



europaeana

Creating Cultural Connections

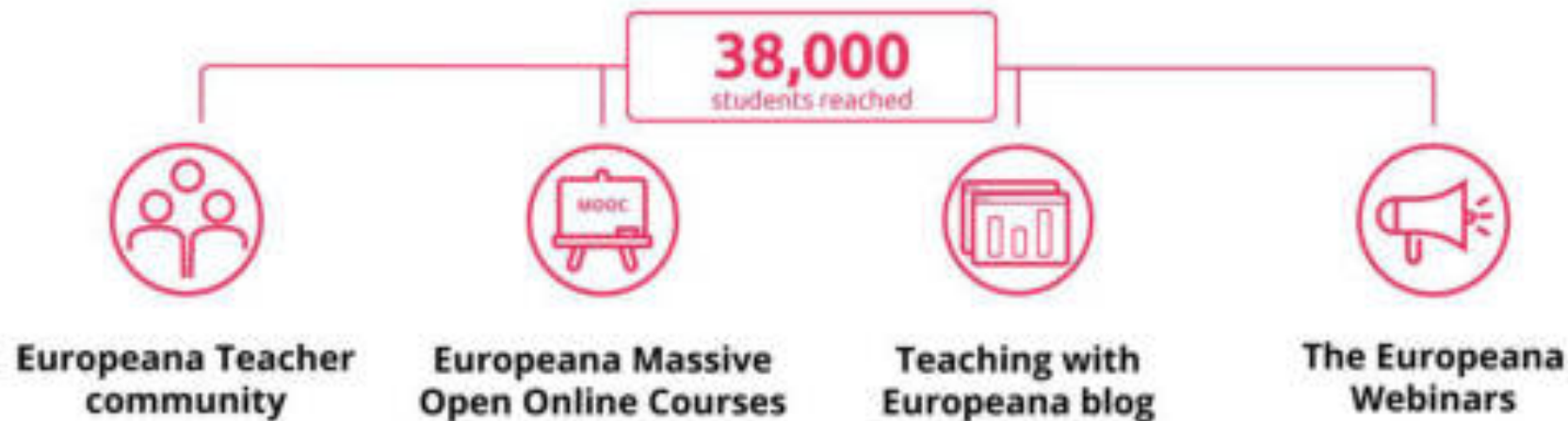
Adrian Murphy, Collection Manager

12 November 2019, Frankfurt, Germany

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



