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# KALEIDOSCOPE

The 1950s in Europe

## „New Strategies for User Engagement & Digitised Photographic Heritage“



Institut für  
Museumsforschung  
Staatliche Museen zu Berlin

19.-21.02.2020, Berlin  
Venue: Museum für Fotografie  
Jebenstr. 2, 10623 Berlin

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This conference will showcase key results of the project “Fifties in Europe Kaleidoscope”, which has developed, explored and tested innovative strategies for accessing and interacting with the very diverse and complex reality of the fifties as it is mediated to us through photographic archives and collections. Using a truly multidimensional approach that includes methods such as crowdsourcing, storytelling and artificial intelligence, the project has combined efforts to bridge the world of the digital and the analogue cultural heritage with the aim of improving the data quality of digital content of existing online image repositories, while enhancing the user experience through new ways of engaging with digital photographic heritage and promoting its value more broadly.

We invite you to participate in the closing event of "Fifties in Europe Kaleidoscope" and rediscover with us the visual narrative of the 1950s in Europe across the Cold War divide and learn more about innovative practices for engaging users with the digital photographic heritage. Take the opportunity to share experiences, discuss next steps and projects, and network with (new) partners, experts and stakeholders. Parallel to the conference, two exhibitions will be presented that complement each other: one with an outline of Europe in the 1950s, the other focusing on the life's work of the well-known German photographer Ludwig Windstosser.

### Wednesday 19. Feb.2020

#### 18.00 Opening & Welcome reception

The opening event includes an introduction and a guided tour to the project's exhibition “**Blue Skies, Red Panic**” by the curator Sofie Taes (KU Leuven, Belgium)

**Thursday 20 Feb. 2020**

10.00 – 10.20 Registration

10.20 – 10.35 Welcome (SPK, Germany)

**Session 1** chaired by Monika Hagedorn-Saupe (SPK, Germany)

10.35 – 11.05 *Photography of the post-war period in Germany* - Ludger Derenthal (Head of Sammlung Fotografie der Kunstbibliothek - SMB, Germany)

11.05 – 11.20 *Valuing photography and photographic heritage*  
- Antonella Fresa (Photoconsortium, Italy)

11.20 – 11.30 Questions & Discussion

11.30 – 11.50 Coffee Break

11.50 – 12.10 *From split memories to shared heritage: the visual identity of the fifties in Europe*  
- Fred Truyen (KU Leuven, Belgium)

12.10 – 12.30 *The Forgotten Fifties: Re-discovering daily life through the 1950s photo feature*  
- John Balean (TopFoto, United Kingdom)

12.30 – 12.50 *The Aesthetics of the 50s and the use of images for the purpose of political propaganda and commercial advertising* - Katalin Furi (OSZK, Hungary)

12.50 – 13.00 Questions & Discussion

13.00 – 14.00 Lunch

**Session 2** chaired by Antonella Fresa (Photoconsortium, Italy)

14.00 – 14.20 *Generic Services for Europeana* - Harry Verwayen (Europeana)

14.20 – 14.35 *Improving Europeana: Linking assets based on visual similarity*  
- Frederik Temmermans (IMEC, Belgium)

14.35 – 14.50 *WithCrowd: A novel crowdsourcing platform for enriching Europeana content*  
- Maria Ralli (NTUA, Greece)

14.50 – 15.05 *Presenting the Kaleidoscope MOOC: Creating a Digital Cultural Heritage Community*  
- Ana Schultze (KU Leuven, Belgium)

15.05 – 15.25 *Modular showcase, liquid narrative: 'Blue Skies, Red Panic' between print and pixels*  
- Sofie Taes (KU Leuven, Belgium)

15.25 – 15.40 Questions & Discussion

15.40 – 16.20 Round table

16.20 – 16.40 Coffee break

- Session 3**      chaired by Neils Forbes (Coventry University, United Kingdom)
- 16.40 – 17.10 *Photographic Representation of German Industries during the 1950s*  
- Stefanie Dietzel (Art Historian/Curator, Germany)
- 17.10 – 17.40 *Participation - the benefit of the collective memory*  
- Uwe Holz (Industrie- und Filmmuseum Wolfen, Germany)
- 17.40 – 17.50 Questions & Discussion
- 17.50 – 18.20 Reception
- 18.20 – 19.00 Guided tour through the exhibition “Ludwig Windstosser. Post-War Modern Photography” by the curator Stefanie Dietzel (Art Historian/Curator, Germany)

### **Friday 21 Feb. 2020**

- 9.00 – 9.30      Registration
- Session 4**      chaired by Fred Truyen (KU Leuven, Belgium)
- 9.30 – 10.00 *The perspective of the documentary photography, amateur social photographs*  
- Reka (OSZK, Hungary)
- 10.00 – 10.30 *Street photography in Girona* - David Iglesias (CRDI, Spain)
- 10.30 – 11.00 *Photographic heritage: The collection of the photographer Hannes Kilian*  
- Stefan Kirchberger (Haus der Geschichte Baden-Württemberg, Germany)
- 11.00 – 11.20 Questions & Discussion
- 11.20 – 11.40 Coffee Break
- 11.40 – 12.20 *Mining Erich Andres - Unseen works from an unknown Master*  
- Frank Golomb (United Archives GmbH, Germany )
- 12.20 – 12.50 *Photonovels of the 50s: a seminal (yet forgotten) editorial phenomenon of the postwar years* - Clarissa Colangelo (KU Leuven, Belgium)
- 12.50 – 13.00 Questions & Discussion
- 13.00 – 14.10 Lunch

**Session 5** chaired by Andreas Richter

14.10 – 14.30 *UrbanHistory4D – A New Research Tool and Multidimensional Access-to-Image Repositories* - Heike Messemer (University Würzburg, Germany)

14.40 – 15.20 *Engaging with the Fifties in Europe: Kaleidoscope a Retrospective* - Elaine O’Sullivan, Sarah Whatley, Neil Forbes (Coventry University, United Kingdom)

15.20 – 15.30 Questions & Discussion

15.30 – 15.45 Closing speech - Frederik Truyen (KU Leuven, Belgium)

### **Prelude Programme – Wednesday 19. Feb. 2020**

11.00 – 13.00 A **guided tour** offers an insight into the modern depot of the Bildagentur für Kunst, Kultur und Geschichte (bpk), the central media service provider for institutions of the Stiftung Preußischer Kulturbesitz. The bpk holds one of the most distinguished contemporary historical photo collections in Europe. The depot was established in the recently constructed central collection storage building of the Staatliche Museen zu Berlin. It comprises depots and workshops for a number of collections of the Staatliche Museen zu Berlin. The tour is available for a limited number of participants only. Please register by sending an email to the following address:

a.richter@smb.spk-berlin.de

16.00 – 17.00 **Open Networking Meeting:** Short presentations of ongoing European projects and exchange. Presentations will include Citizen Science Investigators, DETECT, INDICES, Uncharted, Pagode and Europeana XX, Europeana Archaeology. The public is invited.

Participation is free of charge, but we ask you kindly to register on:

<https://forms.gle/2p2xeTTw43rRx4Q6>

This conference is organized by the Institut für Museumsforschung (Staatliche Museen zu Berlin - Stiftung Preußischer Kulturbesitz) on behalf of:

