

Kaleidoscope

Engaging Fifties in Europe



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Spiraling staircase, 1950s

Paolo Monti

Fondazione Biblioteca Europea di Informazione e Cultura

CC BY-SA

1950s in Europe - Kaleidoscope

INEA/CEF/ICT/A2017/1568496

CEF Europeana 2017-EU-IA-0133



KU LEUVEN



Scope

- Start date:
September 1st,
2018
- Duration: 18
Months
- End date: Februari
28, 2020



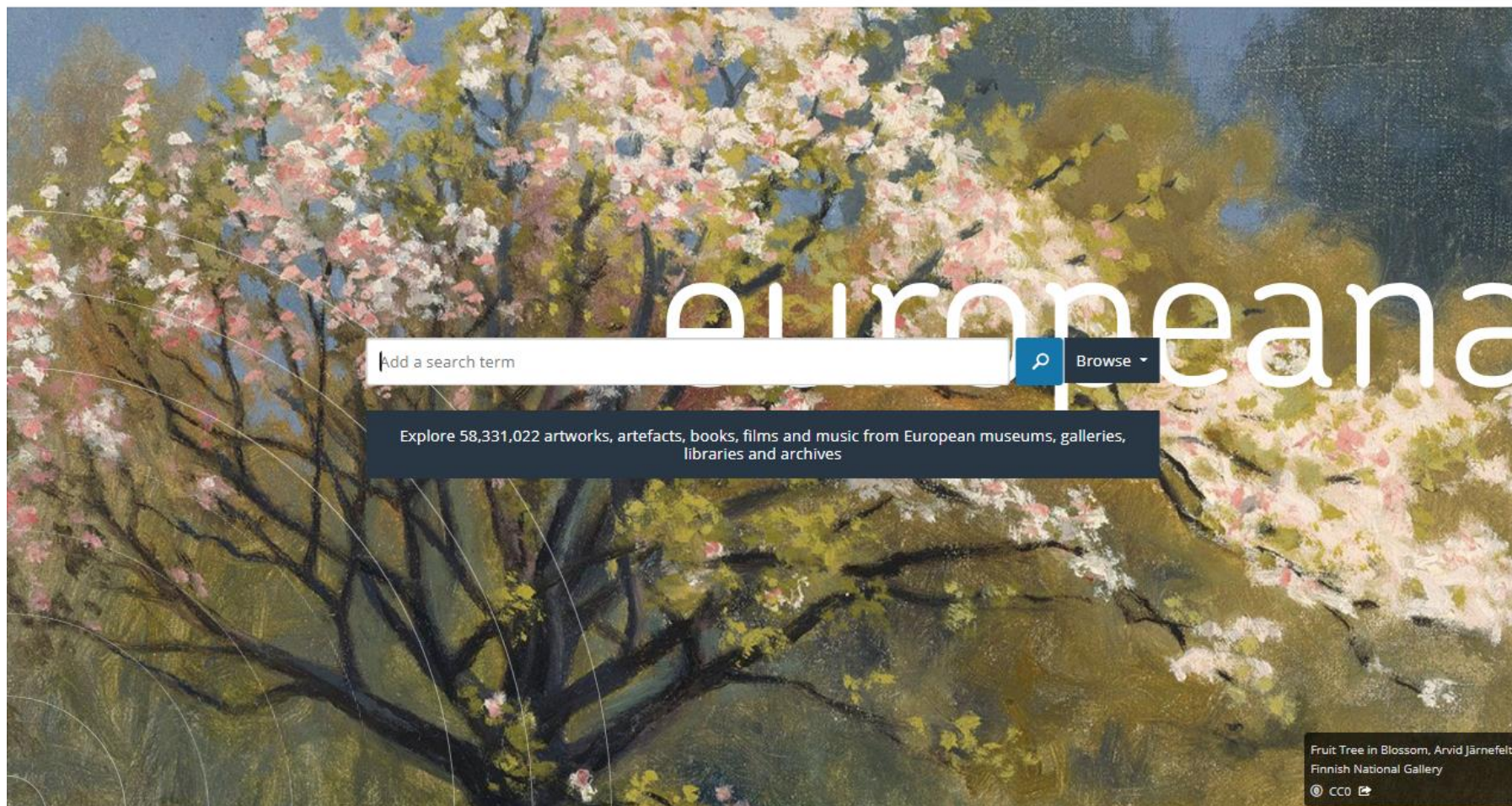
Birthday, next to the fridge, 1958
Marti Massafont
CRDI. Fons Marti Massafont Costals. Public Domain

