



europæana
creative

5 lessons from the trenches of creative re-use

Europeana Space, October 16, 2014

Harry Verwayen





Lesson #1

‘Gimme great, high res re-usable content’





} 10% DIGITIZED (~300 MLN OBJECTS)

90% NOT DIGITIZED
EUROPEAN
CULTURAL HERITAGE

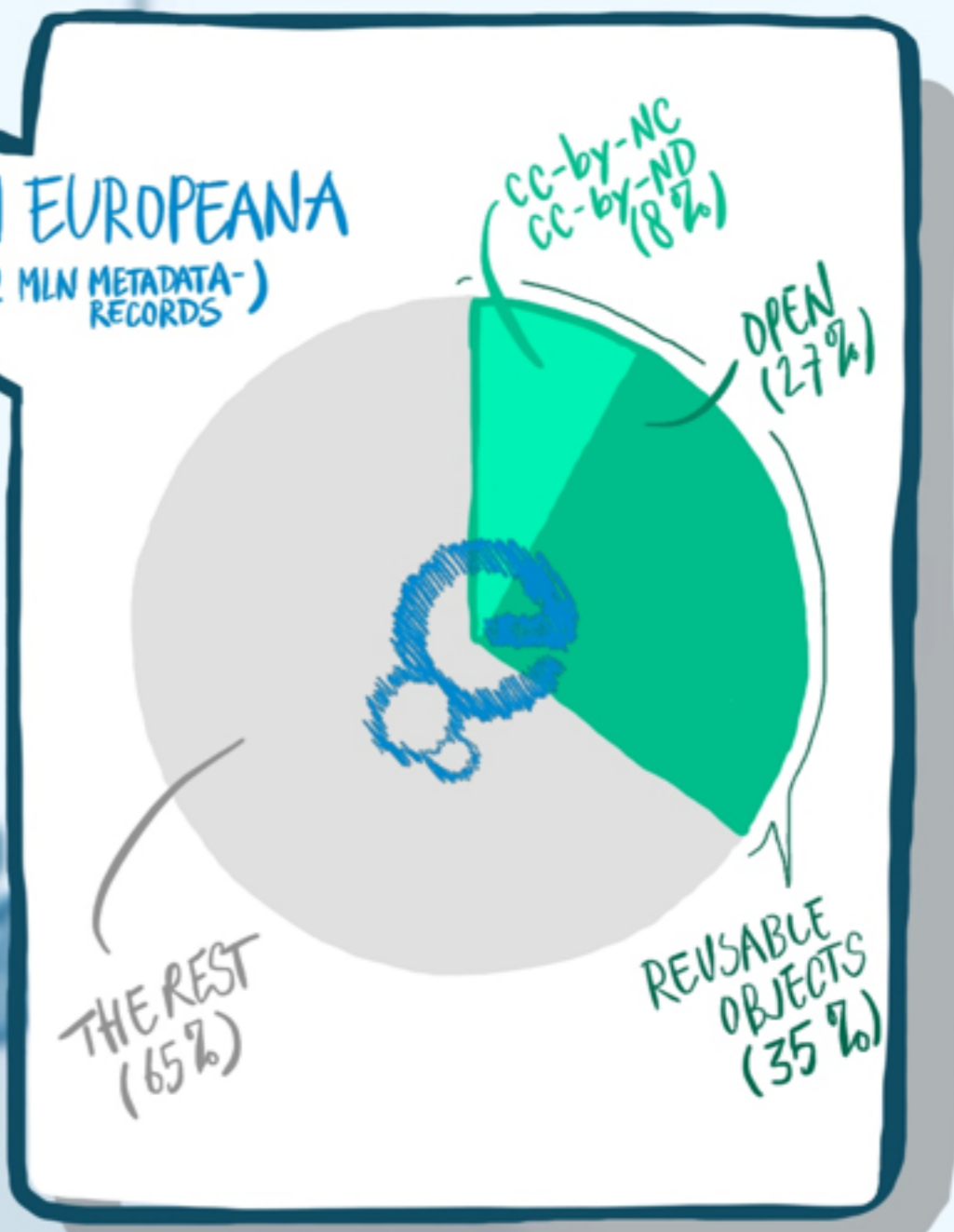


AGGREGATED (~500 MIL OBJECTS)