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

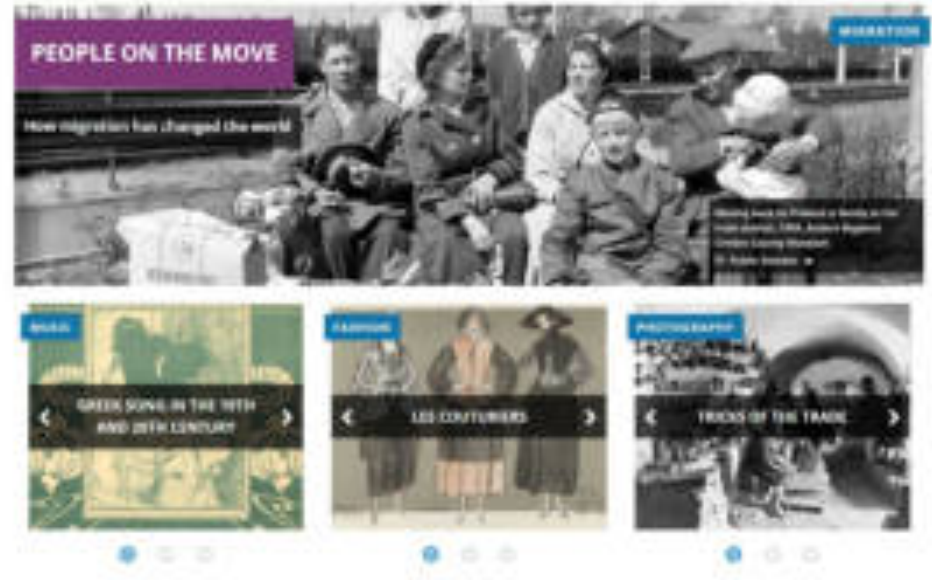


Today

- 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

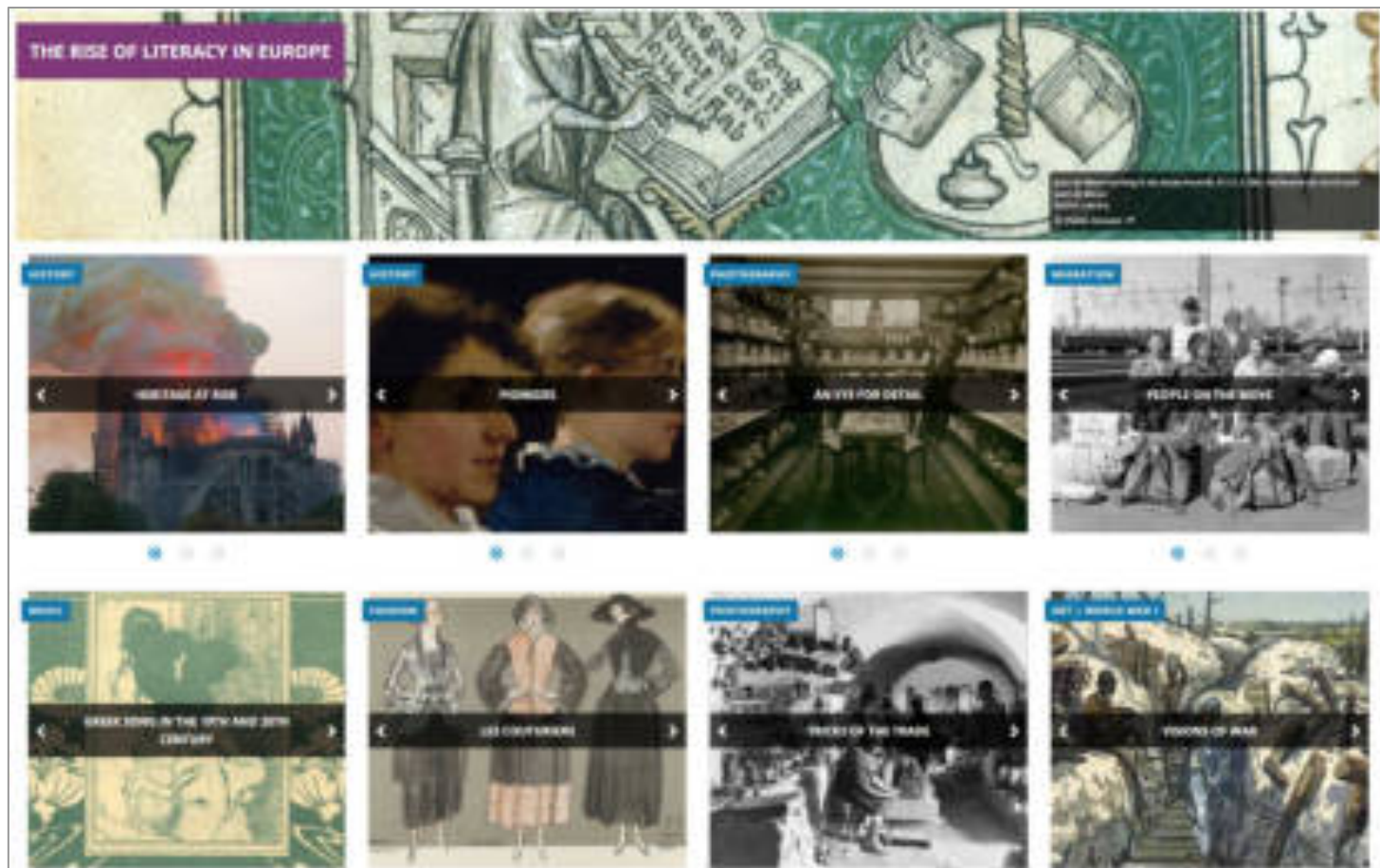
- Thematic collections
- Online exhibitions
- Galleries
- Blogs



