



# E-SPACE NEWS

Magazine of the Europeana Space Project, November 2016



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## E-Space fertilises new business and boosts economic growth

Helping creative industries to leverage digital cultural content for creating new products and services

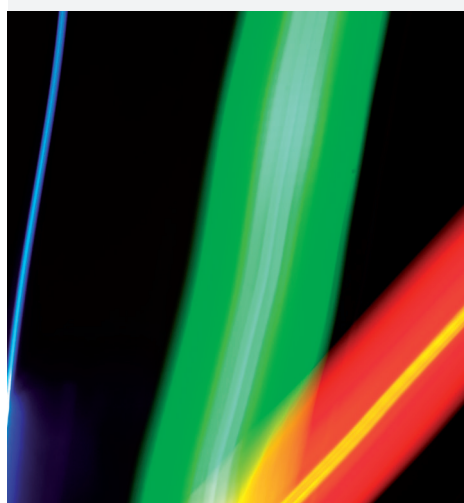


After experimenting with thematic Pilots that paved the way in different areas of reuse of digitised cultural heritage, a series of 6 E-Space Hackathons each selected 3 innovative projects, which went through further selection at series of Business Modelling Workshops. Key selection criteria were the business potential of the idea, product or service proposed. The teams and projects chosen are currently being supported by the E-Space project in an intensive business and incubation period, at the end of which they will be ready to take on the challenge of the real market.

### E-SPACE IN A NUTSHELL

CIP-BNP 621032

The project is a fertilising environment for discovering and unlocking the business potential of digital cultural heritage. 6 thematic pilots (TV, Photography, Dance, Games, Open & Hybrid Publishing and Museums) helped consider innovative scenarios of reuse for digital cultural content. 5 Demonstrators and a MOOC explored how this wealth of online resources could be used for educational purposes. 7 incubated projects are supported in preparing to go to market. Tools and knowledge of the project will be available for anyone to learn from beyond the end of the EU funded project.



## Pop-Up Museum: culture snacks for the mind and soul, everywhere

Building upon and remixing the Pilots' ideas and outcomes in an innovative and integrated project

The new tool developed within E-Space, which brings together the experience and team work of the Pilots, will make it easy to build an interactive exhibition, that can be placed anywhere. It is designed to offer engaging digital cultural experiences to visitors at museums and art galleries, but can also be used in locations such as waiting rooms, entrance halls, offices and classrooms. A Pop-Up Museum transforms a small portion of space into an island dedicated to art and culture, where visitors or passers-by may dwell a



while, using their mobile phones or tablets to bring the screen or screens to life. It is an innovative, emotionally engaging way to re-purpose cultural content.

*Continue reading on page 3*

## E-Space incubated projects

E-Space is currently supporting 7 newborn projects for reuse of digital cultural heritage

**WeMakeKnown**, from the TV hackathon in Amsterdam, an app to enhance the experience of cultural heritage. **Nous**, from the Dance hackathon in Prague, a brand new brain-computer interface. **Vivl.io**, from the Open and Hybrid Publishing hackathon in Athens,

best-of-breed book in browser format. **Nøra** and **PostArt**, apps from the Museums hackathon in Venice. **StoryPix** and **Picasso's Cat**, from the Photography hackathon in Leuven, reusing art for education and audience engagement.

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### E-SPACE PORTAL

#### WHERE CULTURE MEETS CREATIVITY

- Discover beautiful content
- Create/curate collections and exhibitions
- Aggregate
- Reuse
- Participate

The Portal developed in the E-Space project provides services for content aggregation, management, interoperability, visualisation, publication and reuse. The platform streamlines existing workflows and introduces creative new uses for digital cultural heritage.

For **Aggregators** it uses the metadata interoperability platform MINT that fully implements workflows for the ingestion, formal mapping, and transformation of metadata records. Services include validation, quality checking, data cleaning & normalisation, and previews, while the platform can implement a variety of publication approaches (such as OAI-PMH, SPARQL endpoint, and REST API) for the resulting repository. For **Content Holders** it offers an easy to use content & metadata repository and management system that can ensure interoperability with standards, best practices and aggregator guidelines. The platform includes a customisable portal for the visualisation of digital collections, exhibitions and stories, while facilitating the public's access to content available for creative re-use.

**Cultural Heritage Professionals** are offered the tools to compose and contextualise eclectic collections, contributing to the promotion, improvement, and evolution of digital CH knowledge. The **Creative Industry** is using the platform as a back-end to build applications that reuse digital heritage. The E-Space Portal is a great starting point for **Users** to discover cultural heritage resources that reside in distributed repositories. They can combine different sources with their own material, allowing them to offer new interesting narratives for the appreciation and communication of culture.



