THE IMPACT OF REUSE

Harry Verwayen and Nicole McNeilly

Cultural heritage: reuse, remake, reimagine

21-22 November 2016
Europeana at E-Space
Harry Verwayen
Deputy Director, Europeana
THE IMPACT OF RE-USE

What we’ve done

D 96 Dancers | Kusakabe Kimbei.
1880-1890. Museum Für Kunst Und Gewerbe Hamburg, Germany. CC0.
THE IMPACT OF RE-USE

outcomes

IMPACT

• Content
• Partnerships
• Finance

actions
CULTURAL HERITAGE: REUSE, REMAKE, REIMAGINE

CREATIVE INDUSTRIES

D100. Japanese Lantern Makers | Unknown creator.
1880-1890. Museum Für Kunst Und Gewerbe Hamburg, Germany. CC0
Art Stories FACES

FACES

FACES is the first test of Art Stories virtual museum: a digital playground where children learn the basics of visual art.

http://www.artstories.it/en/apps/faces/
Europeana Challenges

- Collaboration with Europeana Fashion
- 14 applications taken to expert jury
- Wide European interest
Crowdfunding

https://en.goteo.org/

Improved Goteo.org platform, CC-BY-SA Platoniq
Matchfunding for educational reuse

A SOCIAL FUNDS POOL
WITH CONTRIBUTIONS FROM PUBLIC INSTITUTIONS, BUSINESS AND OTHER PRIVATE INSTITUTIONS, AND INDIVIDUALS TO ACHIEVE THE MULTIPLIER EFFECT AND THUS ENCOURAGE CO-RESPONSIBLE INVESTMENT IN PROJECTS THAT RELY ON THE SUPPORT OF THE CIVIL SOCIETY.
Investor forum
EDUCATION
TU Europeana - Poland

http://www.tueuropeana.pl/

Maggy Szynkielewiska
@maggyeu

Introducing @Europeanaeu to international students @School_of_Form - great to meet all those creative young people!

More than fifty million digitized
We're reaching out to a specific

About Europeana

Europeana is Europe's largest collection of digitised cultural heritage

Cultural heritage: reuse, remake, reimagine – 21 November 2016

CC BY-SA
What do teachers need?
Educational publishers

Bokägarmärke, exlibris. 1929, Malmö museer
Sweden. Public Domain
Content

- Success of thematic collections
- Curated materials
- Simpler rights statements for (re)users

THE IMPACT OF RE-USE
What we've learned
What have we learnt?

Focus on education

Partnership working has potential for great impact

Targeted approach through challenges

Put in place finance mechanisms for projects with the highest potential
What next?

- Build on successes
- Promote E-Space successes
- Thematic based cooperation

What else?

_Gaby and Courth. The fashionable clowns. Unknown creator._
Unknown date of creation. Circus Museum, the Netherlands.
CC BY-SA.
Thank you - stay in touch!
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