Goals

- Enabling users to **engage with Europeana** content of the Fifties
- In this era people on **both sides of the East-West divide** started to rebuild their lives after the war



- By showcasing daily life in an interactive, user-driven way, contextualised in the **political nascence of the EU**, we appeal to citizens of today



Europeana



Browse ▾

Explore 58,331,022 artworks, artefacts, books, films and music from European museums, galleries, libraries and archives

Fruit Tree in Blossom, Arvid Järnefelt
Finnish National Gallery

© CC0 

EXHIBITION

PIONEERS

FREE TO USE IMAGES

1914-1918

ARCHAEOLOGY

FEEDBACK

PHOTOGRAPHY



Browse ▾

Explore the history of photography in 3,507,174 items from European cultural heritage collections

europeana

The Rosebud Garden of Girls [Fraser-Tytler sisters, from left: Eleanor, Christiana, Mary, Ethel], Julia Margaret Cameron
Wellcome Collection

CC BY



Julia Margaret Cameron



Karl Heinrich Lämmel



Miloš Dohnány

<https://www.europeana.eu/portal/en>

People...

FEEDBACK

MIGRATION



Browse ▾

Explore 221,431 items on the topic of migration to, from and within Europe

Delegates of the 17th convention of the American Lithuanian Roman Catholic Women's Alliance, Hartford, CT, 1935, Martynas Mažvydas National Library of Lithuania

CC BY-SA



Aleksandras Račkus



Unė Baye



Matas Šalčius

People

FEEDBACK

AN EYE FOR DETAIL

Pattern and Perspective in Vintage Photography



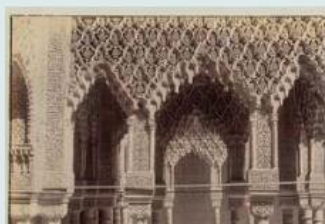
Interior of a showroom, N.V. Vereenigde Fotobureaux, Amsterdam
Historisch centrum Limburg

© ⓘ CC BY-SA

Feedback



Everyone who loves [houndstooth](#) and chequered fabrics will agree: patterns rock! In photography, patterns help to organise and understand 'cluttered' scenes. They strengthen compositions and heighten visual impact.



The use of patterns puts the technical skills and creativity of the photographer to the ultimate test. The man or woman behind the lens not only needs to recognize the patterns permeating the world around him, but must also master lighting, composition, perspective and colour to convey the beauty of repetition.

Objectives

- **Implement an intelligent visual similarity search** that integrates and complements the Europeana Core Service functionality, **applying state-of-the-art deep learning techniques** on a training photo collection
- Afterwards, the trained models will be applied to predefined collections and queries and on real life scenes, to be matched with images from the collections



Model in dress in gray lace with white waistband by Givenchy, autumn 1958
Stiftelsen Nordiska museet. CC BY-NC-ND

Objectives

- **Improve the end-user experience**, supporting discovery and further use of the photographic content in Europeana, combining it with personal experience and own material via demonstrator applications web/mobile and **augmented reality** services, for users and CH institutions.



Plastic sunglasses 'Jester' by Oliver Goldsmith Eyewear, 1954
Victoria and Albert Museum. CC BY

Objectives

- **Improve the Europeana database** by integrating back-end tools to allow users to manipulate photographic collections
- Interacting with the source Europeana database to **update the existing records with the crowdsourced annotation**, contents and addenda



Objectives

- **Develop a community of users** (culture lovers, educators & researchers, GLAM pro, creatives), for awareness-raising on Europeana content and its research, societal and even commercial potential, and for training/demonstration of reuse
- A key component for this action will be an **educational portal including a MOOC**



