



PHOTOCONSORTIUM

INTERNATIONAL CONSORTIUM FOR PHOTOGRAPHIC HERITAGE

Presentation by Sofie Taes & Fred Tryuen (KU Leuven),
presented by Frederik Temmermans (VUB-iMinds)

PHOTOCONSORTIUM: PASSPORT TO PHOTOGRAPHIC CULTURE

BORN FROM THE COLLABORATION EXPERIENCE OF EUROPEANAPHOTOGRAPHY

Members of the project consortium that governed and successfully completed EuropeanaPhotography (2012-2015), have recently embarked upon a new trajectory as PHOTOCONSORTIUM: a non-profit association established in October 2014, that intends to build upon the legacy of EuropeanaPhotography and make optimal use of the expertise, network, know-how and tools that were produced in the context of this project. Joining PHOTOCONSORTIUM equals joining a network of top class partners from the field of (historical) photography, and gaining access to specialized services.



MISSION & OBJECTIVES

The purpose of the association is the promotion and furtherance of the culture of photography, as well as the validation and preservation of photographic heritage. To achieve these statutory goals, PHOTOCONSORTIUM will:

- o promote, organize and manage conferences, exhibitions, awards and training courses
- o contribute to/curate/issue publications
- o devise, develop or advise on dissemination strategies, community building, audience-specific communication and interactive user experiences

related to

- o photography
- o digital cultural heritage
- o digitization practices
- o digital archives/databases
- o metadata standards
- o intellectual property rights



The association will, furthermore, participate and promote/support the participation of its members, in new projects and initiatives, including but not limited to the programs of the European Commission and either or not involving (non-consortium) third parties .

NETWORK & MEMBERS



Photographic study of a young man dressed as a harlequin, c. 1901-1925
©Museu Nacional d'Art de Catalunya/
Generalitat de Catalunya (Catalonia)

PHOTOCONSORTIUM has been established as a non-profit association with a democratic structure, political independence and unlimited duration. It is governed by a general assembly, steering committee and executive council, and currently headed by president Prof. Fred Truyen (KU Leuven, Belgium - former coordinator of EuropeanaPhotography), and vice-president Dr. Antonella Fresa (Promoter s.r.l., Italy - former technical coordinator of EuropeanaPhotography).

Consolidation is not the organization's objective: PHOTOCONSORTIUM wants to enlarge its existing network to a wider community of people and organizations interested in the valorization of European photographic heritage. Both natural and legal persons, public and private bodies, companies and associations from all over Europe are invited to join the association and to share their experiences, to contribute their content, to propose new initiatives, exploit existing expertise and contribute their knowledge.

HAVE ALREADY JOINED: important private and public stakeholders, such as

- Promoter SRL (Italy)
- NALIS Foundation (Bulgaria)
- IMAGNO Brandstätter Images GmbH (Austria)
- Parisienne de Photographie (France)
- United Archives GmbH (Germany)
- Topham Partners LLP (UK)
- Lietuvos Dailes Muziejus (Lithuania)
- Centre de Recerca i Difusió de la Imatge (Catalonia)



ASSOCIATION ASSETS



The Köln Düsseldorf on the Rhine, 1930s by Karl Heinrich Lämmel © United Archives (Germany)

ALL OUR YESTERDAYS

Over 80,000 early photographic and printing results, in the exhibition All Our Yesterdays, come from over 100 early images that have been collected, used and used as a foundation for their early photographic history. The images that are in the collection of the United Archives are not only a historical record of the world we know today, but perhaps not that different for all. Regularly enjoying the joy and contentment of a scene from the past has been an integral part of life. The world has come from the individual images of early photographic experiences. All Our Yesterdays presents the most complete, the most current, images of a world in change, demonstrating the history and all of the early photographic history.

The exhibition was developed as a multi- and multi-lingual concept, combining multilingual and not only digital and language services on the basis of state-of-the-art digital and printing techniques, but also a range of services and a digital image that is easily accessible and available in many content and different contexts. This is why the exhibition has been presented in various parts of the world since 2012, and will continue to be presented in various parts of the world.

As a part of the overall project, All Our Yesterdays will continue to continue under the umbrella of PHOTOCONSORTIUM, ready for new products, new themes and more photographic genres.

THE HISTORY OF PRESERVED IMAGES

The history of photography is a long and complex one, with many different stages and milestones. It is a story of human curiosity and the desire to capture and preserve the world around us. The history of photography is a story of human curiosity and the desire to capture and preserve the world around us.

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KNOWHOW: DIGITIZATION & ARCHIVAL PRACTICES

PHOTOCONSORTIUM represents a hub of expertise and knowledge on, among others, the following topics:

- o digitization
- o aggregation of digital content (to Europeana and other portals)
- o metadata standards
- o indexing
- o cataloguing
- o the development/implementation of controlled vocabularies
- o best practices for the management of digital archives

This expertise and knowledge will be the core assets of the association, and its chief catalyst for generating activities, providing services, organizing training/educational programs and participating in new research projects.