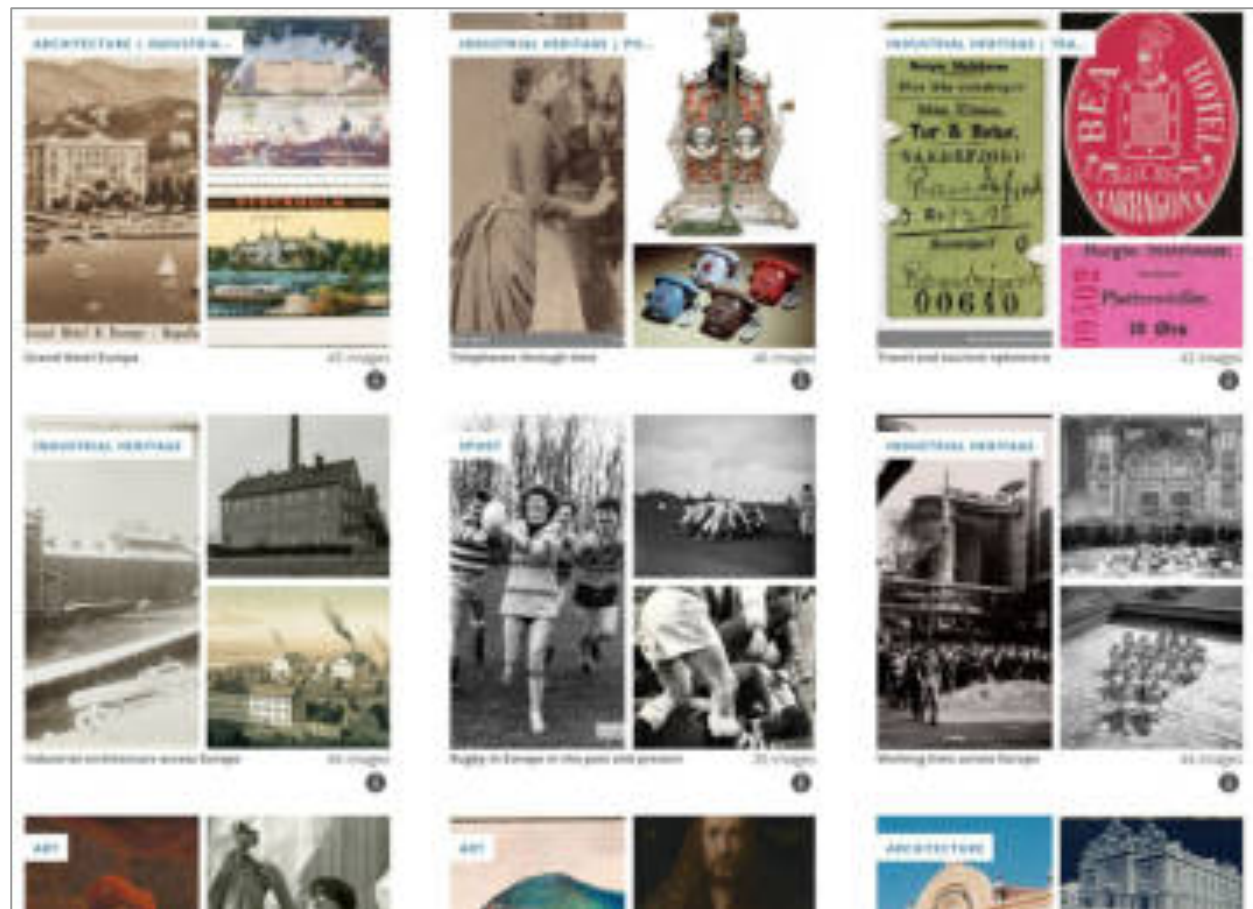
Thematic collections



Exhibitions



Galleries




Blogs

Europeana Blog

Search

Europeana Collections



Centenary celebrations: eight firms that are 100 years old in 2019

October 2, 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

Europeana

On this blog, we share stories from **Europeana**, providing access to more than 33 million digitised cultural heritage items – books, artworks, recordings and more, written by cultural heritage professionals from across Europe.