# VOICES FROM THE E-SPACE INCUBATED PROJECTS



## NOUS

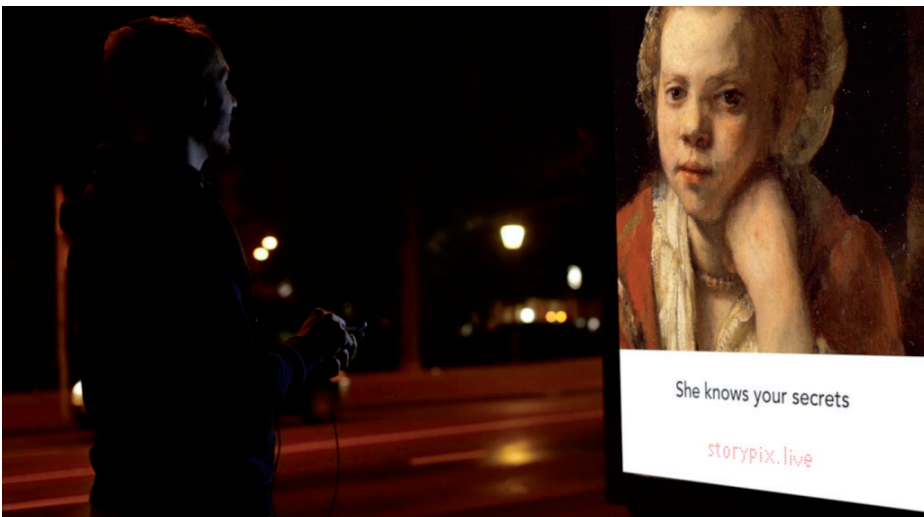
Imagine your house cheering you up in a time of sadness or your game console adapting to your fear inside a game

Brainwaves have been used in different and fascinating innovations in the past few years. While they hold big mysteries to themselves, they can be captured using an EEG device.

Technology translates the waves to simple human terms, but tech and gadgets are void of any emotion feedback by users. They are unaware of the user's emotional state and unresponsive to

the user's situations. The Nous prototype captures brainwaves and process the data in a Machine Learning environment.

The result is the emotional state of the user. The future product will be an API with a simple interface which reports the state of the user emotion and can also be combined with a Virtual Reality device for a total immersive experience.

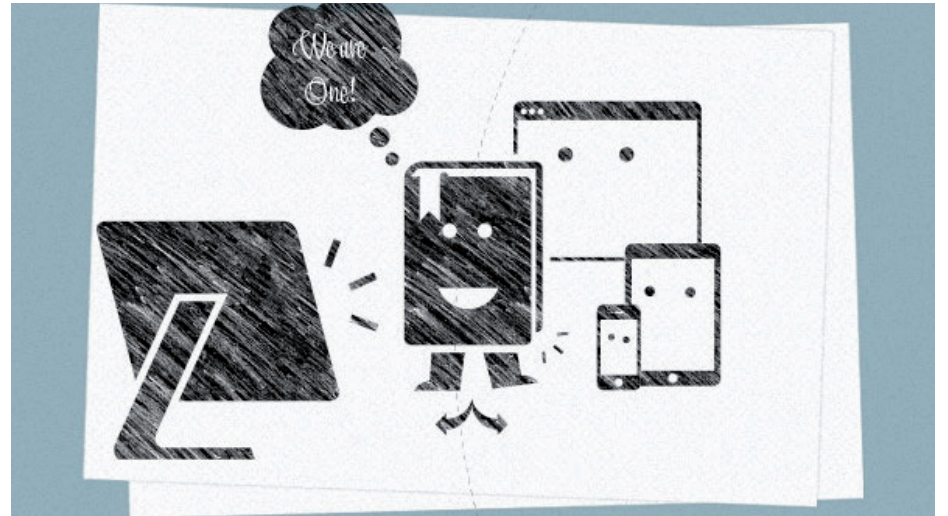


## STORYPIX

Taking art collections to the audience at large

It is a technology designed for showing artworks on billboards or on large outdoor screens that are becoming more available in beautiful, high quality resolution. It allows art institutions to present their collections in a meaningful way in public space. A large screen that shows the artwork can be controlled by anyone with a smartphone. By entering the URL into their browser, a location prompt will connect them to the artwork in front of them which show up on

their phone, together with an audio player. They're straight inside the app, no downloads required. Now they can magically zoom in on incredible detail to see the artwork in a way that would be impossible before. The paint stroke and details of the canvas at their fingertips. And they can listen to the story of it, making it a deeply engaging experience. Now that millions of artworks have been digitised, it's time to disclose this treasure to the audience that it deserves.



