



europeana
creative

Europeana Creative

“WHERE CULTURAL HERITAGE AND CREATIVE
INDUSTRIES MEET”

Nico Kreinberger
kreinberger@mfg.de
Coding Da Vinci / Berlin, 27. April 2014



National Museum, Prague



EUROPEANA CREATIVE TRIFFT CODING DA VINCI





Kreative
Wiederverwendung von
digitalisierten Inhalten des
Kulturerbes



- content

re-use . . .





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The Rijksmuseum uses Rijksstudio to make more than 125,000 objects from the collection digitally accessible, free of charge. The entire online collection of images is available in pin-sharp clarity. At this resolution, a single detail is still sharp enough to decorate a whole bag. Or a dress. This page shows some examples of other people's creations. You might be able to use these for inspiration.

Inspire others with your creation

We are looking forward to seeing your creations. Inspire others and share your creation in your own Rijksstudio.



WIE?





Das Projekt – Europeana Creative



- Aggregation von Inhalten für die Wiederverwendung (Resolution / IPR)
- Europeana Labs & technische Infrastruktur
- Europeana Content Re-use Framework (CRF)
- Fünf Pilot-Themen
- Co-creation Workshops
- Challenges zu den fünf Pilot-Themen
- Incubation Support für die Gewinner
- Evaluation





Projekt Partner



- 1 AUSTRIA
 - Austrian National Library
 - AIT Austrian Institute of Technology
- 2 BELGIUM
 - European Business & Innovation Centre Network
 - European Network of Living Labs
 - EUN Partnership / European Schoolnet
- 3 BULGARIA
 - Ontotext
- 4 CZECH REPUBLIC
 - National Museum, Prague
- 5 DENMARK
 - Spild af Tid
- 6 FINLAND
 - Aalto University School of Arts, Design and Architecture
- 7 FRANCE
 - youARhere
- 8 GERMANY
 - MFG Medien- und Filmgesellschaft Baden-Württemberg
 - Museum für Naturkunde, Berlin
 - Exozet Games
- 9 GREECE
 - National Technical University of Athens
- 10 LUXEMBOURG
 - Agence Luxembourgeoise d'Action Culturelle
- 11 THE NETHERLANDS
 - Europeana Foundation
 - Kennisland
 - European Design Centre
 - Netherlands Institute for Sound and Vision
 - European Creative Business Network
 - Webtic
 - EUROCLIO – European Association of History Educators
- 12 SLOVENIA
 - Semantika
- 13 SPAIN
 - Platoniq Sistema Cultural
- 14 UNITED KINGDOM
 - We Are What We Do
 - Culture24
 - The British Library





Die Pilot-Themen und die Europeana Labs





Co-Creation, Business Modeling und Development



→ Zet nu de beide partners van de Strategie
• Deelname aan de
• J.G. Tielman
De Ministers,
H. Brink
• Deelname
• P. Ullens
• M. S. O.
• H. Putten
• Koenig

Under Construction: Methodologies for Co-Creation Workshops with Europeana Content

9/27/13 9:36 AM

Platoniq (open source culture developers) and other partners are developing a methodology and set of activities for co-creation workshops related to the Europeana Creative challenges. The themes of these challenges are natural history education, history education, tourism, social networks and design. The workshop activities promote the reuse of Europeana-related content in new digital applications. The activities take participants through a series of actions they can take when designing digital projects and software applications collaboratively. The workshops take them from idea generation to initial wire-framings and development planning following the Agile project management principles.

Scenarioplanning at the Natural History workshop in Prague

The methodologies try to guide participants, conducted by a facilitator, from scenario planning to collective decision-making, definition of persons and their relation to cultural objects, and finally to group design and visual definition of ideas. In this first version of the methodology, each activity is described individually, with the recommended duration, materials needed, goals and instructions. We recommend that each workshop starts with a programme of short presentations (5 to 10 minutes) that outline the technical possibilities, areas of interest and available content. This helps everyone to understand the context of the task. Finally, the workshop should reflect on the results and outputs of the activities and create a "backlog" list that will outline the next steps and tasks.



