

to generate revenue generation, including for the Rijksmuseum.

As museums create a digital presence for themselves and put up digital representations of their collection online, there's frequently a worry that it will lead to a drop in actual physical visits. For the Rijksmuseum, this has not turned out to be the case. Lizzy told us the Rijksmuseum used to get about one million visitors a year before closing and now gets more than two million a year. Making the collection available online has generated publicity and acts as a form of marketing. The Creative Commons mark encourages reuse as well. When the image is found on protest leaflets, milk cartons, and children's toys, people also see what museum the image comes from and this increases the museum's visibility.

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In 2011 the Rijksmuseum received €1 million from the Dutch lottery to create a new web presence that would be different from any other museum's. In addition to redesigning their main website to be mobile friendly and responsive to devices like the iPad, the Rijksmuseum also created the Rijksstudio, where users and artists could use and do various things with the Rijksmuseum collection.<sup>2</sup>

The Rijksstudio gives users access to over two hundred thousand high-quality digital representations of masterworks from the collection. Users can zoom in to any work and even clip small parts of images they like. Rijksstudio is a bit like Pinterest. You can "like" works and compile your personal favorites, and you can share them with friends or download them free of charge. All the images in the Rijksstudio are copyright and royalty free, and users are encouraged to use them as they like, for private or even commercial purposes.

Users have created over 276,000 Rijksstudios, generating their own themed virtual exhibitions on a wide variety of topics ranging from tapestries to ugly babies and birds. Sets of images have also been created for ed-

## **RIJKSMUSEUM IMAGES ARE NOW USED IN THOUSANDS OF WIKIPEDIA ARTICLES, RECEIVING TEN TO ELEVEN MILLION VIEWS PER MONTH EXTENDING REACH FAR BEYOND THE SCOPE OF THEIR OWN WEBSITE.**

ucational purposes including use for school exams.

Some contemporary artists who have works in the Rijksmuseum collection contacted them to ask why their works were not included in the Rijksstudio. The answer was that contemporary artists' works are still bound by copyright. The Rijksmuseum does encourage contemporary artists to use a Creative Commons license for their works, usually a CC BY-SA license (Attribution-ShareAlike), or a CC BY-NC (Attribution-NonCommercial) if they want to preclude commercial use. That way, their works can be made available to the public, but within limits the artists have specified.

The Rijksmuseum believes that art stimulates entrepreneurial activity. The line between creative and commercial can be blurry. As Lizzy says, even Rembrandt was commercial, making his livelihood from selling his paintings. The Rijksmuseum encourages entrepreneurial commercial use of the images in Rijksstudio. They've even partnered with the DIY marketplace Etsy to inspire people to sell their creations. One great example you can find on Etsy is a kimono designed by Angie Johnson, who used an image of an elaborate cabinet along with an oil painting by Jan Asselijn called *The Threatened Swan*.<sup>3</sup>

In 2013 the Rijksmuseum organized their first high-profile design competition, known as the Rijksstudio Award.<sup>4</sup> With the call to action Make Your Own Masterpiece, the competition invites the public to use Rijksstudio images to