Europeana works with thousands of European archives, libraries and museums to share cultural heritage for enjoyment, education and research. Find out more about how **Europeana** supports digital transformation of cultural heritage.

Categories

Select Category

Tweets

Tweets by @Europeana



Participation & collection days

- World War One
- 1989
- Migration
- Working lives /
industrial heritage



Engaging audiences

Seasons and campaigns

‘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

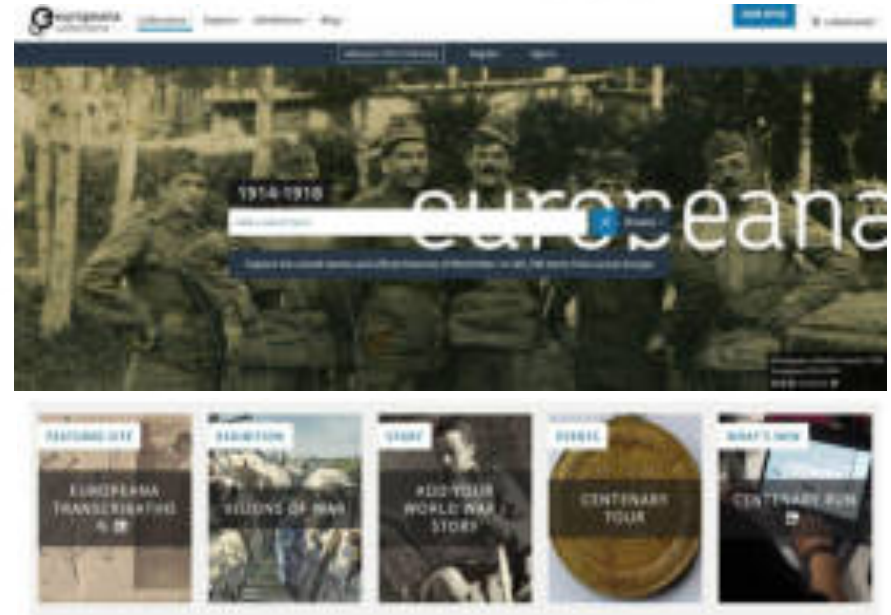


Europeana 14-18

Since 2011

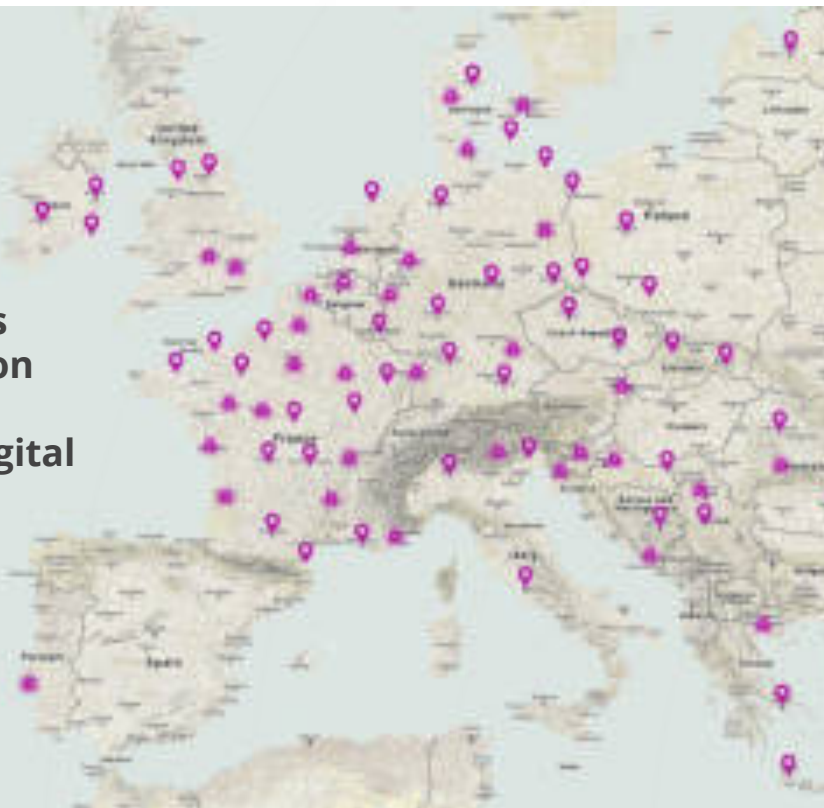
Europeana 1914 - 1918 Campaign

- 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

2013 - 2014



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

How it was amazing to study in Łódź, José Ignacio Larreche, acediscovery
via Europeana Migration, CC BY-SA



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



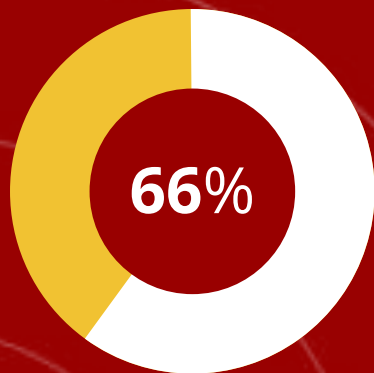
