Creating Cultural Connections

Adrian Murphy, Collection Manager

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Europeana

‘build on Europe’s rich heritage and make it easier for people to use, whether for work, for learning or just for fun’
Education

- Europeana Teacher community
- Europeana Massive Open Online Courses
- Teaching with Europeana blog
- The Europeana Webinars

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EUROCLIO: European Association of History Educators
European Schoolnet: Transforming education in Europe
Academic Research

Linking researchers with Europe’s galleries, museums, libraries, and archives digitally

Promoting the use of cultural heritage data in academic research, in particular Digital Humanities
Today

• How Europeana engages and creates user experiences

• Present examples of creative reuse of cultural heritage collections and the social contributions that digital collections bring to society

• Inspire new ideas and collaboration
Editorial formats

- Thematic collections
- Online exhibitions
- Galleries
- Blogs
Thematic collections
Exhibitions
Blogs

Europeana Blog

Centenary celebrations: eight firms that are 100 years old in 2019
October 4, 2019
1919 was an industrious year, with many organisations we know today being founded. In the wake of World War I and the Treaty of

Categories:

Twitter

Tweets

CC BY-SA
Participation & collection days

- World War One
- 1989
- Migration
- Working lives / industrial heritage
Engaging audiences
‘Getting the right content to the right user at the right time’

- Seasons are thematic campaigns, of varying scope and duration, designed to highlight and promote high-quality content on Europeana’s platforms and elsewhere.

- Designed to engage **European Citizens (users)** and **Cultural Heritage Institutions** (CHIs) through storytelling and participatory activities.
Europeana 14-18

Since 2011
Europeana 1914 - 1918 Campaign

• Grew into one of the world’s biggest resources of WW1 material from 24 countries in 15 languages

• Featuring both pan-European user generated & institutional content

• Unique combination of personal stories, public documents and audio-visual material
Europeana 1914 - 1918 Campaign

● Since 2011
● 24 countries
● 200 collection days
● > 200,000 digital items
Visions of War (1914-1918 exhibition)

- Mostly **openly licensed** content
- Building on popularity and relevance of Europeana 1914-1918
- Connects archival material with user generated content
Europeana 1914-1918
Transcribathon

- Decipher, transcribe and annotate handwritten stories from Europeana 1914-1918!
Europeana 1989
Commemorating the fall of the Iron Curtain

- In 2013 + 2014
- Events across Central and Eastern Europe
- 11 partner organisations
- Inviting people to share their stories and objects
#remember1989 blog parade

Commemorating the fall of the Iron Curtain

- In 2019, inviting people to share memories and impressions in a ‘blog parade’
- Call to people to write about, photograph or share ideas or memories on their blogs / profiles
Europeana Migration

2018
Europeana Migration Campaign
Europeana Migration Campaign

- Inviting people to share their or their families stories relating to migration to, from and within Europe
- 21 events in 12 countries since 2018
- More than 600 stories and more than 1200 objects
Europeana Migration Campaign

- More than 60 blogs and galleries highlighting shared stories, and adding historical and cultural context

- Online exhibition: People on the move
The impact of The Migration Campaign

- More positive view of their identity: 66%
- Easier to express themselves: 71%
- Higher levels of self esteem: 56%
- Higher levels of self confidence: 71%
Identity

‘I’m very happy and proud that my migration narrative has been published. I was moved reading it. It’s a good step forward for me to be able work on my personal acceptance of who I am as a migrant.’

‘When sharing my story I thought about what happened in the past. When I was told those stories I was young and, now having to think about them with a more mature mind, it made me realise the gravity and importance in my family’s culture and my own.’
Heritage

‘I thought it was important to share a story. These kind of events are like a witness to history now. Things are happening in the world and it's good to record these’
Women’s History Season

January- March 2019
Women’s Season: editorials

- We told the stories of 21 women: 16 real and 5 fictional
- The stories spanned 19 different countries
- 4 centuries of women's history
- We told these stories with cultural heritage content from 80 institutions from over 20 countries across the world
Women’s Season: Pioneers (exhibition)
Women’s Season: blogs

- 7 guest blogs from partner institutions
- Inspiring blogs about female trailblazers: From Serbia’s first feminist author to Josephine Baker
Women’s Season: galleries

- Helene Schjerfbeck
- Silhouettes: a century of female fashion
- Corsets
- Elsa Schiaparelli
- Women in World War I
Women in culture and tech: Medhavi Gandhi - leader in arts preservation and digital access

Today we speak with Medhavi Gandhi, director of Happy Hands, an organisation that works on reviving traditional arts through building artisanal capacity and increasing youth/public access to folk arts, and founder of The Heritage Lab, a digital media platform for cultural heritage enthusiasts. She discusses the importance of female role models and the inherent strength of culture as a means of soft power.

Women in culture and tech: Eva Fog, founder of tech organisation DigiPippi (and much, much more)

In the lead up to International Women’s Day (8 March), we speak with an expert in children, gender and IT, Eva Fog, who is a consultant, opinion leader, writer and educator. She is the Founder and Chairwoman of DigiPippi, an organisation which aims to bridge the gender gap in technology (oh, and WonderTech Summit Denmark’s Role Model of the Year 2018). We discover the importance of empowering girls in tech and why ‘nice’ and ‘perfect’ need to leave our professional vocabularies.
Social media engagement
Instagram

- Instagram Stories takeover of National Museum of Women in the Arts
  - Featuring #5WomenArtists from cultural institutions across Europe
  - Pledge to support women in arts
Europeana Colouring Book

- 4th edition
- Theme - Women in History
- Promoted during #ColorOurCollection Campaign and the Women’s Day event at Atria- Institute on gender equality and women's history
Banan Kompaniet, interiör, fem män, Knut Borg, Örebro läns museum, PD
'Share your stories' at 7/8 events across Europe from September - December

September 15

October

Early December

GIF IT UP competition

Features on DailyArt App and guest blogs in Daily Art Magazine

Series of editorials on Europeana Collections (blogs, galleries)

Profiling ‘digital transformation at work’ on Europeana Pro
Europe at Work collection days

10 events across Europe: Ireland to Finland, Sweden to Portugal

One in Germany - at Museum Der Arbeit, Hamburg, October 2019
Europe at Work editorial

32 blogs and galleries on topic of industrial heritage and working lives

Written by Europeana and partners from across Europe
Partnerships and beyond
DailyArt partnership

- Regular features with DailyArt

- For Europe at Work:
  - 4 paintings in DailyArt App (700,000 users)
  - 4 guest articles in DailyArt Magazine
GIF IT UP

Bringing culture to the creators

• Annual GIF IT Up Competition
• In collaboration with DPLA, Digital NZ, Trove and Giphy

People’s Choice Award 2017 by Hannah Langford Berman (Vancouver, Canada) using source material from the National Library of Romania
Social media audiences

- **115,000** Facebook followers
- **36,000** Twitter followers
- **17,500** Pinterest followers
- **50,000** newsletter subscribers
Let’s transform the world with culture together
Blick von Burghalden auf das Schild-Areal,
ph. Strübin, Theodor, Archäologie und Museum Baselland
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