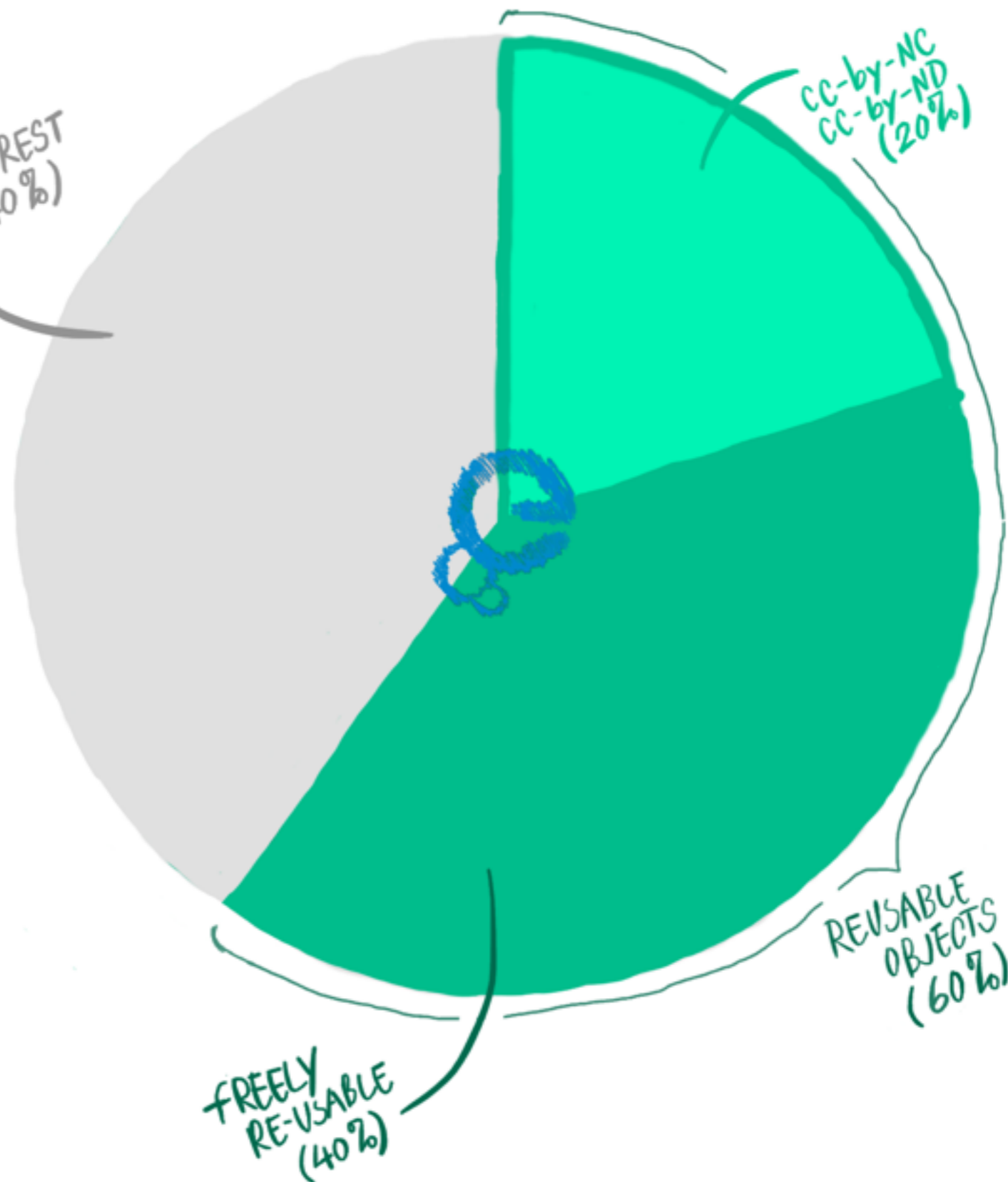
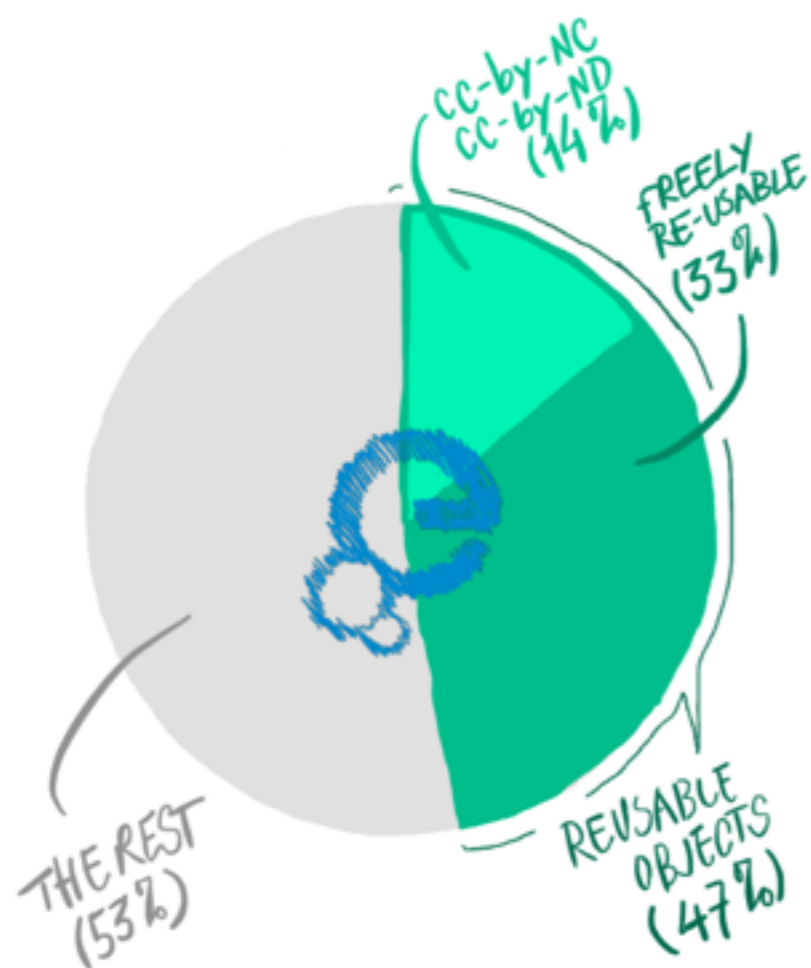