Europeana Migration Campaign

- More than 60 blogs and galleries highlighting shared stories, and adding historical and cultural context
- Online exhibition: People on the move

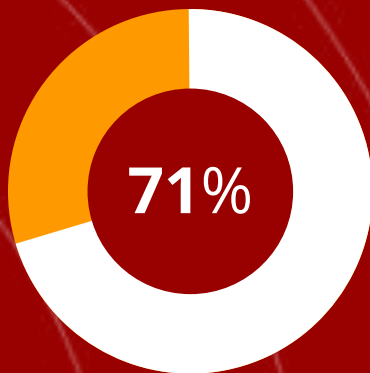




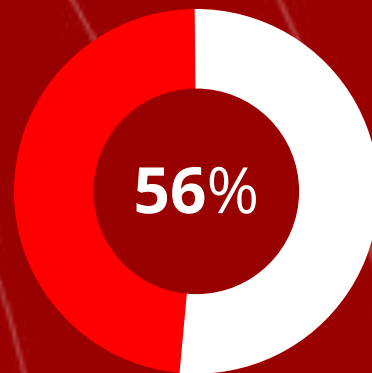
The impact of The Migration Campaign



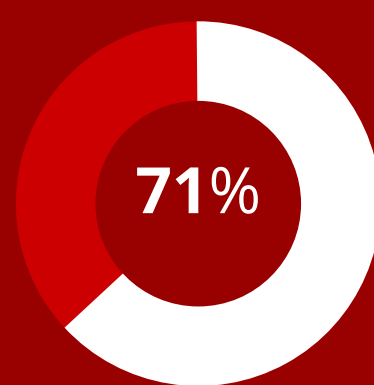
More positive
view of their
identity



Easier to express
themselves



Higher levels of
self esteem



Higher levels of
self confidence

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'



The background of the slide is a reproduction of the painting 'Two Women in Profile' by Helene Schjerfbeck. It depicts two women in profile, facing right, against a dark, textured background. The woman in the foreground has light-colored hair and is wearing a dark garment with a white collar. The woman behind her has darker hair and is also wearing a dark garment. The painting is characterized by its soft, painterly style and use of light and shadow.

