Europeana Space Pilots

Culture Remixed:
Examples of New Technologies
for Cultural Engagement

Contacts

Europeana Space project website: **www.europeana-space.eu**

Twitter hashtag: **#Europeanaspace**

Find Europeana Space on **YouTube**!

Showcase on Digital Meets Culture: **www.digitalmeetsculture.net/projects/europeana-space**

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Foreword

The core action of Europeana Space was the development of six Pilots, covering the following themes: Europeana TV, Photography, Dance, Games, Open and Hybrid Publishing, and Museums. The Pilots focused on an exploration of different scenarios for the reuse of digital cultural content, with an emphasis on the content accessible via Europeana.

Each Pilot was rooted in a market analysis of the targeted area, and was developed with a user-centred approach, responding to current trends and sector needs. On the basis of extensive evaluations throughout the development phase, prototypes developed through the Pilots were continuously enhanced and improved. Prototypes were various and were not limited to the production of new software. Whilst the focus was on experimenting with digital cultural content to inspire new approaches towards reuse in specific contexts and for clearly defined audiences, the Pilots were also directed at unlocking business potential, for market-driven new services and tools. The scope of the Pilots surpassed that of commercial ventures: their value and potential impact as services, tools and applications for reusing digitized cultural objects and data have been recognised more widely. For example, they have had impact in the field of education, providing new resources and new possibilities towards novel teaching and learning processes.

The Pilot teams are a mix of research centres, content providers, technologically oriented SMEs and cultural experts. They have been supported throughout the development process by project participants with expertise in several other fields including IPR and copyright, business development, metadata management, and communication strategies. Working together, the Pilot teams and project partners have successfully organized six thematic Hackathons and linked Business Modelling Workshops. These events reached a significant number of participants from across the European community. They provided ample opportunity to further explore the creative reuse of digital cultural content for the development of new products, and gave rise to new enterprises, which are to be launched in the real market with the support of an Incubation package.

The Pilots

1 Europeana TV

2 Photography

3 Dance

4 Games

5 Open & Hybrid Publishing

6 Museums

1

Europeana TV

Overview

The Europeana TV Pilot has developed new interactive television experiences using archival content sourced via repositories such as Europeana, and found new business models for the cultural and media sectors in order to reach the public with cultural content. We strongly believe that online cultural heritage will increase value for the general public, tourism industry, the creative industries and the educational sector.

Berlin Wall HbbTV application

BERLIN WALL HBBTV APPLICATION

The Berlin Wall HbbTV application was developed by German broadcaster RBB. It brings cultural content from a multiplatform website to SmartTV. The application presents 250 vivid short archive videos about cold war historical events: from the building of the Berlin Wall to German re-unification. The application has been on air since 3 October 2014 on RBB TV. Simply by using the red button on your remote control, videos and text in both German and English become accessible along a timeline.

Berlin Wall Tourist Experience

In addition to the SmartTV application, a spin-off demo was developed, combining mobile use and SmartTV viewing, to create a Berlin Wall tourist experience. The LinkedTV Editor Tool developed by Sound and Vision R&D and Noterik's Multiscreen Toolkit were used to create an application combining RBB's Berlin Wall content with related material from Europeana.