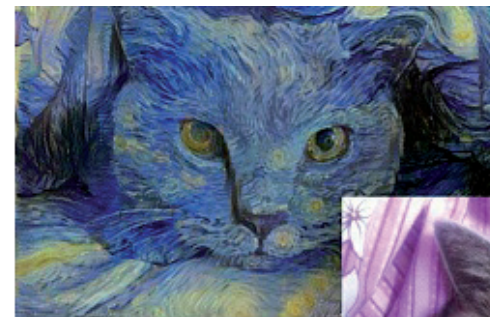
## Vivl.io

Refining the experience of what we consider one of the greatest areas of cultural heritage: the literary classics

In the age of reading abundance, we believe that it is time to reinvent and rediscover the classics: by creating the best digital edition available; by offering them a cosy online home that combines a clean and seamless reading experience with unique contextual information; by putting together fine and well-crafted print editions, with attractive new covers, outstanding typography,

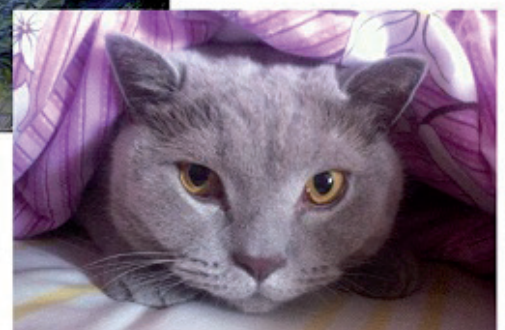
and editorial excellence.

Vivl.io is a team that combines expertise in editorial, design, development and marketing for books. We have been working in supporting publishers in design and technology for the past 7 years and we now are launching our own digital imprint combining our knowledge and love for books and the experience of reading.



<- Bonya by Van Gogh

Bonya the Cat ->



## PICASSO'S CAT

What if we combine the fun component of games with art?

We want to combine people's devotion to cats into an educational game that takes five or ten minutes to play. Fun, visual, entertaining: you browse cat's pictures and you notice that they resemble something. Hm, maybe that's a famous painting? "Oh, yes, that's the famous Picasso's self-portrait, btw" — says the app. So while on the tube or on a bus, why don't you do something useful? Like browsing cat's pictures. Our goal is turn learning about art history and famous paintings

into a game, based on cats, of course: imagine you are given two cats pictures (on the left in the first figure), can you figure out which one resembles the style of Van Gogh? Or maybe you can have a look at a series of cat pictures and find a pattern (the pictures on the left in the first figure)? Does it resemble a famous painting? Like someone carrying flowers maybe? What we know for sure: people love cats. They can teach everything to everybody. So come for cats, stay for art.





www.europeana-space.eu/e-space-incubated-projects

# nøra.

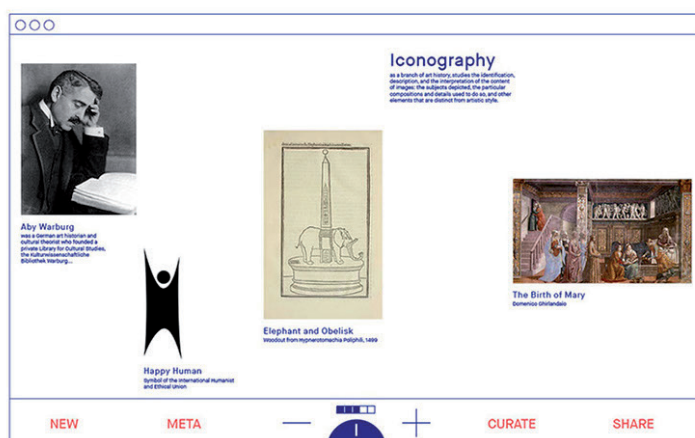
## NØRA.

We are four art-flirty young women, your companions on a journey through the jungle of culture

We will tell you what these Unidentified (maybe Flying) Objects of Arts are, explaining why they probably cost more than your whole house. We will interview people from the Art world, asking them what you want to know. We will share some secrets and curiosities with you, so you can look smart when talking with your friends. We will show you the connections between art,

cinema, fashion, music, architecture and each subject you are interested in. We will suggest to you which exhibition to visit on your next trip.

Be ready for irreverence, fanciness, sauciness, laughing to death, aesthetic poetry written under alcohol fumes, tip 'n tricks to become the perfect infiltrated at vernissages and more on. This is Nøra.



