E|SPACE

**Europeana Space,
Best Practice Network**

Spaces of possibility for the creative
re-use of digital cultural content

Contents

E-Space meeting at Noterik's premises

Strategy and policies

The aim of the Europeana Space project is to increase and enhance the creative industries' use of Europeana and other online collections of digital cultural content, by delivering a range of resources to support their engagement.

The project addresses all sectors of the creative industries, from content providers to producers, exhibitors, artists and makers of cultural/creative content, publishers, broadcasters, telecoms and distributors of digital content.

Europeana Space intends to make an impact in several areas. In addition, to increase the use of Europeana by showing how digital cultural content can generate new kinds of cultural experiences, we are going to create new opportunities for employment and economic growth within the creative industries through continuing development of innovative applications and services based on Europe's rich digital cultural resources.

The use of digital cultural heritage by the creative industries is still limited by factors including issues around the IPR status of content and the need for business models demonstrating the potential for exploitation of available content. In addressing these problems Europeana Space brings together experts from the European creative industries and cultural heritage sectors, technology-based enterprises, and higher education.

A wide-ranging communication and sustainability programme, with a special attention to educational dissemination strategies, ensures Europe-wide penetration of the Best Practice developed and shared through the project.

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Workplan

The project is building 3 Spaces, the **Technical**, **Content** and **Innovation Spaces**: physical and virtual environments to enable the creative re-use of cultural content. These contain:

- online guidelines and tools;

- a technical framework;

- a platform for IPR management.

Hackathons and **Workshops** inspire and support content providers, technology partners, creators and industry bodies to develop new content-based services and applications. Incubation and mentoring services are provided by business experts to stimulate and support creative entrepreneurship.

6 Themed Pilots present innovative models of content use in interactive TV, photography, dance, games, publishing and museums.

4 Demonstrators are dedicated to showing best practice for educational purposes.

The structure of the project is organized in 6 Work-Packages, one of which is fully dedicated to sustainability and dissemination activities, supported by a **project's website** that gives access to all the information about the project and its activities plus a lively **project blog**.

🌐 www.europeana-space.eu
🌐 www.digitalmeetsculture.net/projects/
   europeana-space

WP1	Project management	LEADER: COVUNI with the support of PROMOTER as Technical Coordinator
WP2	Technical Space: Infrastructure and tools for content access, use and storage	LEADER: NTUA with cooperation of iMinds and NISV
WP3	Content Space: Rights management for creative exploitation of Europeana content	LEADERS: UNEXE + PACKED with cooperation of COVUNI
WP4	Europeana Space Scenarios: development of Pilots in the 6 thematic areas	LEADERS: iMINDS + PROMOTER with cooperation of the Pilots Coordinators
WP5	Innovation Space: Valorisation and exploitation in the Creative Industries	LEADERS: NISV + KU LEUVEN with cooperation of UNIVE, WAAG, CULTURELABEL, COVUNI and PACKED
WP6	Communication, dissemination and sustainability	LEADER: PROMOTER with cooperation of COVUNI, KU Leuven, UNIVE and SPK

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Technical Space

Europeana Space aims at the establishment of the Technical Space as a framework for storing, accessing and processing content and metadata. The Technical Space is interoperable with complementary services emerging from the Europeana group of projects and takes advantage of respective infrastructures being established, such as the Europeana Cloud. Cultural institutions and organisations, professional users and third party developers can easily search for cultural resources meeting their retrieval criteria so as to use and re-use them for the development of applications.

Its data infrastructure consists of:

- a content retrieval system to complement content sourcing for applications,

- a core repository for metadata ingested to the platform and,

- a semantic repository for the respective serialisation of those resources and their combination with ones extracted from other sources (primarily Europeana but also other DCH repositories like DPLA, or crowd-sourced repositories such as audiovisual channels).