The user can select a Berlin Wall tour on a mobile device. A map shows the route of the tour and points of interest with related Europeana content while the videos are played on the SmartTV screen.
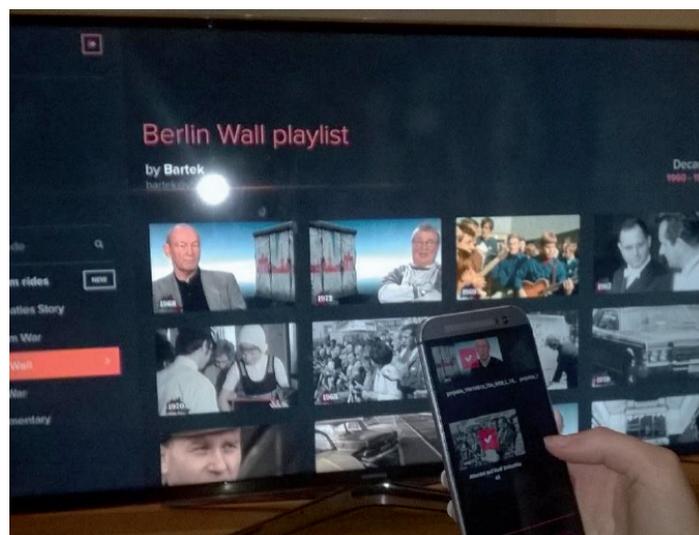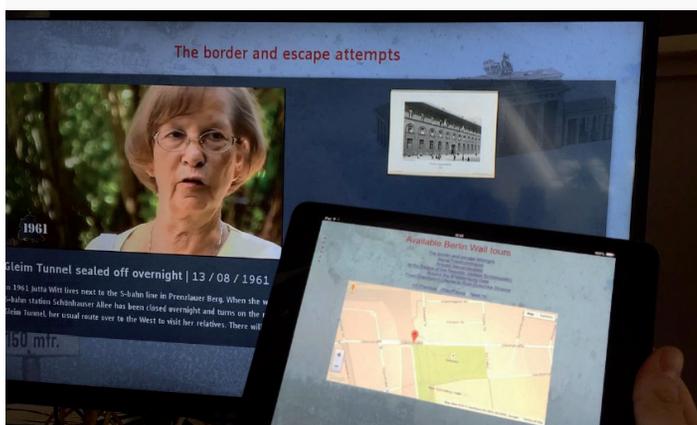
REWIND APP

ReWind is a prototype application that allows one person to build a playlist of videos out of a pre-defined video library, using a mobile app (webview) and then send the videos to a receiver application.

The ReWind prototype consists of two apps: Pusher (a mobile app that allows easy creation of video playlists based on selected search criteria) and Receiver (a primarily TV screen app used for video playback).

The Pusher App

The Pusher app is being used by a representative of the younger generation – it is a mobile app that allows the user to easily search for specific video content, collate playlists and share them with the members of the older generation (the users of application).

The Receiver App

The Receiver app, primarily a SmartTVapp, is intended to be used by a member of the elderly generation and as such needs to be very simple and intuitive to use.

2 Photography

Overview

The Photography Pilot explores innovative ways to reuse the rich photographic heritage that is now available via online repositories such as Europeana, Wikimedia and Flickr Commons. It wants to stimulate creativity by promoting a "remix culture". Besides the many opportunities in tourism and cultural heritage to be explored, special attention is given to the possibility of innovating the business models of photo agencies, archives, museums and education, aiming to disrupt the one-sided IP-based approach of the current photography sector.

> *Putting the social sharing of emotions and memories back at the center of photography culture and tapping on the power of co-creation, we are confident the omnipresence of images on the web is an opportunity rather than a threat.*

The web and the smartphone have in fact changed photography irrevocably with selfies, Instagram, GoPro's and the sheer ubiquity of the images that have completely transformed the place of photography in daily life. Classic business models have suffered from this: news photographers now have to compete with thousands of citizens ready to share their smartphone pictures with news outlets, often having the first scoop. The classic photo print shop experiences difficult times, and the need to buy illustrated books or to pay for image rights has decreased since it became possible to download any picture of about anything for free from the web. In particular, the IP-based business models underlying the photo industry are under strong pressure, forcing photo archives, photo agencies, museums and publishers to innovate or perish.

The Photography pilot aimed at demonstrating the innovation potential of these photo agencies, archives, museums and education through the reuse of the photographic content available in Europeana and similar open repositories, mixed with copyrighted and user-generated content stemming from modern day photographic practices.

