A voice to the past: storytelling with Europeana collections

Sofie Taes | 5 June 2019

Photoconsortium
Interpreting past and present through photographic archives and collections

KU LEUVEN   PHOTO CONSORTIUM

Europeana

From repository to community: Thematic Collections

europeana

europeana
ollections

europeana

Add a search term

Search

🔍 | Browse ▾

Explore 58,074,584 artworks, artefacts, books, films and music from European museums, galleries, libraries and archives

PIONEERS   FREE TO USE IMAGES   1914-1918   ARCHAEOLOGY   ART   FASHION   MANUSCRIPTS   MAPS

Our road with Europeana
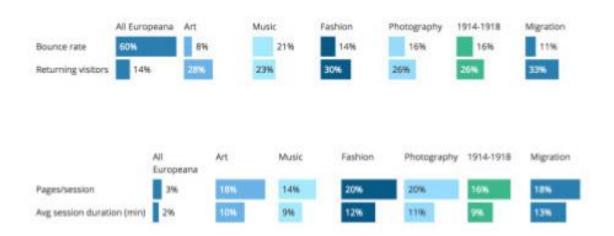
KU Leuven & Photoconsortium: co-curating the treasury

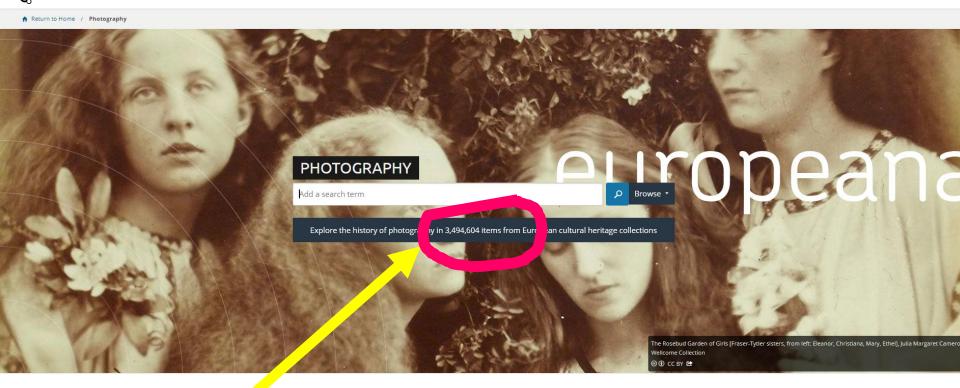# Thematic Collections

Thematic Collections users are more engaged

All Users

Bounce rate	58%
Returning Visitors	23%

Thematic Collections

14%
35%

All Users

Pages/Session	3.31
Average Session Duration (min)	2.16

Thematic Collections

10.15
7.21

Thematic Collections

Detailed stats, August 2018

PHOTOGRAPHY

Add a search term

Browse

Explore the history of photography in 3,494,604 items from European cultural heritage collections

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
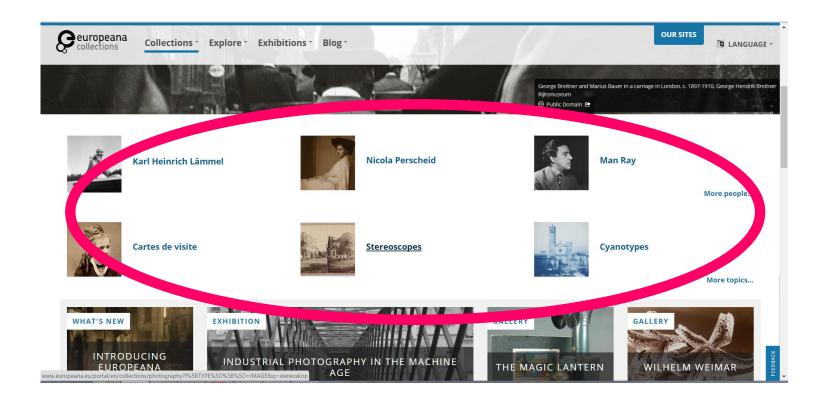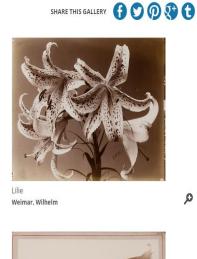
Wilhelm Weimar

