Women in a Room





Top: Pinting title; artist, date; rights holder/venue Bottom: recreated by contributor Licenced under CC BY

→ Positive feedback...

- Tourism: great service because it provides a “good time” to the visitor = will remember positively the destination
- Tourism: easy to integrate in existing marketing schemes
- Museums: great service because it provides a surprisingly deep way to engage with art
- Museums: reaches out to new audiences!
- User/visitor: we love it, because it is fun!



→ ... and lessons learned.

- Shift from supply driven to demand driven approach regarding content use
- Collections with restrictive terms of use (Public Domain, CC0, CC-BY) benefit from much better visibility and reuse
- Rich content is more attractive
- Good practice: Rijksmuseum, Amsterdam Museum
- Only attractive services and applications can “open up” collections reuse



→ **Keep updated and contact us**

www.europeanacreative.eu

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@VanGoYourself

EuropeanaCreative@onb.ac.at





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Thank you

frank.thinnes@culture.lu

@FrankThinnes