AUGMENTED REALITY

The augmented reality scenario is rooted in the idea of layering historical images with real-life experiences, with a view to creating a reciprocity between the present and the past.

At the core of this test case was a set of images from the City Archive of Leuven dating from 1839 - 1939. The aim was to develop an algorithm that would match these historical photographs - picturing well-known city sights - to the same locations in the Leuven of today.

The resulting algorithm forms the basis of the concept of 'gamification': by challenging users to match given photographs to newly generated images and subsequently scoring their attempts towards an 'ideal match', a dynamic and committed interaction between digital object and heritage community is stimulated.

The algorithm and a demo application were made available to participants of the hackathon, as to provide a firm foundation for the development of new gamification concepts or other new ideas and applications.

USER-GENERATED STORYBOARDS

The Photography pilot storytelling application allows end-users to build their own collections and stories in an online environment using photographic content from online cultural heritage repositories such as Europeana and DPLA in combination with their own material.

The stories, to be published on the website, showcase a mix of digital user-generated content and photographic heritage accompanied by a textual narrative.

BLINKSTER APP

The Eureva Blinkster mobile application enabled visitors of the photography exhibition "All Our Yesterdays" (Leuven-Heverlee, 1 February till 15 March 2015) to use their smartphones for an in-depth exploration and broader contextualization of the exhibited photographs.

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Dance

Overview

The Dance Pilot comprised three partners, IN2, Universidade Nova de Lisboa (UNL-FCSH) and Coventry University.

> *The aim of the Europeana Dance Pilot is to create a general framework for working with dance content and the metadata accessible through Europeana and, in doing so, to enable the production of two innovative models for content reuse, one for research purposes and one for leisure.*

Dance Content of the Pilot

Dance content of the pilot, including both content drawn from the regional, national and private archival collections of partners and from Europeana, will embrace contemporary dance, classical ballet and other theatrical dance forms as well as social and popular dance, folk, national and indigenous dance forms. Furthermore, it will encompass more ancient dance forms including those inscribed on historical artifacts (drawings, objects, paintings, texts and other kinds of inscriptions), notations and other forms of dance scores, books and other textual objects, publicity and marketing materials (posters, programmes, etc.), audio-visual recordings, photographs, and digital visualisations (using motion capture and other tracking devices).
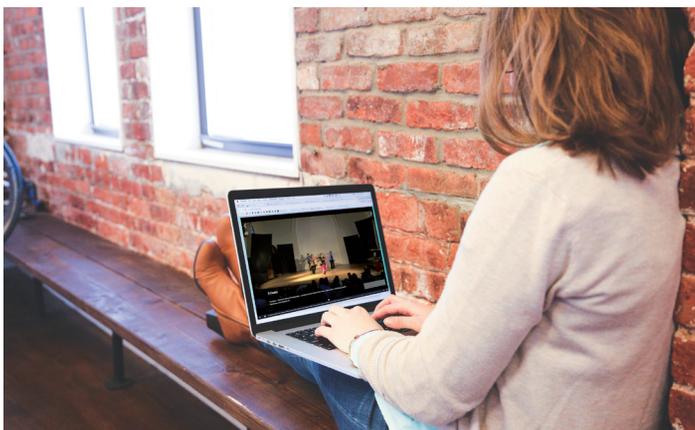
DANCE SPACES

DanceSpaces is a web-based application for reusing audiovisual content, by creating and sharing dance collections and narratives and focuses on the needs of the general public, dance enthusiasts and pre-professionals (e.g. dance learners and educators, those who participate in dance as a social and/or recreational activity, dance audiences/viewers and tourists, etc.) who want to share and explore content related to a particular dance aspect.

