



E-SPACE NEWS

Magazine of the Europeana Space Project, April 2016



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E-Space hackathons: creative minds with business potential

Six scenarios for the reuse of digital cultural content



In order to invite and encourage new, innovative and fresh applications, services and creative models for digital content reuse, we have organised a series of six 'hackathons', each based on the respective pilot it is partnered with. The three best concepts of each hackathon will then progress to an intensive Business Modelling Workshop in London to explore their projects' business potential. The hackathon series of E-Space took place in the timeframe of one year, the first one was the TV pilot hackathon in Amsterdam in May 2015, and the last one was the Games hackathon recently held in the UK.

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TECHNICAL SPACE

Create your own 'space'!

A creative environment to stimulate the creation of new prototypes

Based upon IPR licensing, curators, scholars, professional users and developers will be able to manage resources and to reuse them for the development of applications. The Technical Space was presented in a workshop in Brussels in March 2015 and used in various E-Space hackathons.

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CONTENT SPACE

Copyright for Cultural Heritage

Guidelines and tools for the exploitation of digital cultural heritage

Licensing, rights labelling and associated new technical standards, guidelines on how to identify reusable content, and legal advice and tools for the lawful reuse of digital content. A precious information repository is the Open Content Exchange Platform, for entrepreneurs, creative companies, owners of digital archives and collections.

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MARKET ANALYSIS

What Are the Trends?

Business modeling, mentoring and incubation services to support SMEs

The expert partners of University of Venice, Department of Management, analysed the evolving market for the use and reuse of cultural digital content.

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THE BUSINESS POTENTIAL OF DIGITAL CONTENT

The aim of the E-Space project is to create new opportunities for employment and economic growth within the creative industries sector based on Europe's rich digital cultural resources, providing an open environment for the development of applications and services based on digital cultural content. The use of this environment will be fostered by a vigorous, wide-ranging and sustainable programme of promotion, dissemination and replication of the Best Practices developed within the project.



Public workshops, training events

Specialist Workshops aimed at attracting stakeholders, targeted groups, and representatives from the creative industry from all over Europe

Three public events allowed to explore different aspects linked to the creative reuse of digital cultural content (Coventry (IPR, 2 March 2015), Brussels (Technical workshop, 23 March 2015) and Pisa (Creative Marketing, 9 October 2015)). The IPR and access issues are fundamental to guarantee the possibility of reusing digital cultural content; technical tools and services are necessary to experiment with such content; and communicating cultural content is a key factor for unlocking its potential.

More on: www.europeana-space.eu.



E-Space for Education

From the general school system to educational services in museums and lifelong learning programmes

The project offers a wide range of services to the educational sector through its activities. It has a dual impact: students, teachers and other education professionals will acquire creative and technical skills through learning how to work with the tools and applications that are

offered. They will also become more aware of the vast and diverse repository of digital cultural heritage content available online as a basis for teaching and learning materials that they can assemble or develop.

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Europeana TV Hackathon

Hacking Culture Bootcamp, super success in Amsterdam!

The event, organised by the Europeana TV pilot in May 2015, was challenging game and app developers, storytellers and interactive designers to create new multiscreen experiences with a focus on digitised historical footage. Participants had the opportunity to experiment with smart audio/video formats and come up with inspiring applications that create new TV experiences for the public or private domain, using Europeana content.

www.europeana-space.eu/hackathons/europeana-tv



Photography Hackathon

Hack Your Photo Heritage

The Photography Hackathon took place as a 3-day event in Heverlee (Belgium) in February 2016, targeting developers, cultural heritage professionals, designers, creative entrepreneurs, photographers and photo-amateurs to build innovative apps and ideas reusing photographic heritage. The event hacked the massive photographic heritage content available through Europeana, E-Space and other public repositories to mash them up with user-generated smartphone photos and stories, creating a new environment to experience our cultural past, using apps, websites and virtual environments.

www.europeana-space.eu/hackathons/photography

From creativity to business development

A Business Modelling Workshop will be the prize for each hackathon winner

A jury of experts, with representatives of the sector and the specific hackathon theme, has attended the events, providing suggestions to the teams. At the end of each hackathon, the jury selected the three best concepts, on the basis of the following selection criteria: relevance & value

Museums hackathon

The Future Museums Challenge

In March 2016 the hackathon for Museums was hosted in Venice, focusing on the museum experience, enhancing content, engaging with the audience and improving the educational experience. Museums around the world are moving away from a physical space speckled with digital devices, to digital spaces that exist in the physical as well as in the digital world. The idea behind the hackathon was to inspire and discover new disruptive, innovative and sustainable ways that museums can enter this 'phygital' realm. Participants tried to create products that are not only innovative but also can produce sustainable business models, leveraging on the technical solutions developed within the E-Space Museums pilot, as well as accessing millions of digitised cultural heritage items from around the world via E-Space's Technical Platform.