} 10%

12% IN EUROPEANA
(32 MILN METADATA-RECORDS)



GOAL



DATA = METADATA + OBJECTS

Less of this





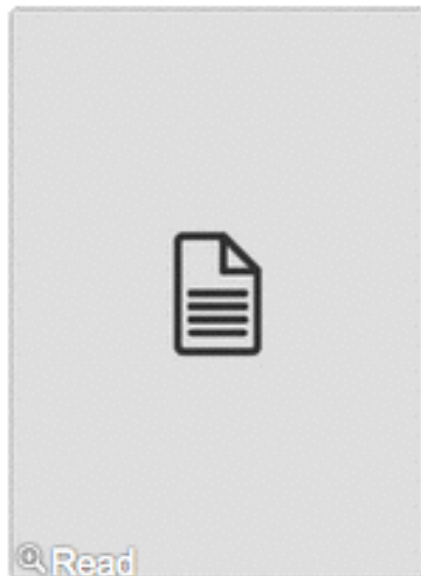
Search Places ▾

sweden Örebro

Search

Help

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Read

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View item at



Share

Cite on Wikipedia

Translate details

Select language ▾

Handlingar rörande svenska kyrkans och läroverkens historia, utg. af P. E. Thyselius. 2 häfter. ;

Description: Monograph/item ; Bodleian Library 1175 e.36 ;

Creator: [Sweden Church of.](#) ;

Contributor: [Thyselius, Pehr Erik,](#) ; ed. ;

Geographic coverage: Sweden ; Örebro ;

Publication date: Multiple dates 1839 - 1841 ; 1839,41 ;

Type: [Language Material](#) ; [text](#) ; [Literary form: Not fiction \(not further specified\)](#)

Format: cm.19

Identifier: 014730939

Publisher: Örebro

Data provider:

Provider:

Providing country: United Kingdom

No access

Access for this resource is closed

[Social History Services](#)

More of this



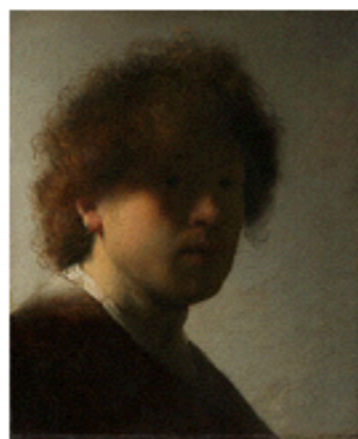


Search ▾

:

Search

Help

[Return to search results](#)[< Previous](#) [Next >](#)

Public Domain marked

View item at
[Rijksmuseum](#)

Share

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Translate details

Select language ▾

Powered by Microsoft® Translator

Zelfportret op jeugdige leeftijd

Description: Zelfportret van Rembrandt op jeugdige leeftijd. Buste naar rechts, het gelaat in de schaduw, met krullend haar.

Creator: schilder: Rembrandt Harmensz. van Rijn

Contributor: Aankoop met steun van de Vereniging Rembrandt, de Stichting tot Bevordering van de Belangen van het Rijksmuseum en het Ministerie van CRM

Date: tweede kwart 17e eeuw

Date of creation: ca. 1628 - ca. 1628

Type: schildering

Format: image/jpeg; schildering: hoogte 22.6 CMcmcm; schildering: breedte 18.7 CMcmcm; lijst: hoogte 33.2 CMcmcm; lijst: breedte 29.3 CMcmcm; lijst: diepte 5.9 CMcmcm; paneel; olieverf

Subject: Iconclass code: 48C513

Identifier: SK-A-4691; RM0001.COLLECT.5236

Language: nl

Publisher: Rijksmuseum, Amsterdam

Data provider: Rijksmuseum

Provider: Rijksmuseum

Providing country: Netherlands

Search also for:

Title
[Zelfportret op jeugdige leeftijd \(1\)](#)

Who
Aankoop met steun van de Vereniging Rembrandt, de Stichting tot Bevordering van de Belangen van het Rijksmuseum en het Ministerie van CRM (1)
[schilder: Rembrandt Harmensz. van Rijn \(29\)](#)

What
[schildering \(15719\)](#)
[Iconclass code: 48C513 \(526\)](#)
[image/jpeg \(2813921\)](#)

Provider
[Rijksmuseum \(111657\)](#)
[Rijksmuseum \(111657\)](#)







Data

Our database contains over 30 million metadata records linking to millions of openly licensed media objects - books, photos, art, artefacts, audio clips and more. We'll be featuring some of our very best content here.



Photographs of Swedish historical buildings

A collection of more than 20 colour photographs of Swedish historical buildings, from royal palaces and churches.