H. Brink
M. S. O.
Deelname
P. Ullens
H. Putten
Koenig

commissaris des Konings in de Provincie Noord-Holland
H. Brink
M. S. O.
Deelname

De Burgemeester van Amsterdam;
Amsterdam

Directeur van het Kabinet des Konings;

Mario S. O. Allegaert





5 Themen – 5 Piloten – 5 Challenges

Start Mai 2013

Start Nov. 2013

Start
Mai 2014

Natural
History
Education

History
Education

Tourism

Social
Networks

Design





History Education Pilot

Historiana

your portal to the past



tools for creation of
online learning activities

Assignment

Women contributing to the war

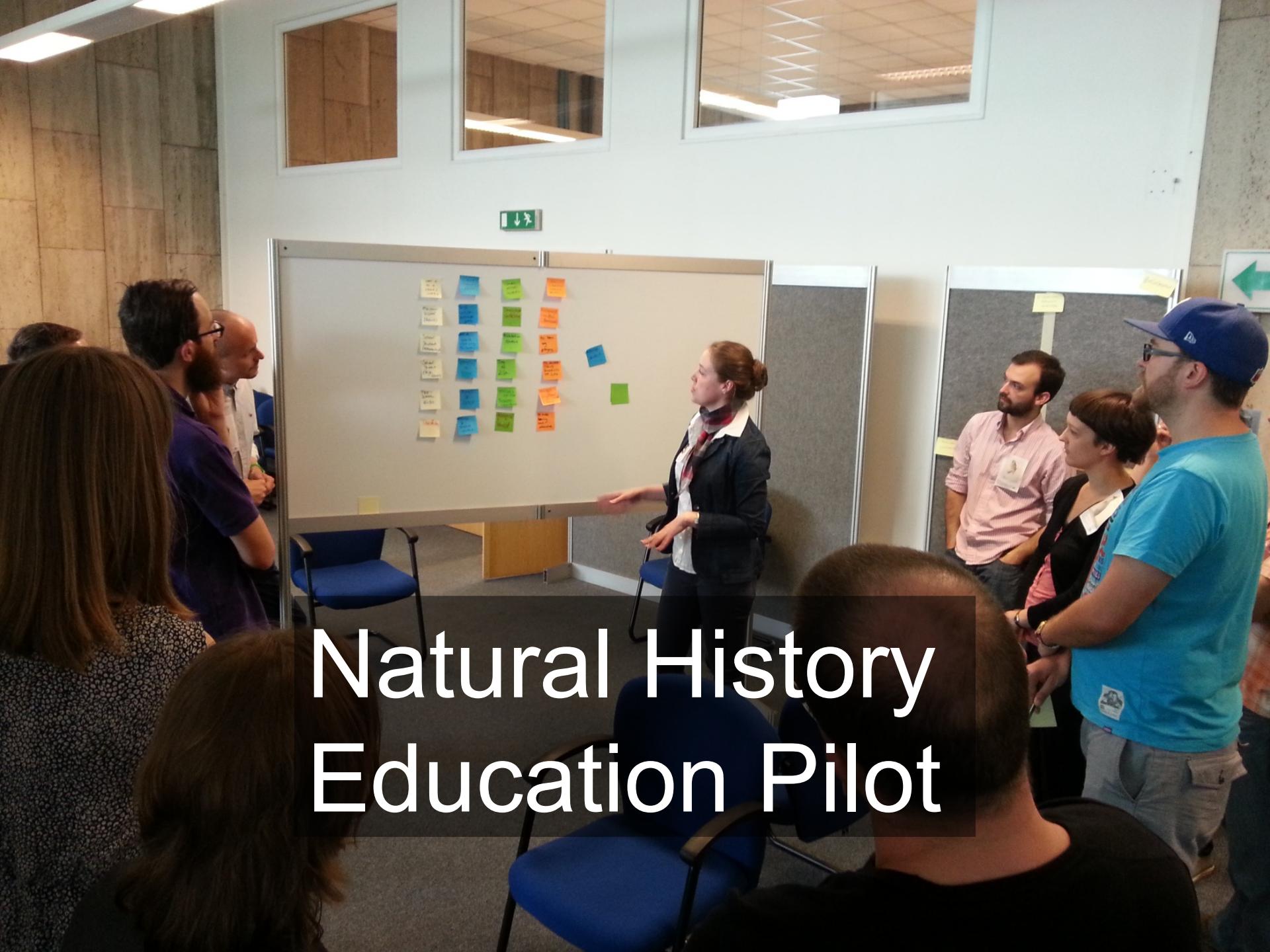
Instructions (optional)

Here you see a busy factory floor at the National Filling Factory (Chilwell, England) during the First World War. Look what the people in the picture are doing. What does this picture tell you about the different roles at the factory? Select the clues in the picture that enable you to see how they differ and explain what you see.