## WE MAKE KNOWN

Easy and inspiring access to digitized archives.

It's a semantic search engine that aims to revolutionise the way that we experience our digital memories. WMK tackles three problems:

- Existing search engines let us only find what we already know: For the user, WMK is an interface and search logic that empowers the audience to explore archives beyond their existing knowledge in an intuitive and fun way.
- We make it easy and low cost for institutions to showcase their digitised collections

online: For the institution, WMK is a service that enables promotion, analysis and optimisation of their archives with little effort, cost or technical know-how.

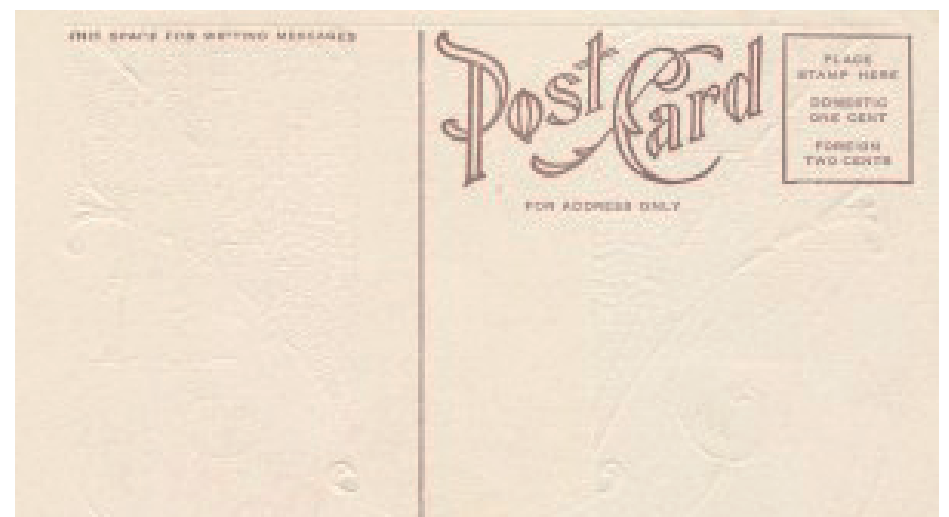
- Different standards in archive digitisation aggravates knowledge transfer: WMK is a powerful hub to standardise and manage various archive systems. This enables an archive overarching link of knowledge with great future opportunities for institutions and users.

## POST ART

Can you remember the feeling of receiving a postcard from a loved one, the surprise, the feeling of being thought of?

Hold it for a second. In our days of super-fast high-tech environment this feeling is lost. And it is exactly what we wish to bring back to the world. PostArt is a web curated gallery store that offers users the opportunity to send high-end art images, to anyone that they love. In the form of a postcard, with just one click, you simply choose a piece of art, enter a personal message, address, and send! We deal with the rest. In PostArt we've

developed a very easy and nicely designed way of creating a unique postcard. We offer this service also to 3rd party businesses. Using our website, art galleries and museums can stay in touch with their audience in a new and engaging way. The mission: filling the world with thousands of little ambassadors, bringing back art to our daily life, and offering people a lost feeling: the feeling of keeping something deep and intimate close to one's heart.



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The underlying concept of the Pop-Up Museum is the idea that digitised art objects should be moved back into a physical museum-like experience. People can sit or stand still, immerse themselves and easily interact with a real-life exhibition consisting of several large screens, connected with their personal mobile phone.

The Pop-Up Museum uses simple and plain HTML5 technology and the possibility of putting web-browsers in kiosk mode on a large TV screen. Furthermore, no Airplay or Chromecast is needed. By simply opening a

link on their mobile phone, visitors will be able to interact with the art-installation. Exhibition curators will have access to editor function that will allow them to organise the content of the exhibition and the type of interaction that is possible to have with each art-object.

Several use cases are under development: E-Space partners Netrik and Netherlands Institute for Sound and Vision are working on the "coal-mine exhibition", while KU Leuven in the field of photography and the Dance Pilot are developing further showcases for the Pop-Up Museum project.



# Educational Demonstrators

## Reuse of digital cultural resources for education purposes

Archaeology, painting, folktales and poetry are the themes of the educational Demonstrators. The huge amount of digital cultural heritage available in many repositories on line provides a wealth of material to engage with, to access and reuse for teaching, customized and personal learning materials.