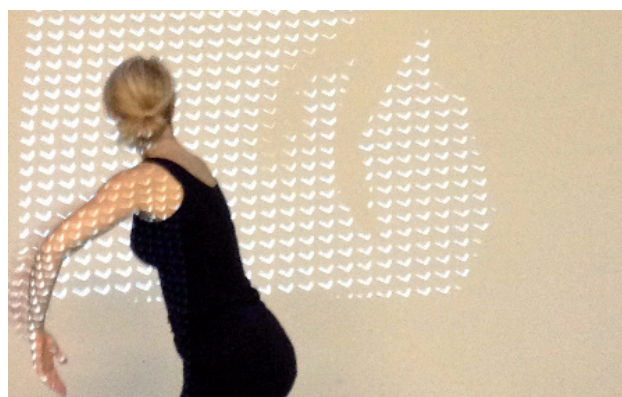
www.europeana-space.eu/hackathons/museums

Dance Hackathon

Hacking the [Dancing] Body

The great hacking event of the E-Space Dance pilot was held in Prague in November 2015: during two days of focused and intensive collaboration, with assistance from experts in programming, BCI technologies, motion-tracking, and cultural heritage, the teams explored new creative ideas and showed the potential of digital media for the transmission, analysis and remixing of dance. The hackathon focussed on the reuse of cultural heritage materials in live performance, cross-media storytelling, motion-tracking and transformation of data, brain/computer interfaces in performance. The atmosphere was highly creative with some participants working throughout the night!

www.europeana-space.eu/hackathons/dance



OHP Hackathon

Hack the Book Festival

The event was organised in Athens in January 2016. Books are about to be 're-invented', moving to a hybrid, phygital phase and the event challenged users to create their own publications, exploring technical and legal limitations and learning to use cultural heritage data sources to create inspiring and innovative open-access books. The final prototypes displayed a significant degree of imagination, creativity, social conscience and a healthy amount of irreverence: those presented at the pitching stage made use of open source digital cultural assets while simultaneously rethinking existing interfaces and platforms. The final results showcased not only the diversity of participants and projects, but also a real need to create spaces where creative endeavour can flourish.

www.europeana-space.eu/hackathons/open-hybrid-publishing



Games Hackathon

Art // Games // Hackathon

The Games hackathon took place in April 2016 at Game City in Nottingham, interacting with a widely varied field of participants passionate about gaming and its creative potential. Entitled Art // Games // Hackathon, the gamers were introduced to the repositories of content available for reuse that provided multiple avenues for exploration.

The process generated new ideas that will be of benefit to participants in the future, as well as provided them with a rich source of material for their ongoing game development.

www.europeana-space.eu/hackathons/games

REMIX Summits. The six Business Modelling Workshops (one for each pilot) are full-day sessions with the aim of exploring the business potential of the project ideas.

The best team from the three finalists has then been chosen for a tailored business incubation package from world-class industry leaders. Incubation participants will be asked to complete a series of mentored courses over an intensive three-month period. By the end of the incubation period, the business plan for each project team will be ready either for pitching to investors, or for launching directly (as applicable). The six incubated projects will be announced in the next issue of the E-Space magazine!

Bridging the gap between cultural heritage and education

Cultural content is not just to contemplate. What can Europeana bring to the learning community?

The E-Space project acknowledged the key role of digital cultural heritage to enhance education since the very beginning. The six thematic pilots are examples of how the digitised cultural heritage can be reused in creative ways. They also have an educational note to them, as education is certainly one of the target sectors that the pilots are addressing. Five 'Demonstrators' have presented innovative models of content use for cultural heritage and identified current best practices for environments/applications intending to facilitate reuse of digital cultural heritage content in an educational context.