Dataset provided by [Riksantikvarieämbetet / Bebyggelseregistret \(BeBR\)](#). Contact bebyggelseregistret@raa.se

VIEW THIS DATA IN:

[PORTAL](#)[API CONSOLE](#)[ARCHITECTURE](#)[TOURISM](#)[GEODATA](#)


















Objects of Swedish daily life from the 18th century until

A diverse collection of more than 8,000 objects covering a broad spectrum of the Swedish cultural heritage from the 18th century until the present. Objects range from commercial stamps, wallpapers, and letters to paper dolls, weaving patterns and Christmas cards.

























Dataset provided by [Malmö Museer](#). Contact carlotta@malmo.se for more details.

WHAT YOU DELIVER

WHAT YOU GET

	 License	 Data	 Link	 Object
3	<p>FREELY RE-USE </p> <p>RE-USE </p> <p>Re-usable*</p>	 DEA++	 permanent	 300 dpi
2	 Any in LFW	 DEA+	 Direct	 800 pxl
1	 Any in LFW	 DEA	 indirect	 400 pxl



	 Portal	 lightbox	 Channel	 Education	 Creative	 Social
						
						
						

→ Take aways

- **The Re-use framework requires commitment from everyone**
- **Please use the Content Checker (Q1 2015)**





Lesson #2

‘We need a great, easy to use interface’





Albin / 35/ Developer

"I want sample code and clear API documentation"

Albin is a freelance software developer who has prior experience building education apps for the culture sector. He is currently working on an iOS / Android app which mashes up content from institutions in Finland. The app will be free to download, and marketed with a banner advert on the National Library of Finland website.

Personal goals

To build apps quickly and easily.
To design compelling and emotional interfaces, with rich content.

Albin has been tasked with making the app engaging and fun to use, looking at creative ways to keep the audience involved and coming back for more.

At the basic level the app needs to show high quality imagery that can be easily shared and downloaded. The app also requires georeferencing to plot the items on a map. Further down the line, Albin is currently brainstorming ideas with his colleagues to see the possibilities of creating a game surrounding the content.

Likely use cases

Using the Europeana API to build apps for clients in the cultural heritage sector.

In his personal life Albin can often be found in the early hours of the morning experimenting with code, which he writes about on his own blog, and shares via twitter.

Characteristics

Learns by doing - Does not immediately go to the documentation, prefers to play with sample code.
Does not participate in communities, just reads questions and answers.

Motivations

To grow his own business.
To create compelling apps.

Pain points

Needs clear information on licenses.
Wants quick response from questions.
Dislikes poorly maintained documentation.
API is not as straight forward as other API's

Referrer

Word of mouth

Ideal features / services

Documentation in other languages / More sample data snippets and explanations / Semantic Web Search





Otto / 40 / Senior Project Coordinator

"I want to share our successes with others in the sector"

Otto has been Senior Project Coordinator at Humboldt University for the past 5 years. Although originally from Graz, Austria, he moved to Berlin with his Italian wife and young child from Pisa, Italy.

Otto has seen his career take some wonderful twists and turns, with a background in development, he now leaves the coding for others, and oversees the implementation of cultural heritage projects, on either websites, or stand alone applications.

He has always had a strong interest in reusable content on the web, and much of his post-doc research was based around this area. Otto already has ties with Europeana.

Personal goals

Run efficient digital heritage projects.

Looking for ideas, reusable code, and content related to cultural heritage.

Likely use cases

Explore mature frameworks, and tools to see what to use in his projects.

Find case studies to see others experiences

Characteristics

Knowledgeable and informed, likes to share his successes.

Does not try to reinvent the wheel

Good networker, has his own contacts to design and develop.

Motivations

Wants to successfully oversee projects, that run on stable environments.

Wants to create reusable snippets that can be shared with others in the sector

Likes to show his successes.

Pain points

Does not want to sign in to read documentation and needs good documentation

Is disturbed by bad design when being creative

Wants more visibility on the site to show off his work.

Referrer

Europeana Professional

Ideal features / services

Mature support for the tools / Upload and share code / Links to sites where the API is in use /

Clear, easy to find documentation / Statistics on usage



Europeana Labs

A playground for remixing and using your cultural and scientific heritage.
A place for inspiration, innovation and sharing.

This is your code, this is your heritage, these are your labs.