Tools

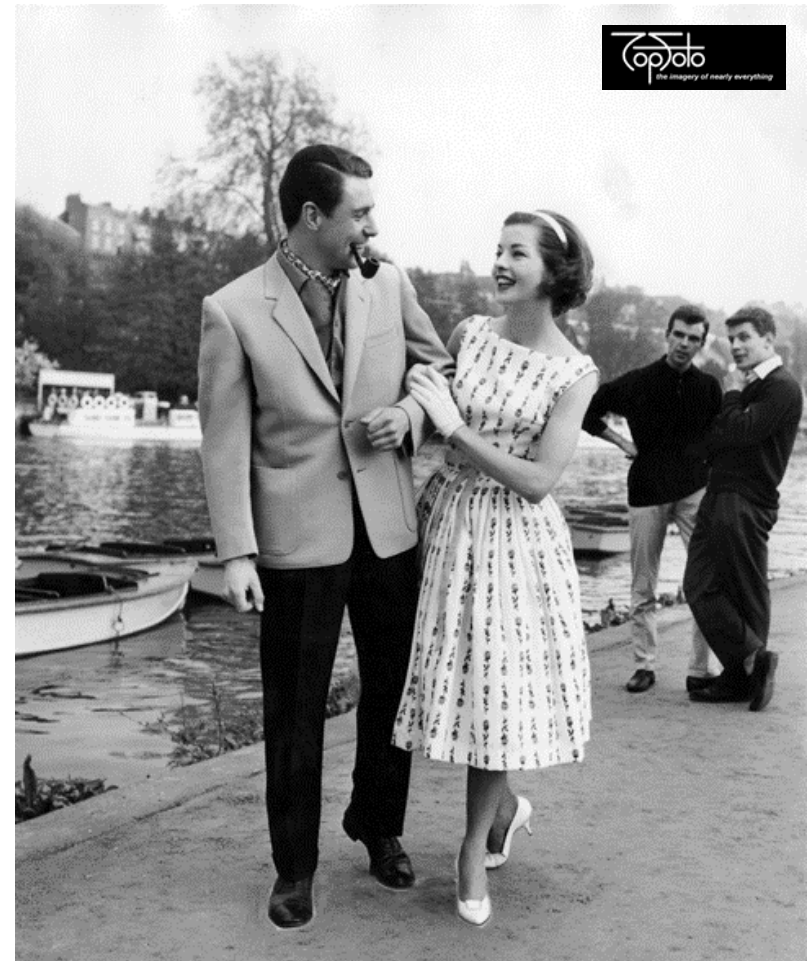
- The Kaleidoscope **toolkit** web portal - API – App for intelligent content matching
- The tools are **conceived for further re-use** also within other themes



Youth with motors, 1955
The National Archives of Norway. No Copyright

Curation

- Yield data that are beneficial to **support curation work**, particularly in curating virtual exhibitions
- **Interpretation**, both by scholars and curators as well as by the interacting audience, of photographic materials that encapsulate the dreams and aspirations of people striving to build better lives throughout Europe in the Fifties





Featured Collections

[View all collections](#)



50s Life outside the cities



50s Travelling abroad



50s Fashion
2 Items - By Stefan



50s New designs
1 Items - By Stefan Rohde-Enslin



50s Trade and merchandise
2 Items - By Stefan Rohde-Enslin



50s Still on war
2 Items - By Stefan Rohde-Enslin

Education

- **Publication of stories,** collections and quality pictures which will be available for re-use and for dissemination and education tools; in particular the project will develop a **MOOC** to educate the educators about the potential of Europeana for either formal and informal teaching and learning



epic

President Nasser nationalises the Suez Canal Company - 1956

Methodology AI

We want to capture the **visual identity of the Fifties** in East and Western Europe as it was established through photography

We are looking for stereotypical concepts that can be translated in an algorithmic definition

For this, we gathered collections of sample photographs from our photography partners as well as connaisseurs

We tried to detect similarities and grouped images in sets

These sets are now trained with deep learning algorithms

Files

Name ↑



0005463.jpg



0527001.jpg



0623023.jpg



0623025.jpg



0857251.jpg



0877057.jpg



0877058.jpg



0936891.jpg



0983516.jpg



0993848.jpg



0993849.jpg



0993850.jpg



0993851.jpg



0993852.jpg



0993853.jpg



Methodology AI

This will allow us to enrich existing metadata automatically with photographic metadata that exemplify Fifties photography

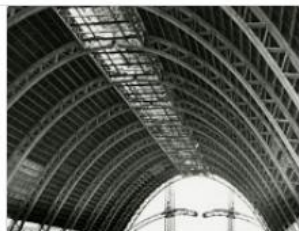
As photography of Eastern Europe, which was much broader than Soviet social realism, is only now available for research, we will be able to shed new light on this photography tradition