[www.europeana-space.eu/education/](http://www.europeana-space.eu/education/)



## Archaeology in Cyprus

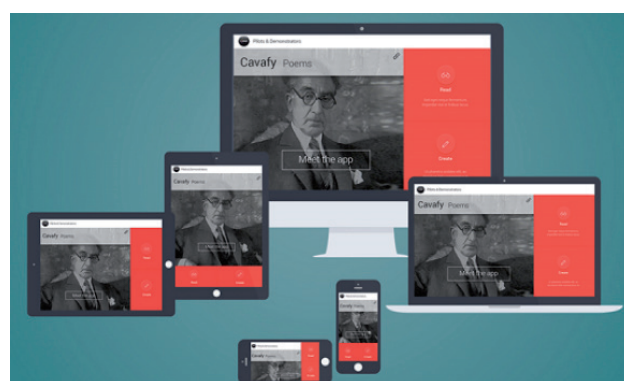
The aim of the demonstrator is the development of a completed system of a digital information, education and entertainment (edutainment) for adults, adolescents and teenagers concerning the most representative monuments and landmarks of Cyprus, reusing existing data from Europeana.

The proposed UNESCO monuments digital learning system aims to help users to learn the history of the monuments, to educate them about architecture, cultural heritage and conservation and to raise awareness of risks that threaten the monuments. Every monument is a different “Course”, comprising a number of lessons, just like in any online education portal. The information about the monument is divided into separate lessons, including the history of the monument, local history, short dramatised videos, downloadable 3d objects, puzzles, hotspot images, games and a short quiz.

## Photographic investigation of art works

The demonstrator “Photographic investigation of art works” is based on the website ‘Closer to Van Eyck – Rediscovering the Ghent Altarpiece’. The website presents more than 100 billion pixels of image data of the Ghent Altarpiece (1432) in

visual light macrophotography, infrared macrophotography, infrared reflectography and X-radiography. However, during a lecture, navigating between images from one detail to another and switching between presentation and the website can be cumbersome. Therefore, we created a demonstrator that integrates the viewer in to an interactive presentation. All functionality available on the website, such as comparing different modalities, is available in the presentation as well.



## Cavafy poems

This is a digital application comprising multiple thematic layers, developed to showcase the work of seminal Greek poet C. P. Cavafy. The application houses digitised manuscripts of a specific number of Cavafy poems along with audio and video recordings of said poems and audiovisual commentary by leading scholars.

The Cavafy digital application will function as a navigator to the life and work of the poet sporting additional data layers (e.g. people, places, events and artefacts) that will aim at reusing Europeana content not only to augment the experience of using the application but also as a way of contextualising Cavafy's place within the expansive tapestry of Europe's cultural history.

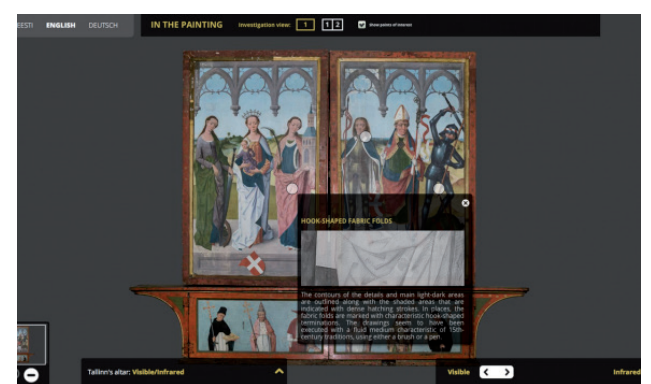


## Irish folk tales

The Irish Folktales demonstrator aims to promote the richness of Ireland's storytelling tradition in an online educational context and to demonstrate the potential that cultural heritage and creative industry partnerships can have. The folktales are presented in a digital application, a relevant and accessible format to connect ancient folktales with a modern, digitally literate audience. Value added elements, such as audio, historical context, lesson plans, interactives and user upload, enhance the primary content and enrich the user experience. Poetry and folktales used in the demonstrator include works by W.B. Yeats, William Allingham and traditional tales.

## The Rode Altarpieces

The work by Hermen Rode, particularly the retable in St. Nicholas' Church in Tallinn and the Lubek's altar at Saint Luke's church, is the focus of this demonstrator which uses very high resolution digital images. The demonstrator combines visual and research information to take a closer look to the oeuvre and the techniques, making it possible to compare the painted layers and underdrawings, revealing differences between the original and the executed painting compositions. Iconographic descriptions enable to understand the stories depicted on the altarpiece; high resolution photographs allow for the discovery of details that are difficult to see on the physical objects; and infrared photographs reveal what is under the surface.



EUROPEANA SPACE CONSORTIUM



CONTACTS

Project website: [www.europeana-space.eu](http://www.europeana-space.eu)  
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