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VALUING PHOTOGRAPHY AND PHOTOGRAPHIC HERITAGE

NEW STRATEGIES FOR USER ENGAGEMENT & DIGITISED PHOTOGRAPHIC HERITAGE

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Courtesy of TopFoto, London



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PHOTOGRAPHY AS A PRACTICE OF LIFE

Photography is a concept that encapsulates

- Heritage
 - Art
 - Technology
 - Communication
 - History and Science





Courtesy of KIK-IRPA, Brussels



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USER ENGAGEMENT AND CO-CREATION

Photography is a practice that is open to professionals and non-professionals

- Crowdsourcing
- Annotations
- Hackathons
- Open access
- Free to use contents / public domain
- 'Protected' spaces for experimentation





Courtesy of SPK, Berlin



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A MULTIDISCIPLINARY APPROACH TO THE CULTURAL VALUES OF PHOTOGRAPHY

The many cultural values of photography require multiple disciplines and competences to be investigated and promoted:

- Photographic techniques
 - Social cohesion and identities
 - Aesthetics
 - Resources for the research on history and cultural studies
- ... and naturally ICT





Courtesy of Promoter Digital Gallery, Pisa



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DIGITISATION AND ONLINE ACCESS

Data, metadata, stories and contexts

Formats and standards

Quality of contents

Digital libraries: interoperability and preservation

Rights management: open access V/S IPR protection

Curation V/S automatic content analysis

Privacy by design





Courtesy of TopFoto, London



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PHOTOCONSORTIUM ASSOCIATION

Photoconsortium is an association of Photographic Archives:

- historical collections
- crowdsources collections
- results of research activities

Association life:

- Annual workshop and Association's Assembly
- A website constantly updated
- Presence on the social media
- Competence centre on photographic heritage

Further to the Association's life, Photoconsortium encourages and supports its members to join new projects





Courtesy of SPK, Berlin



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PHOTOCONSORTIUM AS ACCREDITED AGGREGATOR OF EUROPEANA

Aggregator, what does it mean in practice:

- To provide services with a focus on digitisation of photographic contents
- To support mapping and ingestion to Europeana
- To improve quality of contents of its members in Europeana
- To promote the participation of its members in Europeana
- To participate in the Europeana Aggregators Forum

In its role of accredited aggregator, Photoconsortium participates in the vast DSI initiative of Europeana, supported by the CEF programme.





Courtesy of CRDI, Girona



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PHOTOCONSORTIUM

THE ROLE OF PHOTOCONSORTIUM IN KALEIDOSCOPE

The principal role of Photoconsortium in Kaleidoscope has been to coordinate the collection of contents from its members

Contents have been used in Kaleidoscope for multiple purposes:

- To elaborate the concepts used in the deep learning experiments
- To enrich metadata within annotation campaigns
- To develop the 'Blue Skies, Red Panic' exhibition on the 50s in Europe, in physical and digital formats
- To realise the catalogue of 'Blue Skies, Red Panic'





Courtesy of TopFoto, London



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PLANS FOR THE FUTURE

We continue the work for the Europeana Core Services in the DSI project

We are completing this month:

- WeAre#EuropeForCulture
- Kaleidoscope

New projects starting next months: PAGODE and Europeana XX

... and further, two new proposals in Horizon 2020 under

- Curation of digital assets and advanced digitisation (DT12)
- European Competence Centre for the preservation and conservation of Monuments and Sites (DT20)





Courtesy of Promoter Digital Gallery, Pisa



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THANK YOU FOR YOUR ATTENTION

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