

Blowing Bubbles
Pieter van der Werff
1700 - 1722, Rijksmuseum
Netherlands, Public Domain



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CULTURE & CREATIVES

How to strengthen the bond and boost re-use

Milena Popova | 2nd EUROPEANA SPACE CONF 2015



Co-financed by the European Union
Connecting Europe Facility

Looking back

Cultural sector

Lack of knowledge about the creative industries (profile, needs, behaviors)



Creative industries

Lack of awareness about the potential of digital cultural content

hackathons

Apps4Europe

Europeana Creative

CCIs projects

Europeana Food& Drink

Europeana Space

prototypes

products & services

Now

Cultural sector

- # Better audience understanding
- # Partnerships



Creative industries

- # Increased interest and use of digital cultural content

- # Insufficient audience segmentation
- # Fragmented approach
- # Limited reach
- # Parallel (mini-) communities

- # Need for high-quality, openly licensed data
- # Easy access to data
- # Lack of (business) knowledge
- # Limited access to finance

LOOKING FORWARD

The background of the slide is a reproduction of the painting 'The Falconer' by Daniel Maclise. It depicts a man with a dark beard and hair, wearing a white shirt, looking off to the side. A woman with dark hair and a red headscarf is leaning her head against his, her eyes closed. They are outdoors, with a large tree on the left and a landscape with hills and a blue sky in the background.