The Technical Space includes appropriate APIs to facilitate the development of applications based on cultural content starting from the realisation of the six Pilot projects. It will also enable the integration of services for further processing of content or metadata: from the metadata processing unit that offers aggregation services for the alignment and enrichment of digital cultural heritage resources, to services developed within the Pilots or provided via Europeana Labs.

German Resistance Memorial Center, Thomas Bruns. Courtesy of Museumsmedien

Content Space

The Content Space is populated with the metadata and digital objects provided by Europeana Space partners and is based on the infrastructure of the Technical Space. It contains a platform of guidelines and tools for:

- more efficient identification of re-usable digital cultural content;

- mapping and ingestion of new content in Europeana;

- developing sustainable models of rights clearance for re-use;

- navigating existing licensing options;

- providing examples of bespoke licenses;

- improving content rights labelling (including the use of new technologies for embedding of IPR information within content and keeping content secure), in liaison with the Europeana Licensing Framework.

These tools support the overall aim of the project: to make the availability, use and re-use of content by creative enterprises as open as possible, while providing the legal framework necessary to protect the rights of holders of digital content.

The Content Space also includes an Open Knowledge Exchange Platform to optimise the use of public domain content in Europeana.

Other tools in the Content Space include a risk management toolbox, standards for the use of sensitive heritage, and suggestions for the management of user generated content, for example, in hackathons.

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Innovation Space

The Innovation Space is a fertilizing environment for the results and applications developed by the 6 thematic Pilots. Each innovative prototype undertakes continued experimentation and innovation in a series of dedicated hackathons and workshops: business support and incubation will be wrapped around these outputs to support the identification of routes to market and further business development. In detail, the objectives of the Innovation Space are to:

- provide a detailed map of the market potential for new applications and services, to inform the development of business models for their exploitation;

- deliver six themed hackathons in which the Pilots outputs are experimented and innovated, to develop new prototype services and applications;

- deliver six "monetizing" workshops to boost the best ideas developed during the hackathons, and to create new partnerships and start-up projects;

- select the six most promising projects from across the workshops for incubation and mentoring;

- provide demonstrator models of best practice, based on different (mostly but not only non-commercial) business and rights models, for extending the use of digital content to the arena of education, in order to boost creativity and creative skills in teaching and learning.

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Europeana TV

The Europeana TV pilot exploits the opportunities of re-using Europeana content in SmartTV applications to create new TV experiences. A technical framework provides an environment to analyse, personalize and present Europeana content. The pilot supports and evaluates two scenarios in which video material is brought out of the archive and onto the viewer's screen.

The **broadcast scenario** is developing an HbbTV (Hybrid Broadcast Broadband TV) application based on the Berlin Wall. The SmartTV application, targeting a social community, is based on archive videos about the building of the Berlin Wall in 1961 up to German re-unification in 1990.

The **local community scenario** focuses on applications for an immersive user experience in the living or class room. It investigates use cases such as the elderly re-living personal memories through TV content or pupils learning about historic events. The content includes different themes such as: Arts and Culture, Education, Politics, Religion, Society, Sport and History.

A Multi-Screen Toolkit with tools, workshop methods and proof of concepts is under development in workshops, and will be available for the hackathon scheduled for April 2015.
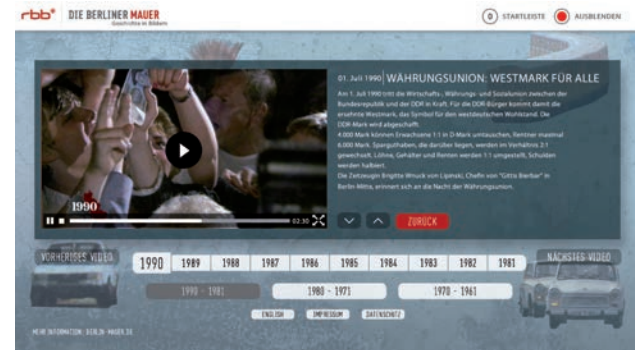
Courtesy of RBB