DanceSpaces was built under the coordination of IN2. DanceSpaces can be accessed on any device that is connected to the internet, and the interface adapts automatically if the visitor is using a smartphone, tablet or desktop.
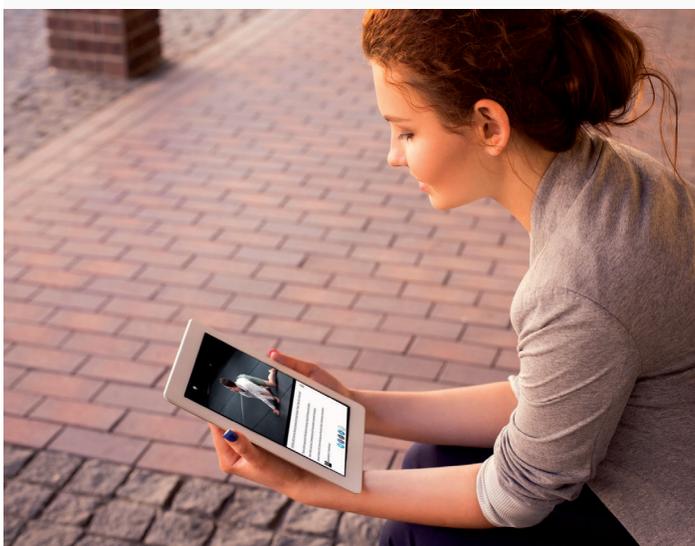
DANCE PRO

DancePro is an application developed as a new version of the Creation-tool software, which is a video annotator working as a digital notebook in real time for professionals during creative and compositional processes. It focuses on the needs of the researchers and dance experts (e.g. dance artists, choreographers) and offers a set of powerful tools for accessing dance content and creating extensive metadata.

DancePro was built under the coordination of UNL-FCSH.
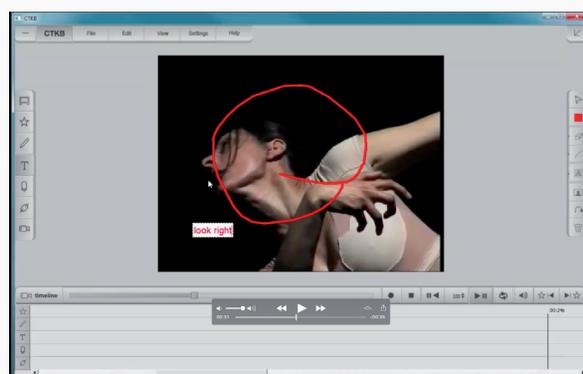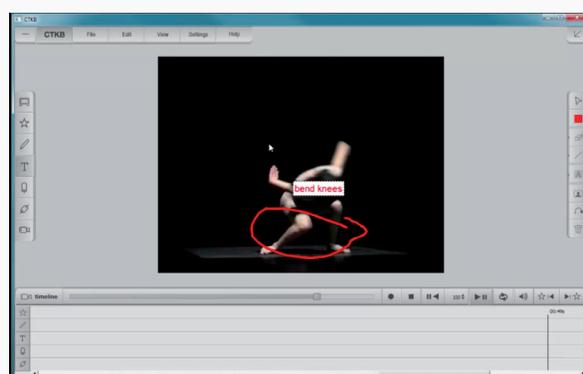
Dance Pilot

Pilot Coordinator: Coventry University
Participants: Faculdade de Ciências Sociais e Humanas da Universidade Nova de Lisboa (FCSH-UNL), IN2

www.europeana-space.eu/dance-pilot

4 Games

Overview

The Europeana Space Games Pilot has created three new games, offering novel ways to engage with cultural content for a range of users in various contexts.

THE EDUCATIONAL GAME

The theme of the Educational Game is the format of the self-portrait, using images from Europeana. Using the styles and themes of these images as a starting point, players can map and blend into the image photographs of themselves or their friends using a range of touch screen based tools. The original images have the potential to link back to their archive sources and also to open content related to the artist, arts techniques and historical context.

The aim is to match the images as closely as possible, encouraging creativity and learning through emphasising the form and composition of the painting.