EXPERTISE & ADVOCACY: INTELLECTUAL PROPERTY RIGHTS

IPR has been a true challenge for EuropeanaPhotography. On the one hand, and by nature of the consortium - a mix of public and private content providers - a wide variety of approaches was to be reckoned with from the very outset. On the other hand, IPR-challenges arose from the subject matter of the project: early photography. Two daunting hurdles had to be taken: the public domain issue and that of the orphan works.

As a result of three years of analyzing IPR related issues, researching possible solution scenarios, advocating the project's view at a governmental and political level, taking part in task forces and study groups, and issuing statements defining the project's views and position, PHOTOCONSORTIUM takes valuable contacts and focused expertise from EuropeanaPhotography into its new ventures. Further advocacy, consultancy, advice and policy development regarding IPR, is considered one of its most important radiuses of action.

EuropeanaPhotography's legacy

PHOTOCONSORTIUM will henceforth provide and disseminate the following tools that were developed within its root-project:

- o Digitization guidelines and factsheets
- o Multilingual vocabulary in 16 languages
- o EP MINT tool customized for photography, providing mapping and ingestion services
- o IPR guidebook and assistance



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ALL OUR YESTERDAYS

One of EuropeanaPhotography's most striking results, is the exhibition All Our Yesterdays: compiled from over 100 early images from partner collections, and devised as a showcase for their early photographic treasures. The story behind the expo is that of Europe before World War II: at a first glimpse quite unlike the world we know today, but perhaps not that different after all. People's everyday life, joys and sorrows, stories and dreams turn out to have been strikingly similar to ours. To re-build these stories through a kaleidoscope of early photographic masterpieces, All Our Yesterdays presents the most exquisite, often unseen, images of a world in change, demonstrating the mastery and art of the very first photographers.

The exhibition was developed as a modular and flexible concept, comprising multiple subthemes and not only displayed via large-size canvases on the basis of state-of-the-art digitization and printing techniques, but as a virtual showcase and a digital image reel as well. Easily transportable and adaptable to new content and different contexts, this travelling exhibition has been produced at venues in Pisa (IT), Heverlee/Leuven (BE), and Bratislava (SK) and is currently on display in Copenhagen (DK - www.arbejdermuseet.dk).

As a part of EuropeanaPhotography's legacy, All Our Yesterdays will continue its existence under the umbrella of PHOTOCONSORTIUM, ready for new productions, fresh themes and more photographic gems.

ARI: ARCHIVE OF REUSABLE IMAGES

The association's website hosts an ever growing collection of historical images - open as well as copyrighted content. Bridging the gap between the digital community and otherwise hard-to-access or difficult-to-retrieve photographic collections, PHOTOCONSORTIUM aims at stimulating the reuse of such images (as specified in copyright conditions and applied licenses) in creative, educational, academic as well as commercial contexts.

The image gallery will showcase the richness of photographic heritage, as it allows browsing through over 100 years worth of excellence in photography. It will boast photos from all over Europe, from the very beginning of the invention of photography to the first half of the 20th century.

The gallery's content will consist of images contributed by PHOTOCONSORTIUM members: building upon the treasury of over 453.000 images, digitized and collected for Europeana, the archive will also comprise other collections, provided by association members, and images 'harvested' from new productions of the travelling exhibition All Our Yesterdays.

The latter not only encompass those additional materials provided by the local exhibition host, but crowd-sourced images, collected and digitized during the collecting days organized in the course of the exhibition, as well.

With its specific view to furthering image reuse, and the diversity, quality and rareness of its content, ARI will prove to be one of the association's most important assets and a unique selling point.

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SERVICES



Charlie Chaplin as a director, c. 1925 © IMAGO / Austrian Archives (Austria)



All Our Yesterdays - Pisa 2014

With these assets, PHOTOCONSORTIUM is able to provide to its members the following services:

- Consultancy in connection with the preservation, transmission and promotion of historic photography, with a specific focus on the use of ICT tools in the context of digital cultural heritage initiatives
- Technical infrastructure and made-to-measure assistance regarding the publication of photographic content in Europeana, the European digital library
- User-specific assistance in the development/exploitation of multilingual databases
- Equipment renting and professional services for the digitization of photographic heritage collections
- Training programs on a wide range of topics, specifically relating to photographic heritage and digital heritage management – offered as hands-on workshops, as well as via e-learning platforms and other online channels
- Consultancy and IPR support, especially regarding management of Public Domain and Orphan Works
- Organization of exhibitions in connection with photographic heritage: from idea to creation, including exhibition management, venue selection and on-site mounting services.
- Organization of audience-directed events involving photographic heritage (contests, seminars, conferences, educational activities etc.)
- Provision of images (or other digital content) for reuse, either of a commercial, educational, academic or artistic nature

SPREADING THE WORD

UPCOMING EVENTS

"Tomorrows and Yesterdays" exhibition in Copenhagen fest. Mads Nissen.