Photography

The Pilot intends to demonstrate a range of possibilities offered by apps, Europeana API, and a multitude of tools developed by the open source community, to come up with innovative models involving historical and present-day photography, with monetizing potential and investment appeal. The featured applications are grouped around three ideas:

- **Museum applications** providing access to Europeana and similar resources can yield new types of visitor-experiences;

- **Storytelling web applications and apps** allowing for users to create new stories by mixing historical images from Europeana and other public sources with user-generated content;

- **Augmented reality applications** enabling historical images to be layered with actual experiences and other material, such as maps and social user data.

The best ideas and proposals stemming from the hackathon, where developers of innovative applications involving cultural photographic heritage meet, exchange ideas and look for commonality and interoperability, will be then tunneled through a monetization event in London. Developers will be able to showcase their work to selected investors.

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Courtesy of KU Leuven

Dance

The Europeana Dance Pilot brings together Coventry University, IN2 and the Universidade Nova de Lisboa. Its aim is to create a general framework for working with dance content and the metadata accessible through Europeana and in so doing enable the production of two innovative models of content re-use: one for research purposes and one for leisure.

Two applications are developed based on this framework:

- **DANCESPACES** for leisure, teaching and learning, to share and explore dance content;

- **DANCEPRO** for professionals and dance researchers, for multi-modal annotation of dance in real time.

The content of the pilot is drawn from the regional, national and private archival collections of partners and from Europeana. It embraces contemporary dance, classical ballet and other theatrical dance forms, as well as social and popular dance, folk, national and indigenous dance forms.
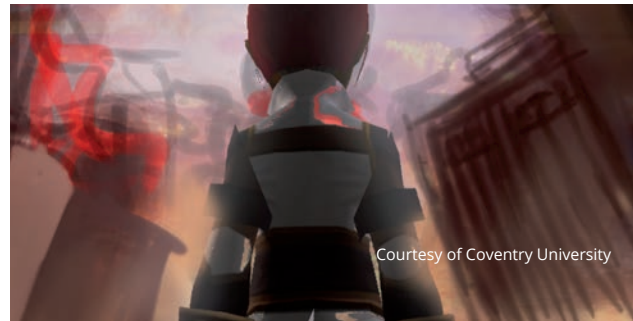

Courtesy of Coventry University

Games

The Europeana Space Games pilot is examining how the highly engaging principles of gaming can be applied to digital archives and their content in order to create new prototypes for future games applications. Drawing on the wealth of cultural material in Europeana, these games target different sectors of the emerging games market and ask how this medium can bring new audiences to existing collections and content using various digital delivery platforms.

Three **demonstrators** are created as part of the pilot:

- a **game building tool** based on the boardgames of yesteryear that allows the simple creation of new casual games through the reconstruction of classic game aesthetics and rule sets;

- a **video mashup game** aimed at the social gaming market, that deploys archive materials in new and unexpected ways;

- an **educational game** designed for Art teachers and their students, that allows them to create and share new work based on inspirations from the archives.

Each game contains an element of sharing, promoting the wider distribution of archive content through digital networks. And each in turn links back to source archives, allowing players to journey in, research and further contextualise the content they are experiencing during gameplay.

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Courtesy of Coventry University

Open & Hybrid Publishing

What would an elegant coffee-table book look like online?

The Pilot explores this question by producing a creative multi-platform resource, called an "open book", about the dynamic relationship between photography and other media. Titled **Photomediations: An Open Book**, it reuses open content, drawn from Europeana and other online repositories, and runs on open software. The "open book" includes visual and textual material on different aspects of photomedia and also features an online exhibition and a discussion forum. A call for works is issued to artists to participate in the exhibition. The Pilot has two main goals:

- to popularise the availability of online image-based resources by making extensive use of material that uses CC-BY Licence or similar open licences;

- to devise an alternative business model for using "open & hybrid publishing" with regard to digital image-based heritage and sharing it with others: educators, students, publishers, museums, galleries...

The Pilot will be tested in an "open class" with tutors and students, and a hackathon to be held in Athens; the findings will be presented at an international symposium.

Courtesy of Goldsmiths University of London

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Museums

User engagement, education, interaction, audience development, user generated contents, market competitiveness... These are some of the key elements that museums and memorials need to take into account nowadays, while still facing "old" challenges such as the optimization of decreasing financial resources, the update of collections, and the design of new exhibition paths.

The Museums pilot intends to create ready-to-use solutions for content and exhibition curators but also for end users, that maximise results leveraging on the archive of multimedia contents available in Europeana combined with web-based and mobile solutions. Two distinct products are the result:

- The **Toolbox**, a web-based application dedicated to museum curators, for the design of brand new educational videos and promotional worksheets melting the museums/memorials contents with the heritage of Europeana;

- The **Blinkster mobile app**, which enriches the exhibitions with Europeana contents, thanks to features such as augmented reality, object recognition and geolocalisation, for visitors' education and entertainment experiences.

The two solutions developed in this pilot are tested in a diversified international scenario of museums and memorials from Germany, Lithuania and Estonia.
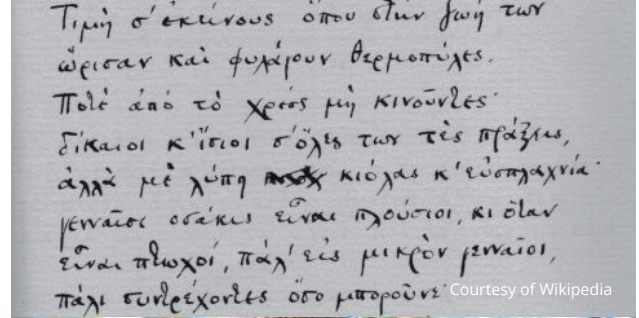
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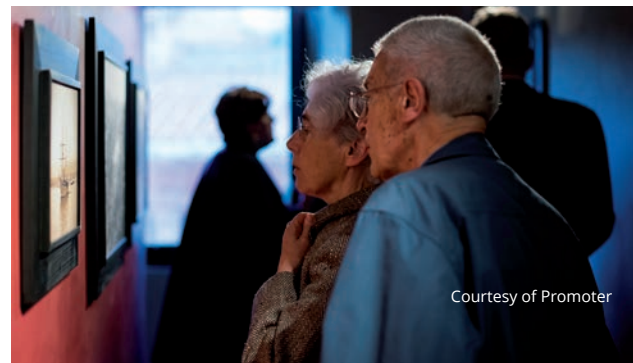
Courtesy of Promoter

Demonstrators

Cavafy literature library

A digital application comprising multiple thematic layers is developed to showcase the work of seminal Greek poet Constantine Petrou 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 functions as a navigator to the life and work of the poet featuring additional data layers (e.g. people, places, events, and artefacts) that re-use 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.

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Courtesy of Wikipedia

Courtesy of LGMA

Courtesy of iMinds

Courtesy of Cyprus University of Technology

Irish poetry and 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 use of digital cultural content and Europeana to creative industries. 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.

Photographic investigation of works of art

The aim of this demonstrator is to illustrate how high resolution image data of artworks can be exploited in an educational context. On the one hand, practical guidelines related to processing and presentation will be provided. On the other hand, practical usage scenarios will be demonstrated. This demonstrator will be based on "Closer to Van Eyck. Rediscovering the Ghent Altarpiece". This website presents high resolution imagery of the Ghent Altarpiece (1432) in visual light macrophotography, infrared macrophotography, infrared reflectography and X-radiography.

Archaeological, built and 3D heritage

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The impact of digital technologies and 3D in documenting and enhancing archaeology is growing. A demonstration in this domain is developed for educational purposes. A prototype software is used to build a 3D model based on 2D images of monuments, objects or even people. Images to experiment with will be collected from different sources, primarily Europeana but also other online image galleries (such as Flickr) and user-generated content.

Courtesy of CIANT, International Centre for Art and New Technologies in Prague

Join Europeana Space

Are you interested in Europeana Space project and outcomes?

Follow the project's activities and provide collaboration!

Joining Europeana Space means being part of the new large **digital cultural heritage community**, with special focus on **creativity** and **re-use** of digital cultural content.

We are building a **Stakeholders Group**, to include creative industry representatives, opinion makers, developers and technology evangelists. The Stakeholders group is an important interface between the small creative enterprises and the large companies with an interest in creative innovation.

Europeana Space already includes representatives of the key stakeholder groups from all over Europe, ranging from public institutions and universities to creative industries and technology developers. Your voice is welcome too!

It is possible to become an **Affiliate Partner** of Europeana Space, to access and experiment with the tools and the "spaces" created by Europeana Space for developing new ideas and products; to join events, conferences, Hackathons and international workshops organized by Europeana Space; to participate in dissemination and training activities, and most of all, to be an active part of an innovative network of allied partners, who share the same big mission of unlocking the potential of digital cultural heritage in Europe.

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The Partners

The Europeana Space consortium: 29 partners from 13 European countries.

The consortium includes representatives of the whole value-chain of digital cultural heritage and its potential re-use, to ensure the best possible delivery of impact: creative industry and technology-based SMEs, cultural bodies, memory institutions, broadcasters, national cultural agencies and centers of excellence in multidisciplinary research.

The project's partner organizations have outstanding skills in areas relevant to the project's objectives: the building of technology platforms, IPR management, content provision, management of major digital cultural collections and of digitization programmes; online publishing, games development and the use and re-use of cultural objects for commercial exploitation purposes.

Coventry University, project coordinator

Coventry University is a modern, forward-looking university whose roots can be traced back to 1843 to the Coventry College of Design. With both a proud tradition as a provider of high quality education and a focus on Research Excellence with Impact, the University has established an academic presence regionally, nationally and across the world.

The institution has earned a strong reputation for enterprise and innovation, which sees it work with more SMEs each year than any other University and helped it to secure the Times Higher

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Education "Entrepreneurial University of the Year" award in 2011, the status as "Modern University of the Year" in 2014 and 2015, and "University of the Year for Student Experience 2015".

In Europeana Space, COVUNI is the coordinating partner. It also coordinates two pilots, one on Dance and one on Games, and also participates in the Open & Hybrid Publishing pilot.

🌐 www.coventry.ac.uk

Promoter, technical coordinator

Promoter S.r.l. is an innovative SME bringing together management, research and development capabilities in the fields of ICT, digital heritage and cultural tourism. With a solid experience in European and International projects for research and innovation, it offers to the consortium its expertise on management as technical coordinator of the project, as well as its services on communication strategies and actions as media partner. Furthermore, as editor of the online magazine *Digitalmeetsculture.net*, Promoter gives an added value to the dissemination activities, publishing the project news in the framework of reference projects and news on digital heritage, arts and technologies.

European project management, technical development, communication and consultancy services are provided by a proactive and multidisciplinary skilled team, joining all the necessary competencies for the project's success.

In Europeana Space, Promoter is technical coordinator and responsible for dissemination and promotion.