THE CREATIVE GAME

The Creative Game allows the player to create collages from filmed footage from Europeana, encouraging people to draw connections between content and generate their own remixes. The social game is themed around dance and the playful experience of mixing and matching archived videos of contemporary dance in order to create new 'mashups'.

Players are presented with a library of dance clips video content that has been curated by the members of the Games and Dance Pilots, which they are then able to combine into a sequence set out on a timeline.

THE CASUAL GAME

The Casual Game focuses on restoration. It presents the player with a painting from Europeana, covered in dust. The aim is to restore the painting as quickly and effectively as possible, challenging the speed and accuracy of the player. The casual game is based on the arcade game QIX from 1981.
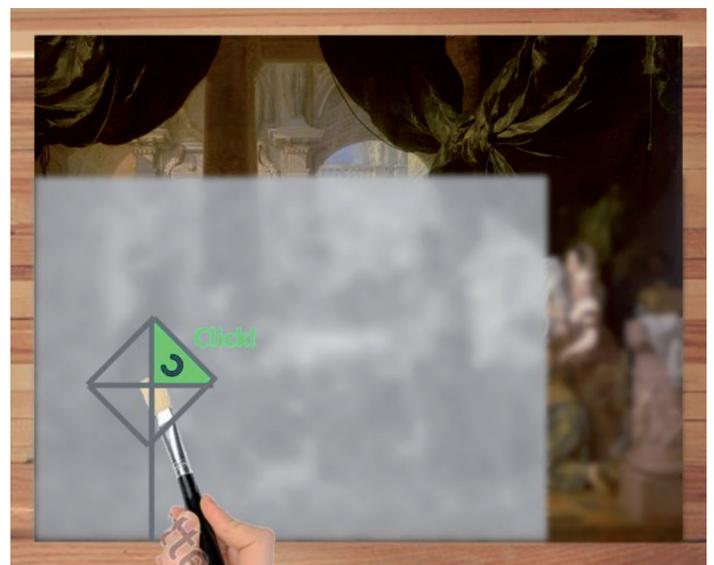
The objective of QIX is to claim rectangular shaped areas of territory on the games screen, in order to acquire over 50% of the space available. This casual and compelling model of gameplay has been adapted to reveal image content from Europeana as the player claims territory.

Games Pilot

Pilot Coordinator: Coventry University

www.europeana-space.eu/games-pilot

Open & Hybrid Publishing

Overview

The Open and Hybrid Publishing pilot set out to explore the possibilities of developing and embracing different forms and modes of publishing at a time when the traditional publishing model is being challenged by different ways of reading offered by portable reading devices such as, for example, Kindle and iPad, the wide digitisation of cultural resources, and the increased ease and speed of their electronic distribution.

Responding to the ongoing disruption to the established 'closed' publishing structures, the pilot has outlined a model for 'open and hybrid publishing' as an opportunity for various stakeholders who used to be just receivers of published content but who can now themselves become editors and publishers: educators, students, arts and culture managers at institutions such as museums and galleries, artists, curators, etc.

> *The context for the pilot was provided by the dramatic changes that the world of publishing is currently undergoing, with the emergence of new publishing platforms, the increasing need for cross-media content and the transformation of the book into an 'open medium'.*

Openness as a Cultural and Social Value

The pilot's work started from the assumption that digitisation has radically altered the publishing landscape, with values of openness embraced both by the 'free culture' approach promoted by the well-known US lawyer Lawrence Lessig and by the academic open access movement changing users' expectations with regard to the availability of cultural goods, their format and purpose. Openness has therefore been embraced by the pilot as a cultural and social value, especially in educational contexts - but this does not amount to saying that all culture should be free.

The 'hybrid' aspect of the publishing model proposed by the pilot considers possibilities of generating other kinds of value from openness (e.g. brand augmentation) as well as generating revenue from activities aligned to publishing (e.g. making a book freely available online, with a paper edition being sold).