Photographer Johan Wilhelm Weimar (1857-1917) had a highly individual style. His *Herbarium* of 1901 is a unique portfolio of organic compositions that testifies to his striking sense of composition, texture and detail.
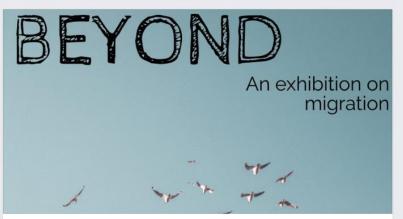
SHARE THIS GALLERY

Lilie
Weimar, Wilhelm

Mit Flechten bewachsener Schleedornzweig

FEEDBACK

LA FRANCE TRAVAILLE. LA VIE PAYSANNE

Creator

FRANÇOIS KOLLAR (1904-1979)

Creation date

1931

Institution

Parisienne de Photographie

Rights statement

In Copyright

View entire collection

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INDUSTRIAL PHOTOGRAPHY IN THE MACHINE AGE

Reels of wire at the Thompson-Houston company in Paris, 1931-1934, François Kollar
Parisienne de Photographie

© In Copyright ↗

PEOPLE ON THE MOVE

How migration has changed the world

Moving back to Finland: a family at the train station, 1959, Anders Bogland Örebro County Museum

Public Domain

Helsinki – June 5th 2019

THOUSANDS ARE SAILING

Migrazioni. 20 ritratti dal passato, 20 storie di chi fece le valigie verso una nuova vita

Pisa, Museo della Grafica, Palazzo Lanfranchi
12 ottobre – 11 novembre 2018
Inaugurazione: venerdì 12 ottobre, ore 18

2018
EUROPEAN YEAR OF CULTURAL HERITAGE
#EuropeForCulture

THOUSANDS ARE SAILING

IMMAGINANDO IL PARADISO

PICTURE PARADISE

MIGRATION

Let's get physical
The new heritage experience

Woman with long red hair reading a
book. Coloured mezzotint
Jean Jaques Henner
s.d., Wellcome Collection
UK, CC BY

Transmedia storytelling

- divergent media converging: **complementary** forces
- widening the **community**
- **enhancing** the physical heritage experience
- **incentive** to engage
- more opportunities for **interaction**
- ° **personal** relationship > commitment
- **future** strategy for common care

3 paths of exploration (2019-2020)

- Policy

  Europeana Common Culture

- Enrichment

  Kaleidoscope

- User engagement

  WeAre#EuropeForCulture

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WeAre#EuropeForCulture

Venue	Inhabitants	Target group
Amsterdam	850,000	Disenfranchised communities from «bad» neighbourhood, particularly women
Budapest	1,800,000	Students and their families from small towns, distant from the capital city
Sofia	1,270,000	Hearing impaired youngsters and seniors
Hämeenlinna	68,000	Ex prisoners and ex guards and inmates of the hosting Prison Museum
Krakow	765,000	High school students who do not go to museums and their grandparents
Basel	171,000	Migrant communities established in the country
Vilnius	540,000	Art students from Naujoji Vilnia district and ethnic minority groups
Pisa	90,000	Senior Pisa citizens who lived along the Arno, before, during and after the II WW
Girona	100,000	Seniors who participated in sport association in Girona
Nicosia	120,000	Greek vs. Turkish communities as reciprocal minorities in the country
Leuven as part of the final event	98,000	International students who live in Leuven interacting with senior Leuven citizens

WeAre#EuropeForCulture

- **co-creation** with local partner
- **workshop** with local community (**QANDR)**
- **mix** into one narrative
- **transformation** to virtual exhibition (**MuPop**)
- induce **user interaction**