🌐 www.promoter.it

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Memory Institutions

The **Ministry of Culture of Estonian Government** is responsible for organising and coordinating state cultural policy. 🌐 www.kul.ee

Lithuanian Art Museum is governed by the Ministry of Culture of Lithuania, and next to preserving art treasures, is responsible for the digitisation activities in the Lithuanian museums. 🌐 www.ldm.lt

The Libraries Development Department of the **Local Government Management Agency** in Ireland, manages national library policy and digitisation activities of public library holdings. 🌐 www.lgcsb.ie

The **Onassis Cultural Centre** is actively involved in the implementation of new technologies related to artistic creation, content dissemination and education in Greece. 🌐 www.sgt.gr

SPK Foundation is composed of the most important German cultural Institutions and embodies the shared governmental responsibility for culture in Germany.
🌐 www.preussischer-kulturbesitz.de

Courtesy of Unsplash.com
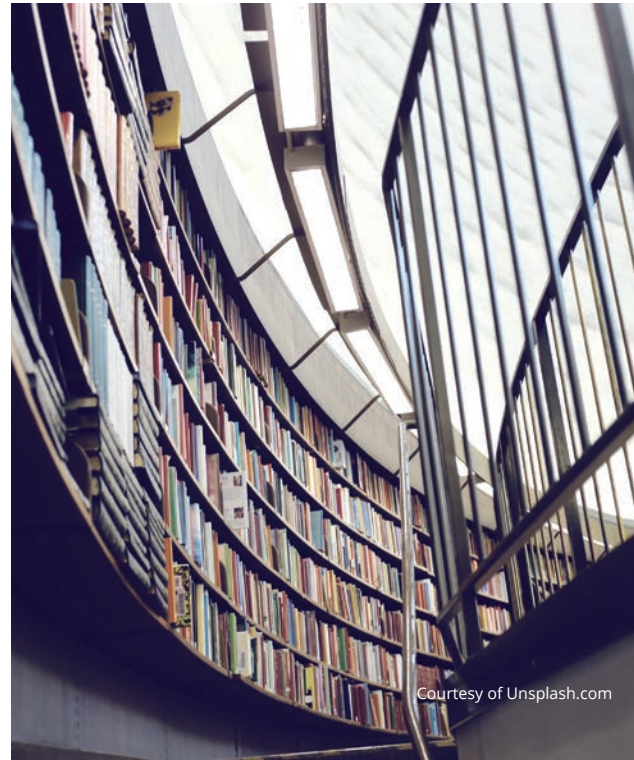
Audiovisual, Media and Social Innovation

The **International Centre for Art and New Technologies** in Prague is active in producing, collecting, exhibiting, documenting, archiving and publicising new media art. 🌐 www.ciant.cz

FST, **Fondazione Sistema Toscana**, is a non-profit participative foundation with the mission of overcoming the digital and cultural divide related to the themes of new media and new technologies. 🌐 www.fondazionesistematoscana.it

Istituto Luce / Cinecittà is the most important cinema related public company in Italy, which holds one of the richest audiovisual footage collections in Europe concerning the history of the twentieth century. 🌐 www.cinecittaluce.it

The **Netherlands Institute for Sound and Vision** maintains approximately 800,000 hours of television, radio, music and film and web video of Dutch audio-visual heritage. 🌐 www.beeldengeluid.nl

RBB is the public broadcaster for the federal states of Berlin and Brandenburg, broadcasting one television channel and six radio stations in addition to providing a range of interactive multimedia services. 🌐 www.rbb-online.de

WAAG SOCIETY is an interdisciplinary non-profit media lab researching and developing new technology, art and culture. 🌐 waag.org

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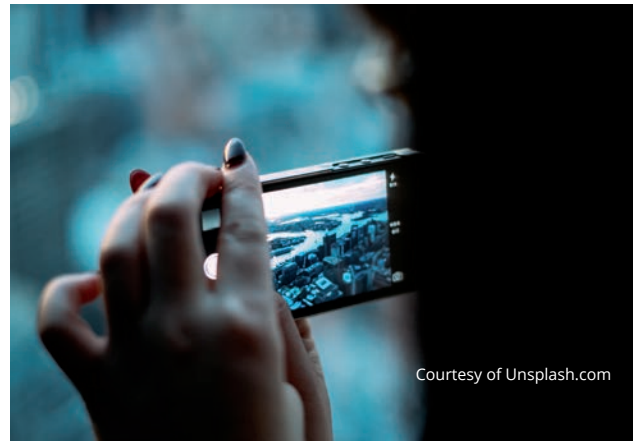
Courtesy of Unsplash.com