Talk and Masterclass about digitization and photography

Rethinking Early Photography, conference at University of Lincoln (UK)

100 Portraits: Women Artists. Photographs by Barbara Yoshida

Posted on 27th April 2015



Image credit: Twitter. More often than award-winning World Press Photo of the Year 2014 Danish photographer Mads Nissen will juxtapose the original selection of c. 100 early photographs from the exhibition All Our Yesterdays – digitized and printed on canvas in high quality and with state-of-the-art techniques during the EU project Europeana Photography – with his own. [Continue Reading](#)

Posted on 8th April 2015



Image courtesy of KU Leuven, CC BY-NC The President of Photoconsortium, prof. Fred Troyen from KU Leuven, is the first of the Visiting European Fellows of the University of Sheffield. He is leading two events at the Sheffield's Centre for Collaborative Research in the Arts and Humanities, in the month of April 2015. Monday 13th. [Continue Reading](#)

Posted on 8th April 2015



16th & 17th June 2015. University of Lincoln, UK. Historians, curators and photographic practitioners have begun to re-examine older forms of photography, yet many cultural studies of nineteenth-century photography have been overly reliant upon twentieth-century theoretical constructions. This multidisciplinary conference will move away from these models, exploring issues such as early photography: 'witnessing', traditional technological. [Continue Reading](#)

Posted on 18th March 2015



Barbara Yoshida, "Shima Hish (Cherokee for Gray Dove) November 1, 1952" in her exhibition, "One Hundred Portraits: Women Artists," American fine art photographer Barbara Yoshida presents a fascinating photographic survey of women artists through portraits that reveal a key aspect of each artist's identity. Since 1960, Yoshida has travelled the world to document more than one. [Continue Reading](#)

www.photoconsortium.net

A dissemination strategy and promotional tools for PHOTOCONSORTIUM are currently under development. The very first results have been proposed in the form of a website: launched at the Final Conference of EuropeanaPhotography, this online platform will be expanded with new content and more features in the months to come. Online tools (IPR guidebook and blog) developed within EuropeanaPhotography will become available through this website as well. Combined with the social channels of PHOTOCONSORTIUM, this online platform will make sure that the association's activities get widely disseminated and engage ever more kindred spirits in new, challenging projects.

PHOTOCONSORTIUM & PARTNERS



Tattooed woman photographed from the back by Wilhelm Burger, Vienna, c. 1880 ©IMAGNO (Austria)

By not only welcoming applications of interested parties, but also proactively establishing contact with interesting members, partners or networks, PHOTOCONSORTIUM aims at expanding its current capacity, service range, strength and relevance. Furthermore, the association most warmly encourages collaborations or partnerships with other professionals from its action radius, in order to develop new expertise from fresh synergies, and create innovative applications/processes/techniques by combination of specialisms.

PHOTOCONSORTIUM & JPEG?

ARCHIVAL NEEDS - SEARCHING FOR STANDARDS

Different digitization approaches are required to capture the full potential of the many existing analog photo techniques, such as tintypes, glass plates, and prints. Therefore, more flexible, type-specific and multilayered image industry standards are needed in order to capture, transmit and manage a wide range of photographic content, incorporating innovations in reflective and multispectral imaging. PHOTOCONSORTIUM offers its expertise to contribute to the development of those standards, both in connection with the rendering of the image information as with metadata standards.

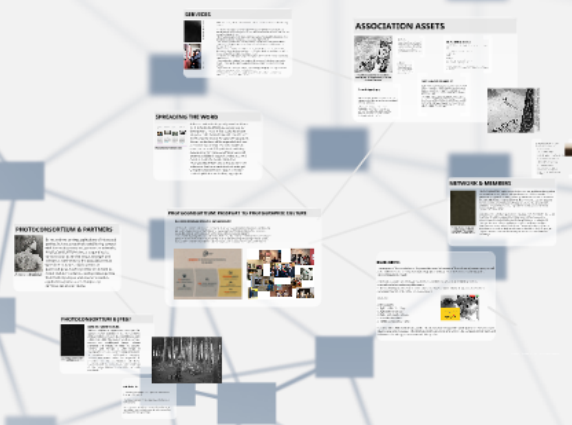


Lester MacIntyre gets buried alive, with a view to breaking the world record, Chicago, 1938 ©IMAGNO (Austria)



Standardization needs

- Lossless compression with support for multispectral imaging, HDR and 3D
- IIIF viewer developments, plugin-less, multispectral web viewing
- Interoperable metadata, local metadata including 3D annotations, standardized vocabularies for describing photographic heritage content



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