# 50s in Europe Kaleidoscope

Photoconsortium
info@photoconsortium.it

# Project main objectives

Sharing a set of tools and demo/dissemination applications enabling citizens to better engage with Europeana content:

- All users to manipulate, share and enrich cultural heritage material in Europeana, accessing state-of-the-art technology to match personal favorites and user generated content

- Professional and amateurs to upload, in a safe and user-friendly environment, new content and/or personal memorabilia

- Curators, students, citizens to help enriching object descriptions within a crowdsourcing framework

Thematic focus: the life in the Fifties in Europe

KALEIDOSCOPE

The 1950's in Europe - a project supported by the EU

made with europeana

KU LEUVEN

PHOTO CONSORTIUM

# Consortium and roles

*Technology and Europeana integration*: imec and NTUA

*Historic context and education*: COVUNI and KU Leuven

*Content*: Photocons, CRDI, TopFoto, KIK-IRPA, OSZK, SPK

*Dissemination*: SPK with all the partners of course

Project Coordinator is KU Leuven.

Current page:

http://photoconsortium.net/50s-in-europe-kaleidoscope

# What we'll do

Solutions for improving Europeana experience and improving user engagement, sharing tools for end users and content providers

Demo outputs, for education purposes and user engagement

An effective communication to widen the impact of the project's results and raise awareness of Europeana

Contribution to and integration with Europeana is at the core of the project
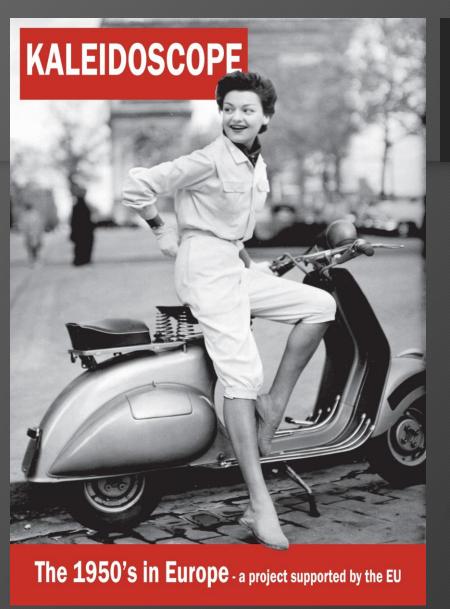
# Expected outputs - technical

- Visual similarity search tool and related demo applications such as augmented reality app, to improve user's search and interaction with Europeana content

- Repository and content management system for micro archives and individuals to manipulate, enrich and ingest their content to Europeana

KALEIDOSCOPE

The 1950's in Europe - a project supported by the EU

made with europeana

KU LEUVEN

PHOTO CONSORTIUM

# Expected outputs – content, exhibition and education

- (Small) new curated datasets focused on the visual imagery of the 50s, to be ingested in Europeana

- Historical analysis and case studies about the life in the 50s, reusing materials from Europeana

- A MOOC and other educational resources to foster reuse of Europeana digital cultural content

- A virtual exhibition to be published in Europeana Photography + a physical travelling exhibition about lifetime in the 50s

# THANK YOU FOR YOUR ATTENTION!

antonella.fresa@photoconsortium.net