GET STARTED

Business Model Workshop Platoniq Lab Barcelona 23/10



WHAT YOU DELIVER

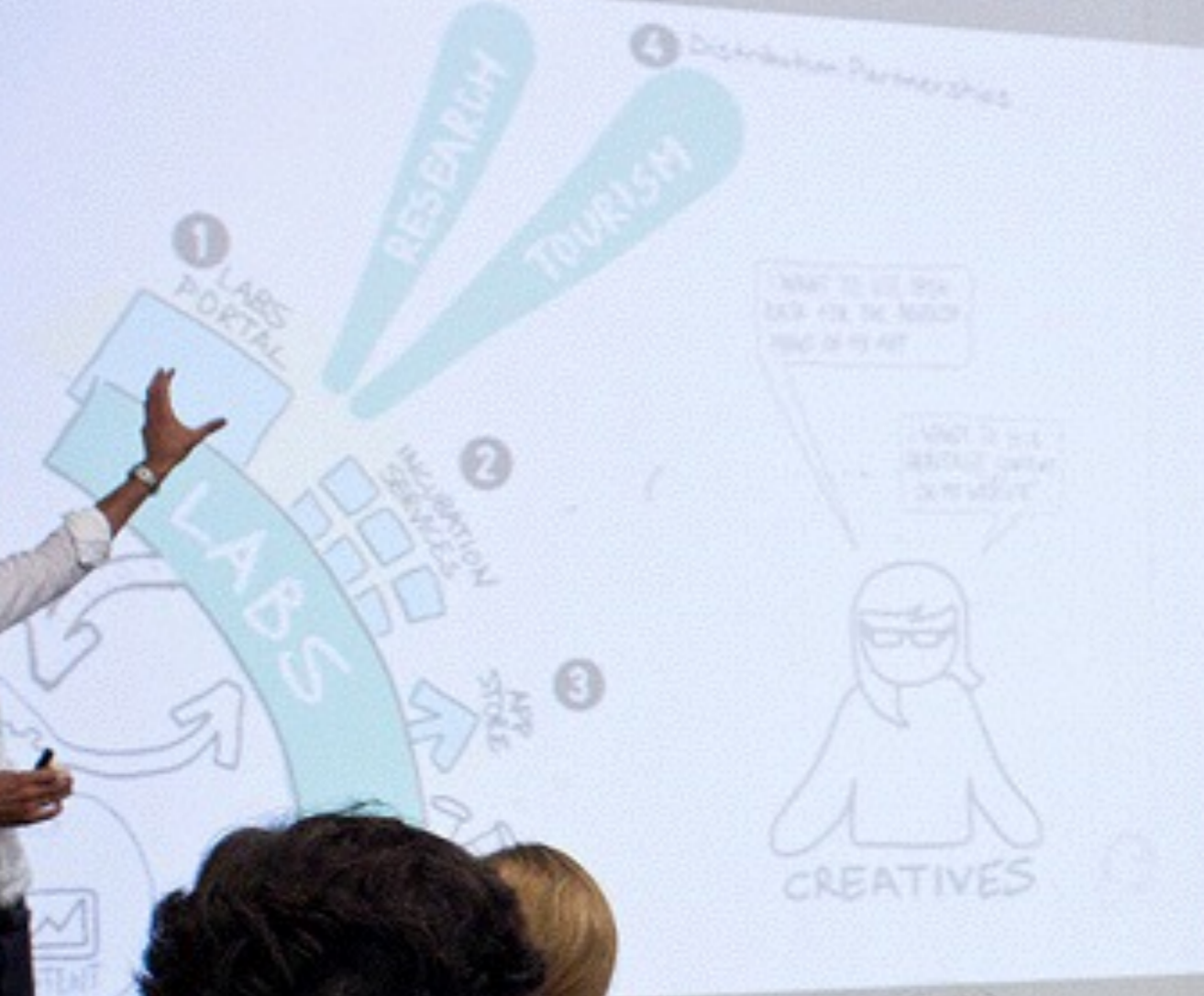


WHAT YOU GET









The whiteboard displays a grid of sticky notes, organized into columns and rows. The notes are color-coded in shades of blue, yellow, and purple. The grid appears to be a project schedule or a workflow diagram, with each sticky note representing a task or milestone. The text on the sticky notes is illegible due to the distance and resolution.





→ Take aways

- **Pool (dev) resources with Europeana Food & Drink and Europeana Space**
- **Cater to Entrepreneurs and Artists as well as developers**
- **Use Labs with specific expertise as the gell between stakeholders**





Lesson # 3
‘Make your challenges worthwhile’



Challenge 1: Education (Brussels, April)



Winner: Pathways



Challenge 2: Tourism (Barcelona, September)





Winner: Buitenplaatsen

www.buitenplaatsmobiel.nl



Congratulations!

Europeana Creative Challenge



Winner: Timepatch

ajapaik.ee

→ Take aways

- **Take a long (3 months +) lead-time**
- **Be specific about the desired results**
- **Make it worthwhile (forget the ipad)**