> **multi-layered and multi-focal** storytelling as the crux of the heritage **experience**

https://www.photoconsortium.net/europeforculture/

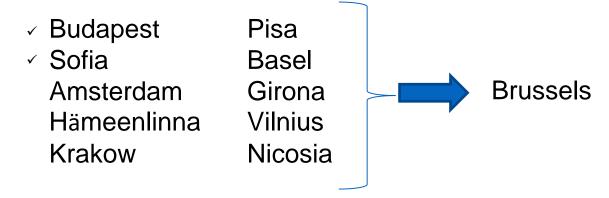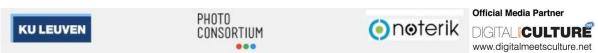The project is about realizing **10 co-creation events and 10 exhibitions** in various cities across Europe + a final event in Brussels in February 2020.
Members of Photoconsortium are involved to realize the event at their premises:

- ✓ Budapest   Pisa
- ✓ Sofia   Basel
-   Amsterdam   Girona   **Brussels**
-   Hämeenlinna Vilnius
-   Krakow   Nicosia

April in Budapest

Sofia

Budapest

May in Sofia

Budapest

Sofia

Europeana Common Culture & storytelling

- implement semantic enrichment
- improve metadata
- co-creating stories with 20+ partners

MEMBERS OF THE COVENTRY VOLUNTEER FIRE BRIGADE.

King George VI and Queen Elizabeth return from their Royal tour of Canada and the USA

1939, TopFoto.co.uk In Copyright
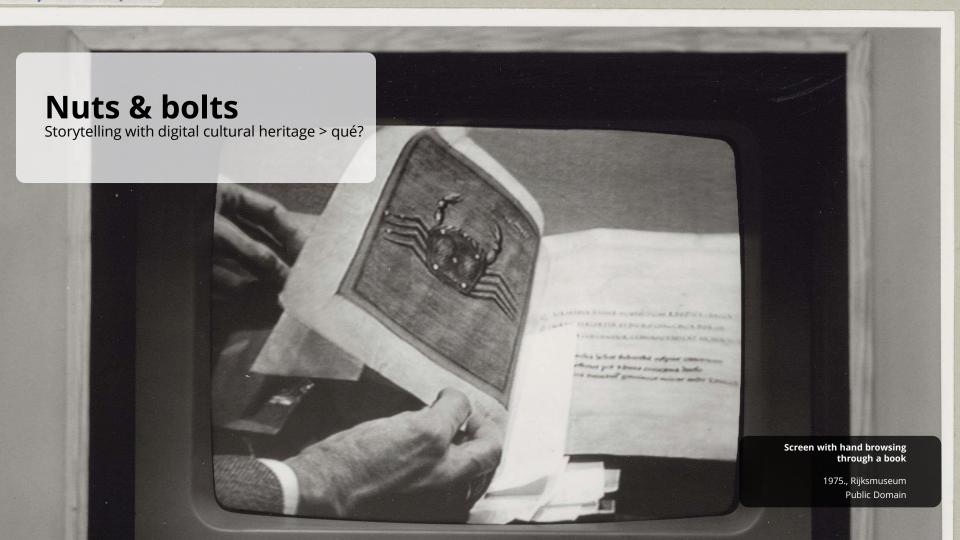
UK. In Copyright

50s in Europe – Kaleidoscope & storytelling

- storytelling on Europeana & WITH
- thematic focus > user interaction / participation
- user-sourced enrichment
- > re-appropriation of heritage
- heritage <> 'inheritor'

Nuts & bolts
Storytelling with digital cultural heritage > qué?

Screen with hand browsing through a book

1975., Rijksmuseum
Public Domain

How to?

- Curator **+** reader
- > digital object, metadata, text **+** memory, reference framework
- the exceptional **+** the familiar
- > **dialogue**
- ! Importance of narrative / interaction **rhythm**

What's in it for you/us?

- understanding of **cross-fertilization** of curation, innovation and education
- meaningful practices in **conservation and dissemination** of cultural heritage
- developing heritage **community hubs**
- identifying social **conventions, traditions**, **ideals**
- > bringing the past into the **present**

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What's in it for me?

- The beast
  - millions of objects...
  - removed from historical context
  - technical limits to searching

- The beauty
  - millions of objects!
  - immediate assessments
    - reuse
    - size
    - quality
  - multiple search strategies
    - query
    - browse
    - intuitive linking
    - filters & facets

Missing you

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