The Falconer | Daniel Maclise

1853, Crawford Art Gallery

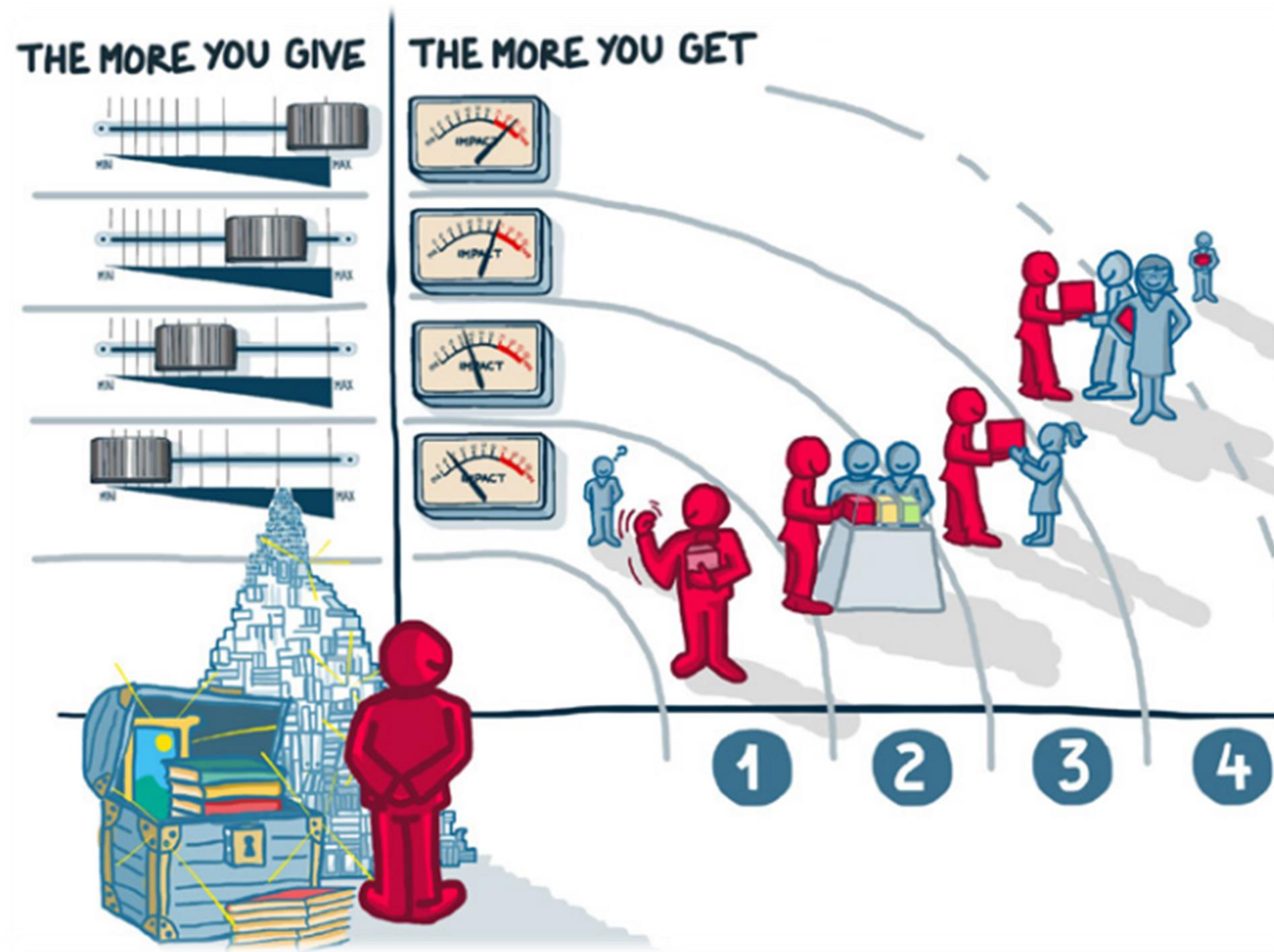
Italy, Public Domain

DATA QUALITY

Banquet Still Life
Adriaen van Utrecht
1644, Rijksmuseum
Netherlands, Public Domain



Europeana Publishing Framework



Europeana Publishing Framework

Here you see how the different tiers of the publishing framework work. In this example we use images. For video, audio, text and 3D, please see the Europeana Publishing Framework Appendix.

TIER	DIRECT LINK TO OBJECT PROVIDED	RIGHTS STATEMENTS	EUROPEANA API DISPLAYS	BENEFITS (CUMULATIVE)
1 Europeana as a search engine . <i>'I want people to find my collections'</i>	No	Any from the Europeana licensing Framework	Metadata, no direct link to object	Findability - indexed by search engines, linked data technology Web traffic - click-throughs to your site Analytics - from our statistics dashboard
2 Europeana as a showcase . <i>'I want people to find and view my collections on Europeana'</i>	Yes. Minimum of 800+ pixels wide	Any from the Europeana licensing Framework	Metadata plus direct link to object	Use in thematic channels - providing context and relation to other collections on Europeana More marketing through Europeana
3 Europeana as a distribution platform for non-commercial re-use. <i>'I want people to find, view and use my collections - but not for commercial gain'</i>	Yes. Minimum of 1,200+ pixels wide recommended	Any from the Europeana licensing framework that allow for some re-use	Metadata plus direct link to object and can filter to show only re-usable objects	Impressions - collections viewed on platforms outside of Europeana Use in Europeana's existing partnerships and projects in e.g. education and research Use in apps and services by third parties
4 Europeana as a free re-use platform . <i>'I want people to find, view and use my content - however they want'</i>	Yes. Minimum of 1,200+ pixels wide recommended	Any from the Europeana licensing framework that allow free and open access	Metadata plus direct link to object and can filter to show only re-usable	Use on open platforms like Wikimedia Use by creative industry and tourism sectors Use in commercial apps and services

DATA ACCESS



Aral Oldtime Galerie
1961/1970
Spielzeugmuseum Nürnberg
Germany, CC BY-NC-SA

Extended Search Capability

The screenshot displays the Europeana Collections website interface. At the top, the navigation bar includes the Europeana logo, 'Home', 'Collections' (selected), 'Browse', 'Exhibitions', and 'Blog'. On the right, there are links for 'OUR SITES' and 'SETTINGS'.

The left sidebar contains several filter sections:

- Color:** A grid of 15 color swatches for selection.
- ORIENTATION:** Two options: 'Portrait (213)' and 'Landscape (25)'. A mouse cursor is hovering over the 'Landscape' option.
- SIZE:** Four options: 'Small (<0.5MP) (158)', 'Extra Large (4MP+) (59)', 'Medium (0.5-1MP) (13)', and 'Large (1-4MP) (8)'.
- FILE FORMAT:** One option: 'JPEG (238)'.
- Only items with links to media:** A checkbox that is currently unchecked.