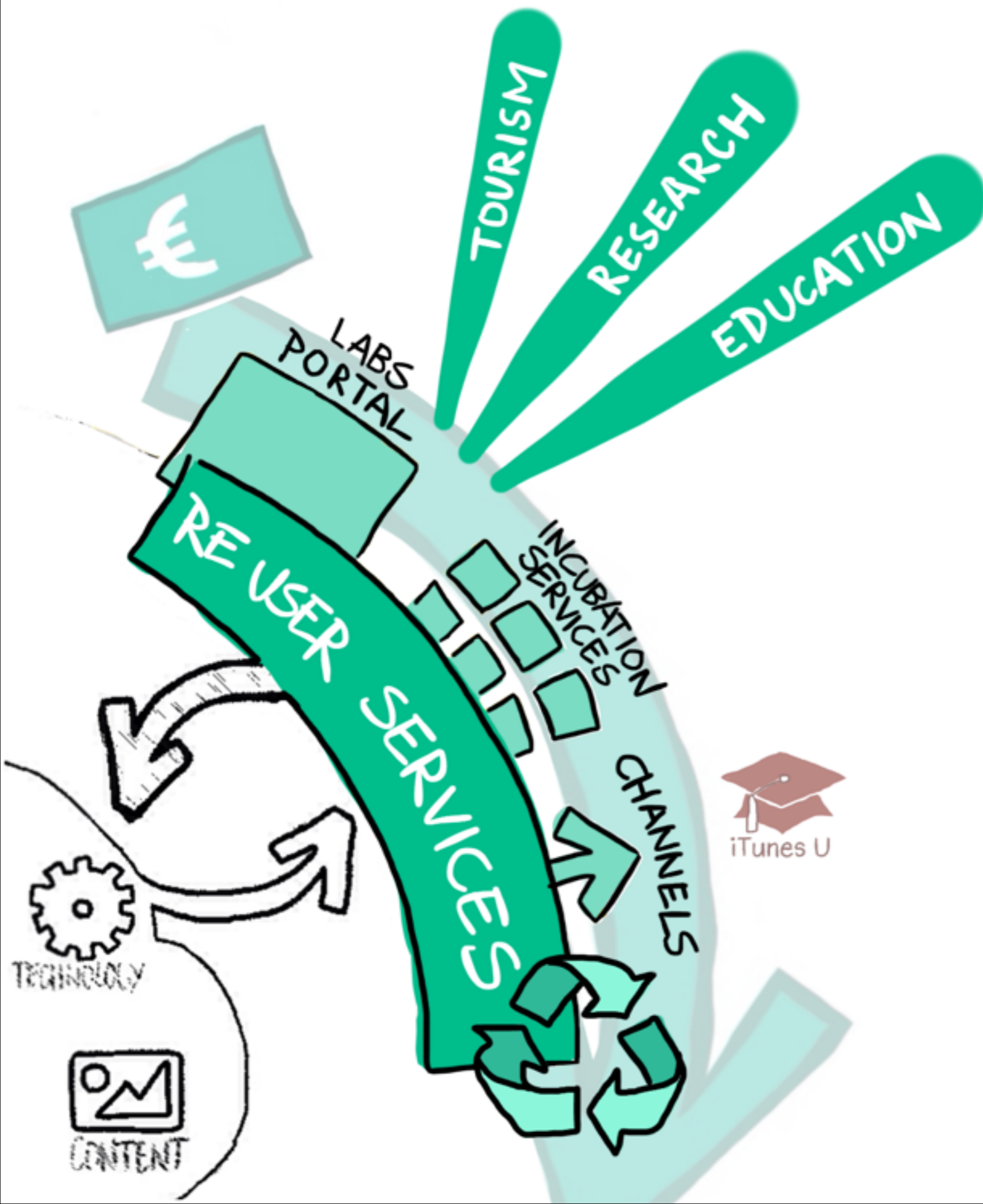




Lesson #4

‘incubation is about hatching the egg’



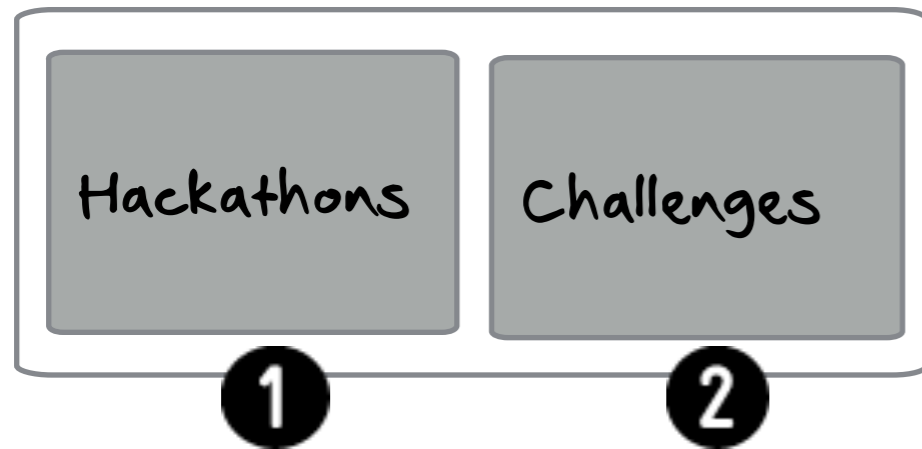


I WANT TO USE OPEN DATA FOR THE DEVELOPMENT OF MY APP

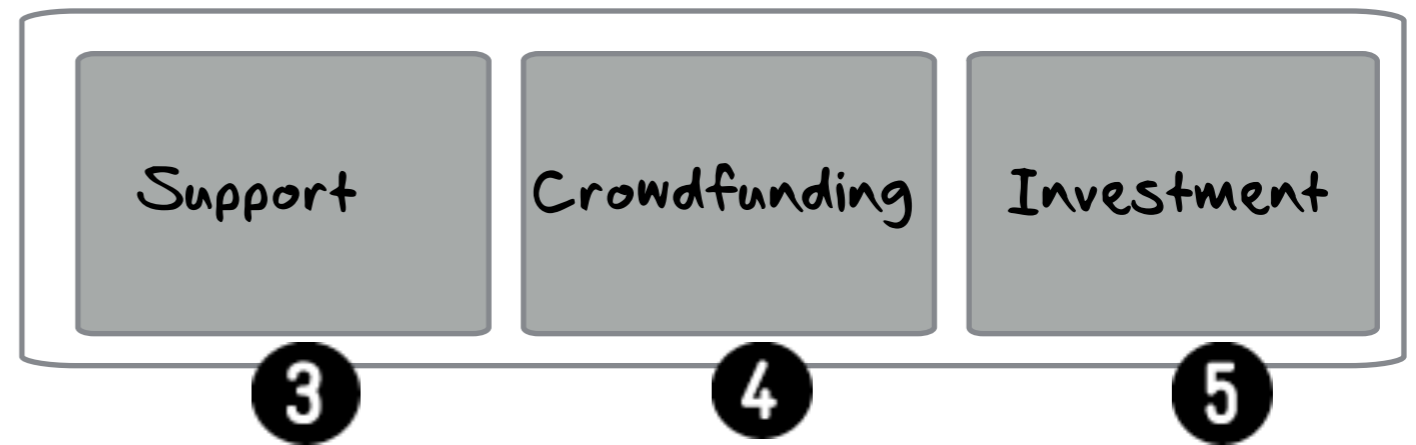
I WANT TO MIX HERITAGE CONTENT ON MY WEBSITE



Co-creation



Incubation



MENJADOR INFANTIL CA LA ROSA
By: Rosa B Canut

COLLECTIVE BENEFITS
Proyecto de empresa en circulación

OBTAINED **7.475 €**
OF **9.200 €**
LASTING **34 DAYS**

CC BY NC SA

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100% OPE

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We are working on performance improvements. Please send to dev@goteo.org any error.

NEWS



Sobre la regulación del crowdfunding y Ley de Financiación Empresarial

By: Goteo

El pasado viernes 3 de Octubre se aprobó la Ley de Fomento de la Financiación Empresarial en el Consejo de Ministros. Tal y como informamos hace varios meses en [este post](#), el modelo de crowdfunding que se pasa a regular no se corresponde con la práctica Goteo, ni por tanto nos afecta, ya que el texto aprobado pretende regular la actividad de equity crowdfunding (inversión de capital)...



- news
- about
- competences
- projects
- team
- contact
- login



euroscreen

meeting in malta

8 to 10 october

→ Take aways

- **Business related support is popular, especially with regard to business modeling**
- **In order to attract investment, market evidence is needed**
- **Investor relations need at least 2 year development**





Lesson #5

**‘Don’t kill your darlings.
Spoil them.’**



Ideation & Prototyping (February 2014)





BEFORE TRIP/EVENT

AFTER TRIP/EVENT

Handwritten notes and sticky notes on a board, organized into two columns: 'BEFORE TRIP/EVENT' and 'AFTER TRIP/EVENT'. The notes are color-coded in yellow, blue, green, and pink.

TIME BEFORE TRIP/EVENT

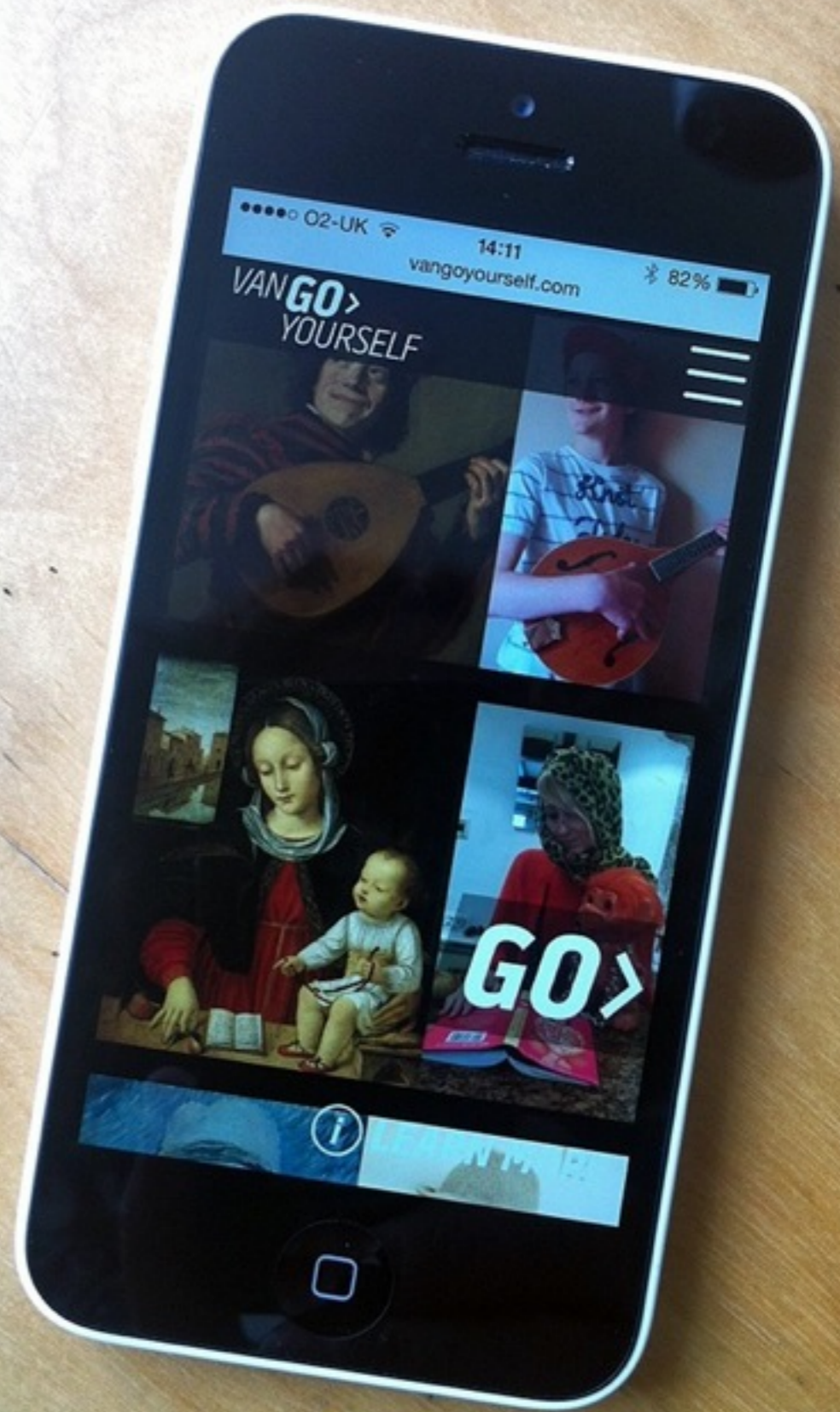
Handwritten notes and sticky notes on a board, organized into a grid under the heading 'TIME BEFORE TRIP/EVENT'. The notes are color-coded in yellow, blue, green, and pink. A photograph of a woman is pinned to the board.