The mission of the E-Space MOOC (Massive Open Online Course) is to show how people can become creative with digital cultural content, and what Europeana can bring to the learning community, as well as to educate people with the concept that cultural content is not just to



contemplate, but to live and engage with. The educational idea behind the E-Space MOOC is also to lower barriers to access to resources and content, providing tutorials and trial versions of applications and tools. The E-Space activities directed towards education, target users from primary schools to universities and the applications that are being developed strive to be

more than a teacher's presentation tool. Instead, E-Space is trying to unlock the creativity of the users from both ends (teachers and learners), engaging them with digital cultural heritage. All the work done by E-Space for the domain of education is collected in a dedicated website.

www.europeana-space.eu/education

Demonstrators

ARCHAEOLOGY IN CYPRUS

Focused on Cypriot important monuments, uses all-innovative digital heritage resources in order to help the user to learn about the different phases of the monument, the history, the pathology state, the architectural value and the conservation stage.

IRISH POETRY AND FOLK TALES

The tradition of Irish folktales presented in a digital application: a relevant and accessible format to connect ancient folktales with a modern, digitally literate audience.

CAVAFY LIBRARY

A digital application comprising multiple thematic layers to showcase the work of seminal Greek poet C. P. Cavafy.

PHOTOGRAPHIC INVESTIGATION OF WORKS OF ART

Based on the website 'Closer to Van Eyck - Rediscovering the Ghent Altarpiece', this demonstrator showcases how extreme high resolution images in visual light, infrared, infrared reflectography and X-radiography can enhance and facilitate the study of a painting.

RODE ALTARPIECE

The retable by Hermen Rode of St. Nicholas' Church in Tallinn is the focus of this demonstrator which uses very high resolution digital images.

They are all accessible through the E-Space for Education website: www.europeana-space.eu/education



Creative with Digital Heritage

The E-Space MOOC to be available in the academic year 2016/2017

E-Space MOOC will be organised in three main levels: entry, pro-am and professional level. The idea is to stimulate people to become proactive users of Europeana (and similar) content. Pro-am level targets teachers – who will learn how they can easily create stories and tasks for their students – and museum professionals, to show how existing tools enable them to do more with their exhibited contents. Professional level could be a repository of information for professionals, e.g. how to use the multiscreen toolkit for commercial applications, how to manage rights of images, how to access the E-Space APIs.

The project's Technical Space

A framework for storing, accessing and processing contents and metadata

The Technical Space is interoperable with complementary services emerging from the Europeana group of projects. Thanks to it and based upon IPR licensing, curators, scholars, professional users and third party developers will be able to search for and manage resources within a safe space, to use and reuse them for the evolution of knowledge and the development of applications. The Technical Space's system and implementation choices

consist specifically of: a Data Infrastructure that includes the retrieval and storage layers for content and metadata from available sources; a Metadata Processing Unit that integrates available services for the management and manipulation of metadata resources; access APIs constituting a set of interfaces that will be made available for the delivery of resources and the creation of applications.

The project's Content Space

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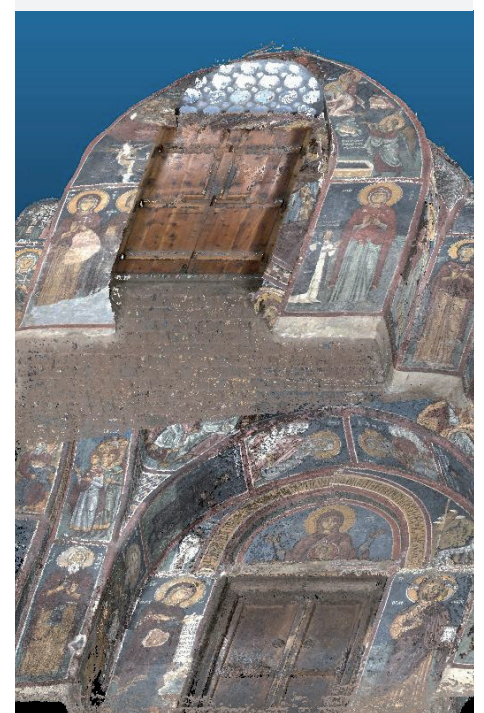


www.europeana-space.eu/content-space/ipr-toolkit

In order to rationalise the information and make it more accessible, a series of 'factsheets' was produced, and organised into subsections, constituting the documentary support content and resources of the Content Space: introductory document 'IP and the E-Space project';

IPR toolkit: case studies based on the pilots; Rights Labelling and New Technical Standards. All materials in the Content Space are licensed under a Creative Commons Attribution 4.0 license.