Muanyag078.tif



Muanyag080.tif



Muanyag081.tif



Muanyag082.tif



Muanyag083.tif



Muanyag084.tif



Muanyag085.tif



Muanyag089.tif



Muanyag090.tif



Muanyag092.tif



Muanyag093.tif



Muanyag099.tif



Muanyag100.tif



Muanyag101.tif



Muanyag102.tif



Muanyag105.tif



Muanyag107.tif



Muanyag112.tif

Methodology Crowdsourcing

By using an implementation of the WITHCrowd crowdsourcing environment, we will allow users to select, group and annotate photographs

These groupings and annotations will also be connected to the institutional metadata

Enriched metadata both from the AI approach as well as the Crowdsourcing approach will be fed into Europeana



1950s in Europe - Kaleidoscope

3.2k monthly viewers

Overview

Boards

Pins

Tries

Followers

Following

Drag and drop ▾

31 Boards



Create board



About Kaleidoscope

1 Pin



Colorful socio-political post...

32 Pins



Kaleidoscope partner images

2 sections
29 Pins



Concept - The male gaze

20 Pins



Concept: Fashion - patterns

3 sections
61 Pins



"Everyday life" at Cinema

10 Pins



Housing and Home

3 sections
45 Pins



1956 Hungarian revolution

5 Pins



Personalities

7 sections
29 Pins



Colorful socio-political posters

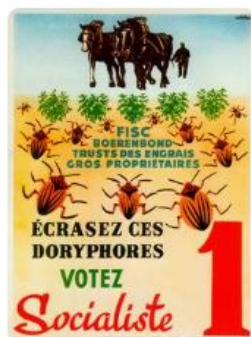
32 Pins · 4 followers

Your Pins

More ideas



Organize





Colorful socio-political posters

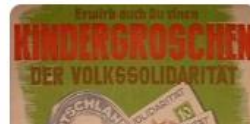
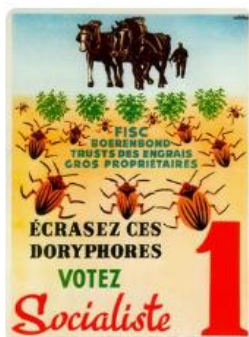
32 Pins · 4 followers

Your Pins

More ideas



Organize





22 Pins · 4 followers

More ideas ●



Organize





Analytics ▾

Ads ▾

Search



Concept - The male gaze



Invite



Privacy



Invite

Posters & ads (non-political)

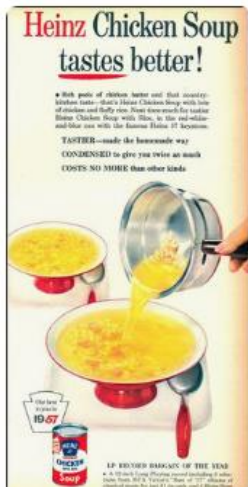
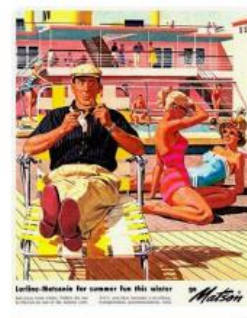
44 Pins · 4 followers

Your Pins

More ideas



Organize





British Oxygen Company, c. 1955
Wellcome Collection. CC BY



**Wellcome laboratories of Tropical Medicine, c
Wellcome Collection. CC BY**



Foto: Uggle AB

Nordiska museet

Two-piece by Christian Dior, 1957
Uggle AB
Stiftelsen Nordiska Museet. CC BY-NC-ND



Games in the garden, 1957
Paolo Monti
Fondazione Biblioteca Europea di Informazione e Cultura.
CC BY-SA

FIFTIES.WITHCULTURE.EU



On the dance floor at the Sunset Club, 1951
Topfoto.co.uk. In Copyright

Partners

- KU Leuven (coordinator) – *Project Management*
- PHOTOCONSORTIUM - International Consortium for Photographic Heritage (PHOTOCONS) – *Content Selection and coordination*
- Coventry University (COVUNI) – *User Engagement, Education*
- Ajuntament De Girona - Centre De Recerca I Difusió De La Imatge (CRDI) – *Quality, Content, Education*
- National Technical University of Athens (NTUA) – *Tools development*
- Interuniversitair Micro-Electronica Centrum vzw (imec) – *Tools development*
- Stiftung Preußischer Kulturbesitz (SPK) – *Dissemination*
- Koninklijk Instituut voor het Kunstpatrimonium - Institut royal du Patrimoine artistique (KIK-IRPA) – *Content*
- Topham Partners (TOPFOTO) – *Content*
- National Széchényi Library of Hungary (OSZK) – *Content, Education*



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