The main content area shows search results:

- Top Result:** 'drukker: Hudson and Kearns Ltd. printers'. Description: 'Een kleurenposter van de Olympische Zomerspelen 1908 Londen. De Spelen hadden nog geen poster, de eerste poster voor de Spelen komt uit 1912. Maar het officiële programma van de 1908 Spelen toonde een hoogspringer in actie in het stadion van Shepards Bush in Londen. De...'. Link: 'View at NOC*NSF'. Image icon: 'Image'.
- Second Result:** 'Poster for Delft Salad Oil (1894) | Toorop, Jan'. Description: 'This poster was commissioned by the Nederlandsche Oliefabriek, an oil manufacturer in Delft. Two women with wavy hair and billowing draperies occupy most of the composition. One of them is dressing a salad. The women with their emphatic contours draw attention away from the...'. Link: 'View at Rijksmuseum'. Image icon: 'Image'. A thumbnail of the poster is shown on the right.
- Third Result:** 'L'art nouveau | Vallotton, Félix, 1865-1925'. A thumbnail is partially visible on the right.

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GOOGLE FIELD TRIP PILOT

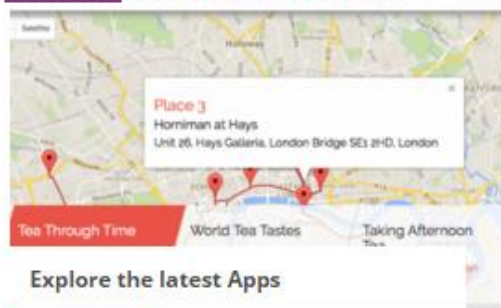
Read about the integration of content from Austria, Sweden, Estonia & Poland into this popular App

Plano de Santander, 1883, Biblioteca Virtual del Ministerio de Defensa, Spain
© CC0

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

LATEST UPDATES

SHOWCASE EA TRAIL LONDON



See some of the recent things that have been made using Europeana content in our Apps Showcase,

DATASET



Historical photographs of the famous Ringstrasse carefully curated by the Austrian National Library for

BLOG



This simple guide uses the popular JavaScript library jQuery to show how simple it can be to make an API