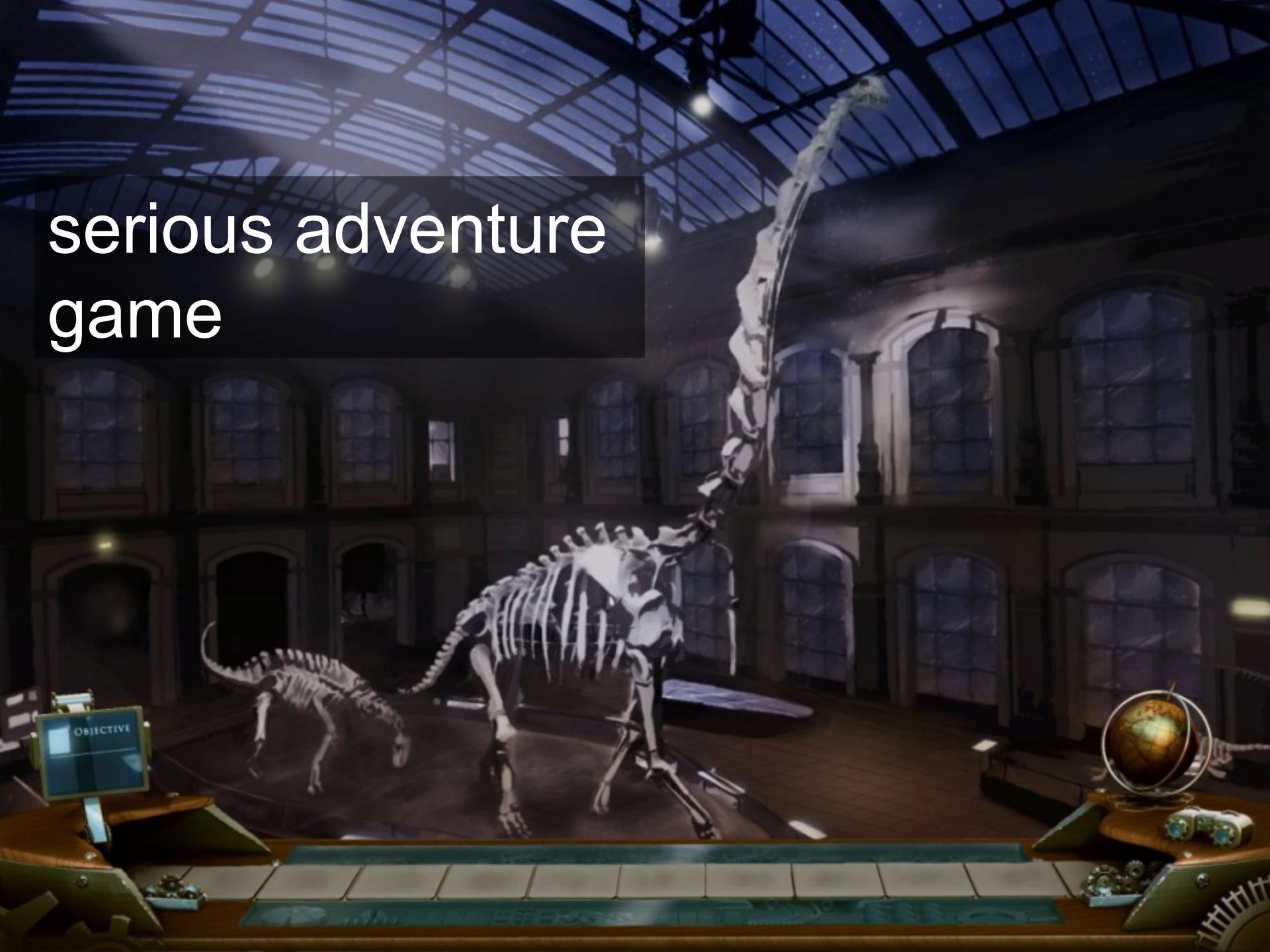
◀ Next



Natural History Education Pilot

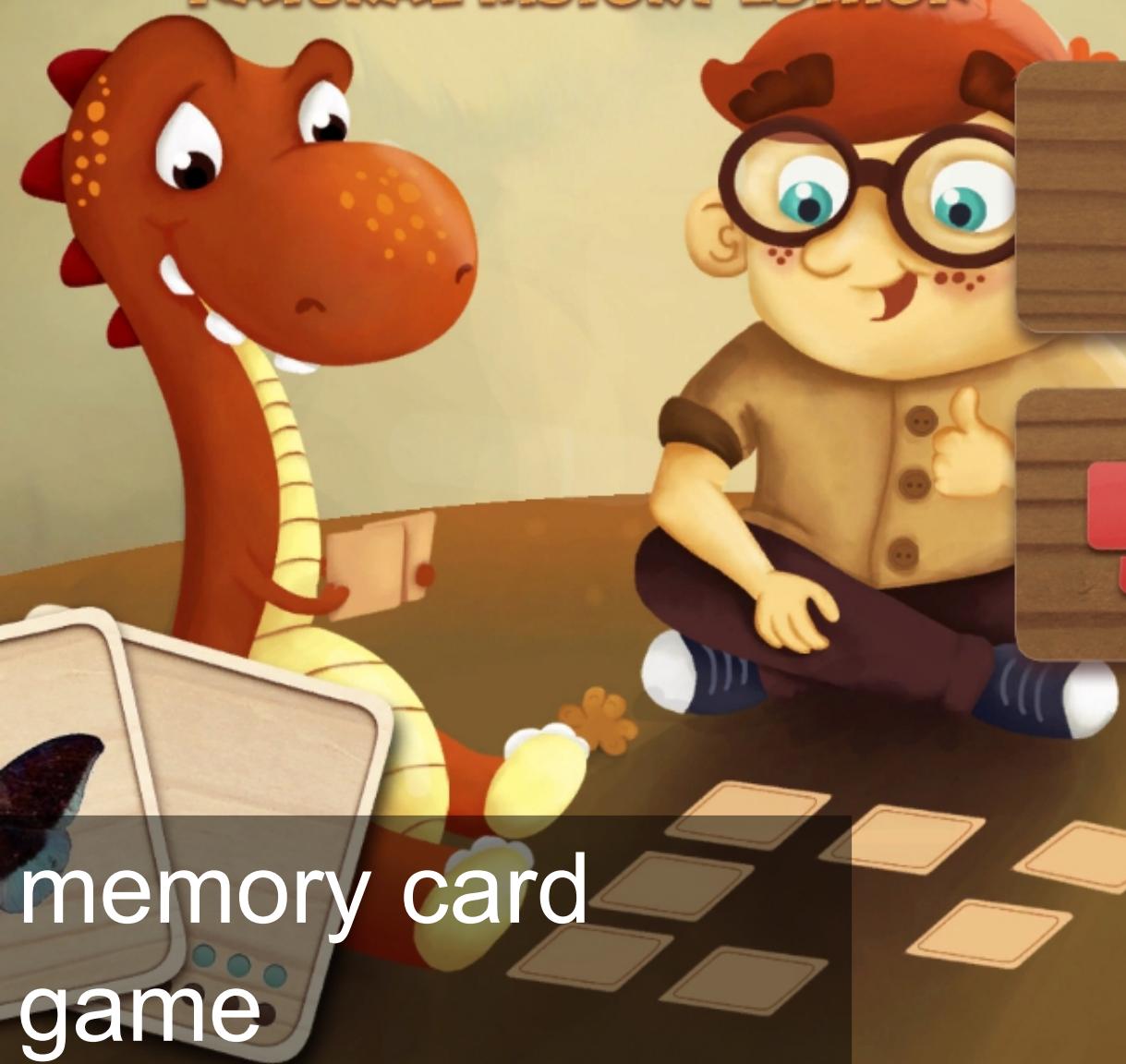


serious adventure
game



MEMORY MATCH

NATURAL HISTORY EDITION



memory card
game

PLAY

CREATE
YOUR SET

ABOUT



Powered by Europeana



BACK



PLAY



Minerals



Insects



Fossils

memory card
game

EASY

MEDIUM

HARD

HARDER

EXTREME



Social Networks Pilot



enrich sounds with
Europeana materials
and other websources

A photograph showing several people gathered around a table in a workshop setting. In the foreground, a woman with curly hair, wearing a black top, is gesturing while speaking. To her left, another person's hands are visible, holding a yellow object. To her right, a woman with long straight hair, wearing a white sweater, is listening attentively. The table is covered with various documents, a calculator, and small photographs. A large text overlay "Tourism Pilot" is positioned in the lower center of the image.

Tourism Pilot



recreate paintings and
images and share via
social media



Europeana Labs

A playground for remixing and using your cultural and scientific heritage.
A place for inspiration, innovation and sharing.

This is your code, this is your heritage, these are your labs.

GET STARTED



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- Bisher entwickelt...
- SPARQL endpoint / Semantic Retrieval Service
- Image Similarity Search
- Geomapping
- Geographic Enrichment
- Annotation API





Open Innovation Challenges



- Ziel
 - Durchführung von fünf Challenges für die Kreativwirtschaft unter Einbezug der technischen Infrastruktur (Europeana API, Prototypen, etc.).
 - “Incubation Support” für die Challenge Gewinner mit dem Ziel die jeweilige Applikation zur Marktreife zu führen.



- Challenges
 - Bekanntmachung der Challenges auf <http://pro.europeana.eu/web/europeana-creative>
 - Inhalte und Prototypen verfügbar via Europeana Portal & Europeana Labs <http://labs.europeana.eu/>
 - Einreichung der Bewerbungen (inklusive nachhaltiges Business Model) über www.iStart.org
 - Finale Challenge Events mit anschließendem Incubation Support





Erstes Challenge Event
für die Themen
Naturkunde und
Geschichte:

@ The Egg, Brüssel
29.-30. April 2014

- Wie geht's weiter?
- September 2014 Start der Challenge-Themen:
 - Social Networks
 - Tourism
- Coming soon
 - Design





www.europeanacreative.eu

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Vielen Dank!

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