PHOTOGRAPH

Handwritten notes and sticky notes on a board, organized into a grid. The notes are color-coded in yellow, blue, green, and pink. A photograph of a woman is pinned to the board.

PHOTOGRAPH







Van Gogh has been an inspiration of mine for a long time. This piece of art that I choice reminds of me my granddad who is an artist too.

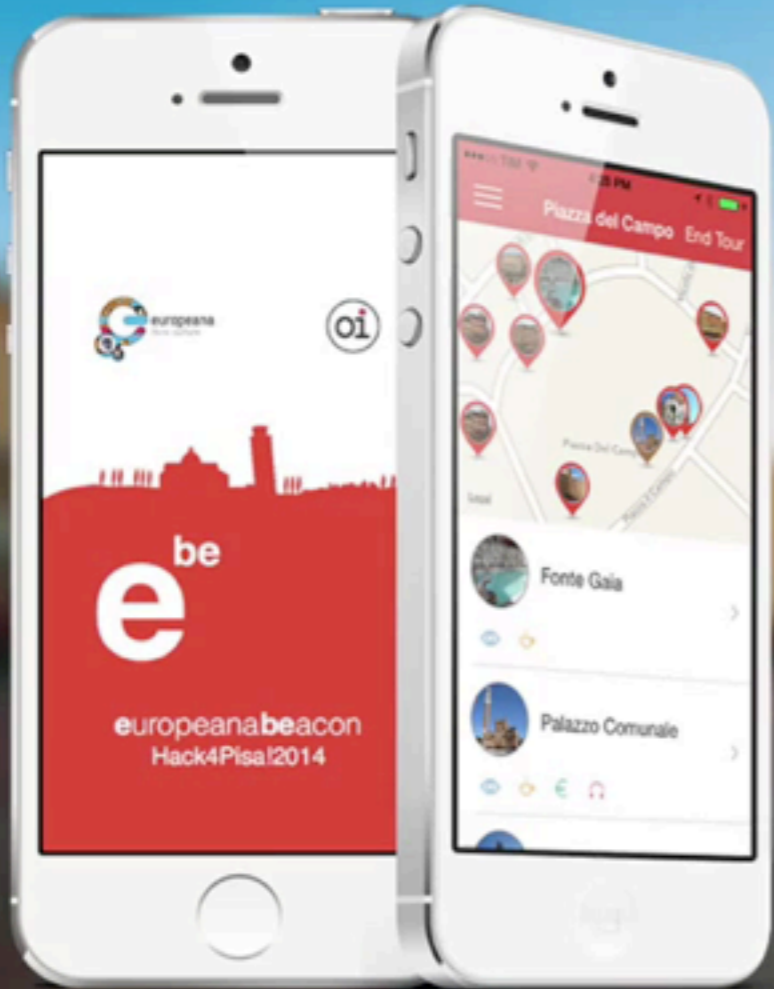
Madonna and Child, Ambrogio Borgognone (1465-1525) vanGo'd by W



photo of my wife and newborn son minutes after giving birth.



Taken in North Bar in Leeds, her sad eyes drew me to recreate this painting.



→ Take aways

- **Evaluate success critically, like any business would**
- **Kill ideas with no future, invest in the best you have**
- **Invest in design, business modelling and promotion**





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Thank you

Harry Verwayen