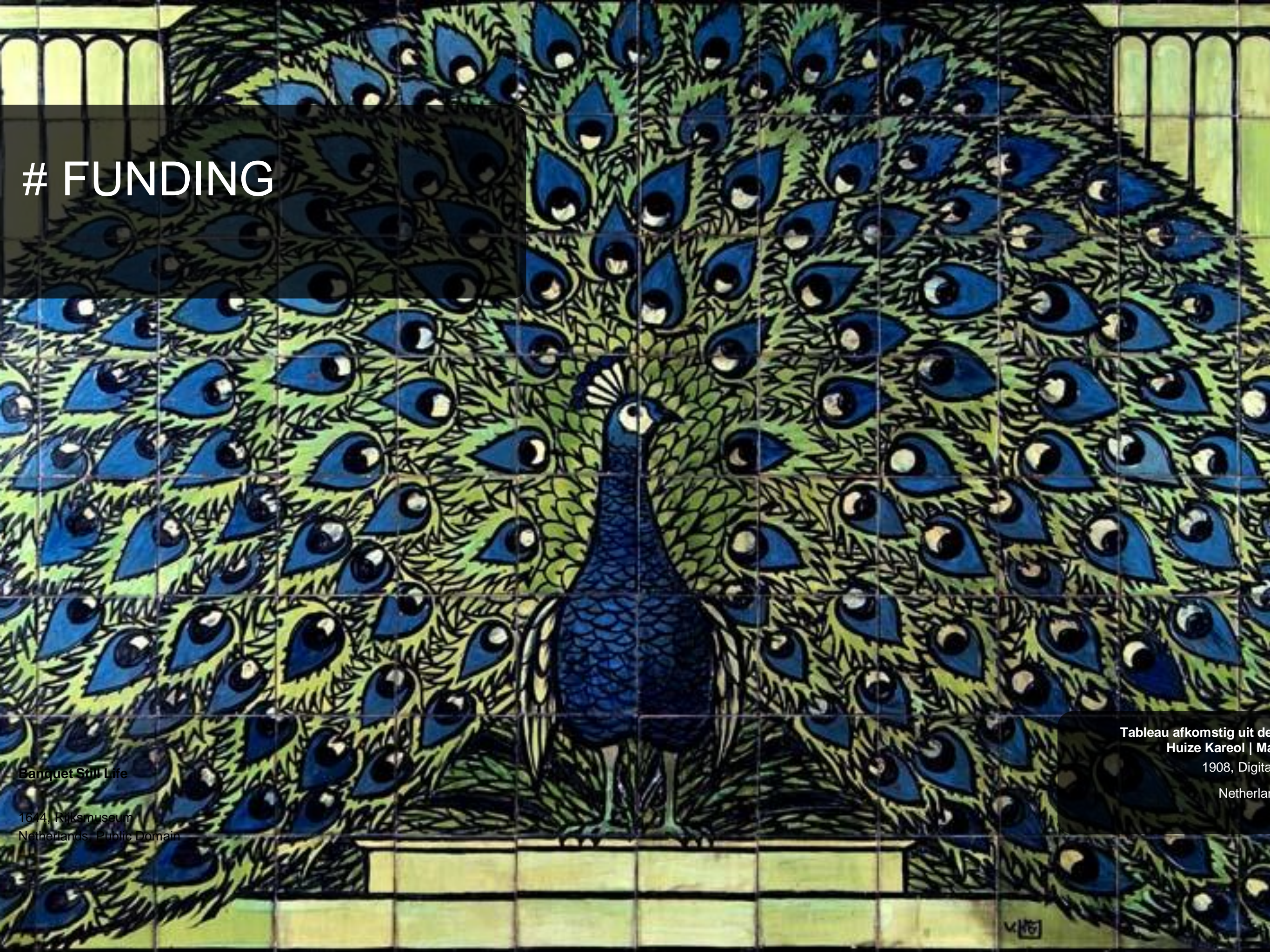
EXPERTISE



The wards of A
Drapers' Guild, known as "Th
Rembrandt Hammers
1662, Rij
Netherlands, Pub

Co-creation services





FUNDING

Banquet Still Life
1644, Rijksmuseum
Netherlands - Public Domain

Tableau afkomstig uit de
Huize Kareol | Ma
1908, Digita
Netherlan

Crowdfunding



VANGOYOURSELF.COM

Tired of just looking at Paintings?

By: Culture24

PROJECT

NEEDS

CO-FINANCIERS (62)

CROWDSOURCING (4)

NEWS (10)

GO YOURSELF

Recreate artworks with your friends

[LEARN MORE](#)

[WATCH VIDEO](#)

 NOW 4 THE OPTIMUM

CO-FINANCING

Single round



€ EUR — CONVERT

RECEIVED

€ 5.357

REMAINING

5 HOURS

CO-FINANCIERS

62

CO-FINANCE THIS PROJECT

[See more](#)


COMMUNITY

Elegant Party on a Terrace of a Venetian-
inspired Setting

Anonymous

1615, Rijksmuseum
Netherlands, Public Domain





Bishopsgate Institute, London

Charles Harrison Townsend

1895, Rijksmuseum
UK, CC BY

Focus:

Audience segmentation & Build up on existing resources

Share:

Lessons learned, best practices, insights and achievements



“PLEASANT IS THE MEMORY OF PAST
TROUBLES.”

CICERO

The birth of Adonis and
the transformation of Myrrha
Luigi Garzi

The Wellcome Library
United Kingdom, CC BY

**The Wardens of the Amsterdam
Drapers' Guild, Known as 'The Syndics'**
Rembrandt Harmensz. van Rijn
1662, Rijksmuseum
Netherlands, Public Domain



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#AllezCulture