The model for open and hybrid publishing is presented via two key outcomes. A series of educational and dissemination activities - from university classes through to an online exhibition with an open call for artworks, and a hackathon where new publishing ideas were proposed - have also been developed as part of the pilot's work.

PHOTOMEDIATIONS: AN OPEN BOOK

A creative online resource, called an 'open book', on photography and other media.

Redesigning a traditional coffee-table book as an online experience and titled *Photomediations: An Open Book*, it draws its content from Europeana and other open cultural repositories, and features an offline printed component.

Kamila Kuc, Untitled, 2011, CC-BY-SA

Read Explore Remix Share
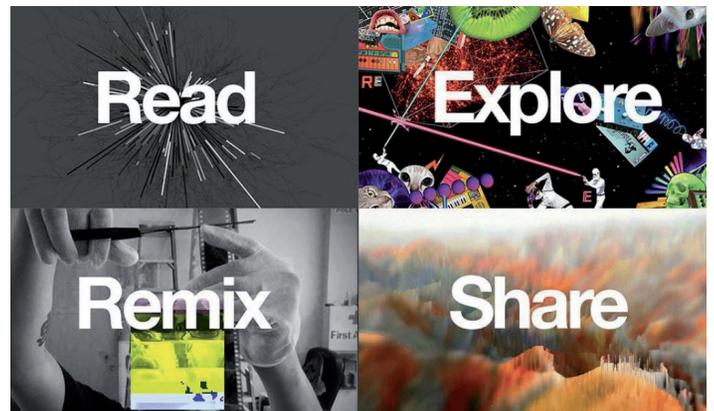
A GUIDE TO OPEN AND HYBRID PUBLISHING

A downloadable pdf brochure, using the open book mentioned above as an example to outline possibilities as well as offer technical and business advice on how to put this model into practice.

HacktheBook hackathon, OCC Athens, January 2016, CC-BY-SA

OHP Pilot

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

Museums

Overview

The main goal of the Museums Pilot is to provide innovative solutions towards the reuse of digital cultural heritage content for education, user engagement, audience development and 'edutainment' purposes.

This pilot builds upon existing solutions, developed by the Small and Medium-sized Enterprise (SME) partners under real use cases in Germany, Lithuania and Estonia.

German Resistance Memorial Center, Thomas Bruns. Courtesy of Museumsmedien

Courtesy of Sarah Wassermann, SPK

TOOLBOX

Toolbox is a web based app to be used by curators and educational staff in museums and memorials. Using specifically designed templates, information and images can be added to create worksheets for educational work and storyboards for media productions. Tailored to collections and exhibitions, new materials and offers can be created for groups or individual visitors.

A flexible solution for smaller and medium-sized institutions

Toolbox will help to reduce both the staff and upkeep costs by managing their digital resources and providing content for different purposes in a few easy steps thanks to an open source intelligent data and content management architecture. Toolbox is a flexible solution for smaller and medium sized institutions in particular, with limited resources of personnel and money.

Courtesy of Museumsmedien

Courtesy of SPK

BLINKSTER APP

Blinkster is an app that is aimed more directly at visitors of museums or other cultural institutions. The app works through image recognition: a museum visitor takes a picture of an object in the exhibition and receives a descriptive text, additional links, and other interesting information connected to the object. The app offers the possibility to present new or different contexts of an existing exhibition and to provide multilingual information (currently English and local language) to the visitors.

Blinkster draws from an online database that contains all the information retrieved via the app, as well as from sample photos that are used for the image recognition. Therefore, an internet connection is needed for its usage. Museums and other content providers can easily manage their own Blinkster app by directly uploading images and texts via web and mobile admin-app. Blinkster is available for iOS as well as for Android phones.

Museums Pilot

Pilot Coordinator: Fondazione Sistema Toscana
Participants: Eesti Vabariigi Kultuuriministeerium (EVK), Museumsmedien, Lietuvos Dailes Muziejus (LAM), Eureva, Stiftung Preußischer Kulturbesitz (SPK), Remix

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