The Content Space also gives access to the Open Content Exchange Platform, a mini-website realised by subcontractor Open Knowledge that is fully dedicated to enhance the reuse of open content.





DIGITAL CULTURAL CONTENT RE-IMAGINED: NEW AVENUES FOR THE ECONOMY AND SOCIETY

E-Space Opening Conference, Venice, 16-17 October 2014

The core topic of the conference was how to enable a creative reuse of digital cultural content, unlocking the business potential of cultural heritage and fostering the creation of new jobs and economic growth. A very interested audience almost filled the parterre of the Auditorium Santa Margherita in the centre of Venice, which now is a conference venue. As a side activity, the registered participants visited the Venice incubator H-Farm, an inspiring environment for creativity and technology.

www.europeana-space.eu/conferences/veniceconference2014

CREATIVE REUSE OF CULTURAL HERITAGE AND CONTEMPORARY PRACTICES

II Europeana Space International Conference, Tallinn, 10-11 December 2015

Represented by the gracious cornflower, the national symbol of Estonia, the second E-Space International Conference took place in Tallinn in December 2015, organised by the Estonian Ministry of Culture.

It included interesting keynote speeches, two round tables of experts, a poster session for the project pilots and a loop presentation of the project educational demonstrators.

www.europeana-space.eu/conferences/tallinnconference2015



The market for the reuse of digital cultural resources

'Business Model Canvas' for mapping the strategies towards an effective exploitation

The E-Space project focuses on a domain that is quite peculiar. On the one hand it is very vast, with boundaries that are often unclear and a considerable degree of overlapping across industries. On the other hand it is very dynamic, undergoing some major transformations that are creating the basis for an interesting stage of innovative potential that can feed into a possibly virtuous circle. Some of the key dimensions that have an impact on the digital cultural domain are the continuous development of ICT (information and communication technologies); the emerging knowledge economy; and the constant pace of globalisation linked to the fragmentation of production and service chains. The research realised in the framework of E-Space contains six sections referring to each of the six pilot areas (Television, Photography, Dance, Ga-

mes, Open & Hybrid Publishing, Museums), for which the analysis is organised in two parts. Firstly, an overview of the area dealing with some definitions and drawing a perimeter of the area with an assessment of the market potential and key trends. Secondly, the aspect of the potential for monetisation, looking at which business models can be put in place in each case. Business models are presented using the structure of the 'business model canvas' that is currently a widespread tool for mapping the strategies pursued by firms on the international scene. Whenever relevant, examples of key players who are currently adopting similar approaches are also discussed. The document is an impressive and voluminous piece of work but results of the analysis are also available as an abstract.

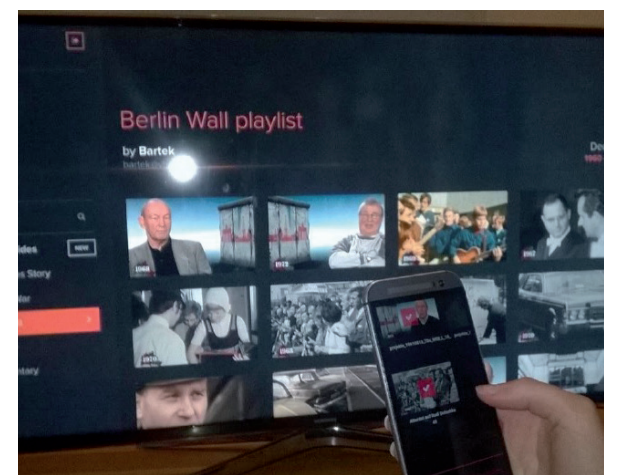
www.europeana-space.eu/innovation-space/market-analysis



Supporting creative innovation and entrepreneurship

Six projects selected after the hackathons and the Business Modelling Workshops

The incubation stage of E-Space enables six projects selected after the hackathons and the Business Modelling Workshops to develop their potential and grow into viable business propositions. By developing strong business models around the core idea, they will exploit their commercial potential. During incubation, participants will complete a series of mentored courses over an intensive three-month period. The content of these courses is specifically tailored to each project team to focus on the areas that can have most impact. The teams will be asked to remotely undertake a series of exercises and planning workshops. Their responses will be discussed with their mentors in order to challenge and refine their thinking. Our goal is to help the teams overcome obstacles, make introductions to potential partners and offer valuable advice throughout their journey. By the end of the incubation process, the business plan for each project team will be ready for pitching to investors or for launching directly.



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