Small and medium enterprises

CULTURE LABEL is an agency focused on helping cultural organisations explore and develop their business models to open up new revenue streams. 🌐 www.culturelabel.com

EUREVA is a technology company delivering high value-added services and technologies with core expertise relies in multi-media cloud-computing and mobile software architectures. 🌐 www.eureva.fr

IN2's mission is to simplify how organizations collect, organise, discover and present digital content. This is done by creating flexible web-based interfaces on top of award-winning rich-media indexing tools. 🌐 www.in-two.com

MUSEUMSMEDIEN is a web and multimedia company specialized on the development of interactive media for the educational work in memorials, museums, exhibitions and other cultural institutions. 🌐 www.museumsmedien.de

NOTERIK BV operates in the field of WebTV and is particularly engaged in R&D and commercial WebTV services in the area of cultural heritage, e-learning, publishing, broadcasting. 🌐 www.noterik.nl

POSTSCRIPTUM, specialized in consultancy and implementation of museums' software services and web presence, implements technologies creating new channels of communication for culture. 🌐 www.postscriptum.gr

PROTON LABS is a software development company that does fast, iterative system developments for high-potential start-ups and academic labs that need to convent lab demos into products. 🌐 proton.ie

Humanities and Technology Research

The **Cyprus University of Technology** provides support to the State and in general to the society to address the challenges in the area of science and technology. It is represented in the project by the Digital Heritage Research Laboratory.
🌐 www.cut.ac.cy

KU LEUVEN's Media Lab of the Institute for Cultural Studies at Faculty of Arts is specialized in e-learning for the Humanities and digital cultural heritage. 🌐 www.kuleuven.be

Universidade Nova de Lisboa is a university institution with internationally recognised research and high quality teaching, and with strategic partnerships of excellence. The Faculty of Social Sciences and Humanities (UNL-FCSH) participates in the project. 🌐 www.unl.pt

Goldsmiths University of London is internationally renowned for its creative and innovative approach to teaching and research in arts and humanities. 🌐 www.gold.ac.uk

iMinds is Flanders' digital research center and business incubator, established by the Flemish government in 2004. Building on the strength of our 850+ top researchers located at 5 Flemish universities, iMinds introduces digital innovation in 6 key markets. 🌐 www.iminds.be

The Image, Video and Intelligent Multimedia Systems Lab of the **National Technical University of Athens** designs and implements intelligent semantic analysis and retrieval of multimedia content**.** 🌐 www.image.ntua.gr

PACKED vzw is a centre of expertise in digital heritage (digitisation, digital archiving and access) supported by the Ministry of Culture of the Flemish Community. 🌐 www.packed.be

The **University of Exeter** is one of the UK's most successful universities, committed to maintaining the very best research, an outstanding teaching and learning experience and unrivalled links with business and the public sector. 🌐 www.exeter.ac.uk

Ca' Foscari University of Venice is a public University with a national and international outstanding reputation for academic excellence in both teaching and research. It is represented in the project by the Department of Management. 🌐 www.unive.it

Courtesy of Packed

Conferences

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📅 16 -17 October 2014, Venice (Italy): **Europeana Space Opening Conference**

📅 Autumn 2015: **Europeana Space mid-term conference** in collaboration with Europeana Foundation

📅 End of 2016, Berlin (Germany): **Europeana Space final conference**

Workshops

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📅 January 2015, Brussels (Belgium): **Europeana Space Technical Workshop**

📅 March 2015, Coventry (UK): **Europeana Space IPR Workshop**

📅 Autumn 2015, Florence (Italy): **Creative Marketing Workshop**

📅 January 2016, Athens (Greece): **Best Practice for Education Workshop**

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🐦 #Europeanaspace

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