

General Assembly of the PHOTOCONSORTIUM Association

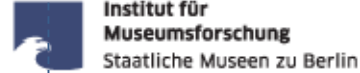
Leuven, 31 January 2015

Agenda:

- Presentation of the activities done since the Bratislava assembly (6th November 2014)
- Presentation of details for activities and plan for 2015

Presentation of the activities done since the
Bratislava assembly (6th November 2014)

- Article about Photoconsortium written by A. Fresa et al. at Promoter, published on Uncommon Culture
- Development of the logo and initial study on the visual identity
- Development of draft dissemination materials: leaflet, postcard
- Development of the skeleton of the Association's a website and design of some preliminary pages
- info@photoconsortium.eu
- Bank account of the association



Photoconsortium, a new access point to photographic culture

www.photoconsortium.net

PHOTOCONSORTIUM



A center of expertise on digitization, digital archives, metadata standards

PHOTOCONSORTIUM represents a centre of expertise and knowledge on digitization, aggregation of content to Europeana and other portals, metadata standards, indexing, cataloguing and controlled vocabularies, best practices for the management of digital archives, and much more. This expertise and knowledge will be the core to generate activities, provide services, organise training programs and seminars and participate in new research.

The curator of the international exhibition "All Our Yesterdays"

As an initial example of activities targeting the general public, the association will take care of the exploitation at international level of the "All Our Yesterdays" exhibition, conceived in the framework of EuropeanPhotography project as a travelling exhibition. Furthermore, PHOTOCONSORTIUM will organize and coordinate future exhibitions on specific themes, possibly linked with territorial characteristics and features.

A democratic structure that welcomes new memberships sharing its aims

PHOTOCONSORTIUM has been established as a non-profit association with a democratic structure, political independence and unlimited duration. PHOTOCONSORTIUM allows membership to both natural and legal persons, public or private bodies, companies, and associations. Founded by the partners of the EuropeanPhotography project, the association aims to enlarge its network internationally and welcomes new members sharing its aims.

International Consortium for Photographic Heritage

PHOTO CONSORTIUM

From the EuropeanPhotography project team, a new International Association for promoting and welcoming Photographic heritage.

www.photoconsortium.net

From the Europeana Photography project, a new International Association for promoting and valuing Photographic Heritage

[Discover Our Mission!](#)



A growing collection of heritage pictures available under Creative Commons license

[Explore Our Archives!](#)

Activity plan for 2015

Ordinary activities

- Completion and maintenance of the website
- Administrative tasks
- Completion of the dissemination material
- Printing and distribution of the dissemination material
- Promotional activities
- Quality criteria for provision of services in PHOTOCOSORTIUM, criteria for each type of service (certification procedure for the new member who wants to offer the service) (David) + representing exhibitions and locations (John)
- Taxonomy, definition of photographic heritage (Sofie)
- Definition of the average cost of transportation/installation/other connected with the exhibition + planning of storage of the exhibition (Promoter)
- List of legacies from EUPH to PHOTOCOSORTIUM (including the IPR on the catalogue, the metadata repository on MINT)
- Calendar of events where the members can promote PHOTOCOSORTIUM + conferences where we can establish cooperations

Extraordinary activities (projects)

- Exhibition in Copenhagen
- Participation to projects (as associate partner and/or as beneficiary) + Model of participation to new projects (the member is the partner and PHOTOCONSORTIUM is a subcontracting) + offer to get access to metadata repository and conditions of use, as test data and expert of testing
- Yearly conference (e.g. as an academic activit hosted by KU Leuven, or a scientific event for archives hosted by Girona)
- Workshop in an existing conference
- PHOTOCONSORTIUM metadata repository/gallery of images to E-Space (using the budget of E-Space, as part of the Photo Pilot)
- Others

The following sections needs to be developed and added:

- Service overview, with the list of partners that can offer the service (then link to the partner that can provide that service + NTUA access to metadata repository)
- Technical guidelines about digitization (fact sheets)
- Description of the targets
- A gallery of images, representing the richness of photographic heritage
- A section for new members to apply and/or box to join the mailing list
- Link to the virtual exhibition
- Facebook page to post questions

These include: software development, graphic design, editorial activity, server, maintenance of the URL domains

Main areas of service to be offered by PHOTOCONSORTIUM are identified in (criteria and costs):

- **Publishing to Europeana (EP MINT tool and support)**
- **Multilingualism support**
- **Digitization service and equipment**
- **Training (seminars, online courses, e-learning platform)**
- **IPR support**
- **Relationship and network with international bodies**
- **All Our Yesterdays as a modular concept**
- **Fund raising, preparing applications, crowdfunding**
- **Large customers, providing full services**
- **Small archives**
- **Preservation**
- **Representing exhibitions, offering locations, creating exhibitions, creating catalogues, virtual exhibition**
- **Each member to describe the services they can offer**

CUSTOMER SEGMENT	CUSTOMER PROFILE
Content holder	<ul style="list-style-type: none"> ● Cultural institutions (public and private bodies) ● Photographic archives (public and private bodies) ● Individuals
Content user	<ul style="list-style-type: none"> ● Research communities ● Educational sector ● Activists and amateurs of vintage photography ● General public, younger and elder generations
Creative industry Equipment SW providers	<ul style="list-style-type: none"> ● Publishing sector ● (Serious) Games ● Cultural events organisers (e.g. exhibitions)

Migration from EUPH to PHOTOCONSORTIUM

website: finalizing/empowering the website is one of the most urgent tasks for the first quarter of 2015. It is also essential to keep it updated (editorial activity)

Social networks (Davide)

digitalmeetsculture.net shows to be a successful visit-booster in EuPh for the project's website: we plan to continue this winning strategy by producing and advertising posts and news about Photoconsortium whenever possible. These are also normally rebounded on social media.

e-Newletters: both the new contacts possibly got via the website and existing contacts belonging to the Members will be used to create a mailing list for sending newsletters.

travels and events: members will disseminate in any possible occasion (conferences, fairs, workshops, projects' meetings etc). Photoconsortium as such will apply to become Affiliate Member of E-Space.

Daily art – Moiseum (Aneta), mostly USA coverage

Links from members website to PHOTOCONSORTIUM + mailing lists

Call to become members

Two lines:

Become a member (all)

Become a service provider (only if QoS is satisfied)

Initiatives already planned for 2015:

“All Our Yesterdays” exhibition in Copenhagen.

Other initiatives to be proposed by the members

A specific sustainability plan will be developed for any extraordinary activity, whose extraordinary costs will be covered not by the members’ dues but by specific financial resources identified for the concerned activity.

Application to Koning Boudewijnstichting

A detailed services portfolio with a pricing policy will be developed by PHOTOCONSORTIUM members in 2015.

Other income sources include:

Source of income	Description
Members' dues	100 euro members + 400 euro integrative contribution for non-physical members
Extraordinary members' dues	To cover the costs of special initiatives planned and promoted by the association, extraordinary fees may be required for self-financing only to members interested in them.
Donations	Sponsorship and other in-kind donations.
Public funding	Where possible, PHOTOCONSORTIUM partners will develop proposals for public funding at local, regional, national and European level.

As a complementary income source linked to the association website, it will be possible to consider offering advertising spaces to promote commercial brands, services and products.