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



The Trailblazer: Jelena Dimitrijević, Serbia's first feminist author



The world was her stage: the extraordinary life and times of Uné Baye



From Russia with love: Misia Sert, queen of Paris



Josephine Baker - dancer, spy and freedom fighter

© 1911-1912, 1913-1914, 1915-1916, 1917-1918, 1919-1920, 1921-1922, 1923-1924, 1925-1926, 1927-1928, 1929-1930, 1931-1932, 1933-1934, 1935-1936, 1937-1938, 1939-1940, 1941-1942, 1943-1944, 1945-1946, 1947-1948, 1949-1950, 1951-1952, 1953-1954, 1955-1956, 1957-1958, 1959-1960, 1961-1962, 1963-1964, 1965-1966, 1967-1968, 1969-1970, 1971-1972, 1973-1974, 1975-1976, 1977-1978, 1979-1980, 1981-1982, 1983-1984, 1985-1986, 1987-1988, 1989-1990, 1991-1992, 1993-1994, 1995-1996, 1997-1998, 1999-2000, 2001-2002, 2003-2004, 2005-2006, 2007-2008, 2009-2010, 2011-2012, 2013-2014, 2015-2016, 2017-2018, 2019-2020, 2021-2022, 2023-2024, 2025-2026, 2027-2028, 2029-2030, 2031-2032, 2033-2034, 2035-2036, 2037-2038, 2039-2040, 2041-2042, 2043-2044, 2045-2046, 2047-2048, 2049-2050, 2051-2052, 2053-2054, 2055-2056, 2057-2058, 2059-2060, 2061-2062, 2063-2064, 2065-2066, 2067-2068, 2069-2070, 2071-2072, 2073-2074, 2075-2076, 2077-2078, 2079-2080, 2081-2082, 2083-2084, 2085-2086, 2087-2088, 2089-2090, 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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

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.

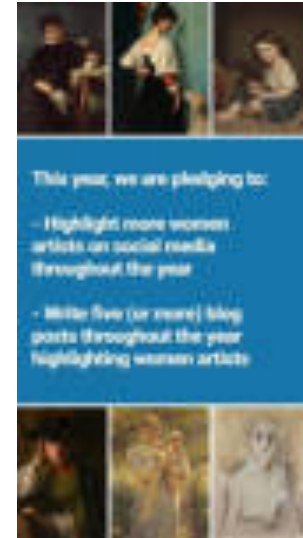
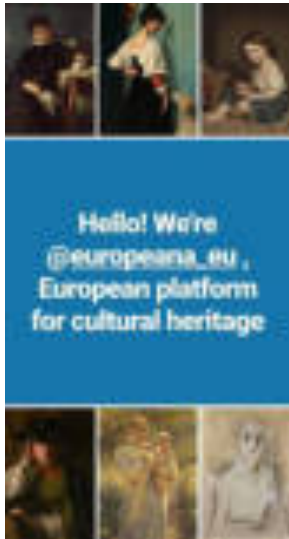


Social media engagement



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

Kleuren voor 100 jaar
vrouwenkiesrecht!

12 februari 2012





Banan Kompaniet, interiör, fem män, Knut Borg, Örebro läns museum, PD

ONLINE

'Share your stories'
Europe's working lives
past & present



ONLINE

'Share your stories'
Europe's working lives
past & present



'Share your stories' at **7/8**
events across Europe from
September - December



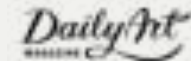
15 September

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

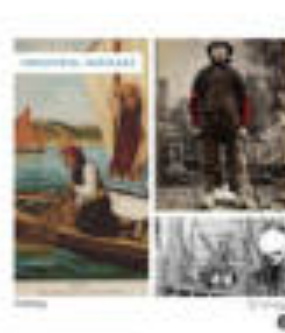
One in Germany - at Museum Der Arbeit, Hamburg, October 2019



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



WOMEN ARTISTS

5 Self-Portraits by Women Artists that You Probably Haven't Seen (And You Should)

by EUROPEANA · 10 MARCH 2019

When thinking of a self-portrait, the famous names and artworks of Dürer, Rembrandt or van Gogh are probably coming to your mind. Here's your chance to discover five self-portraits you probably haven't seen before. And you should - they're created by both...



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

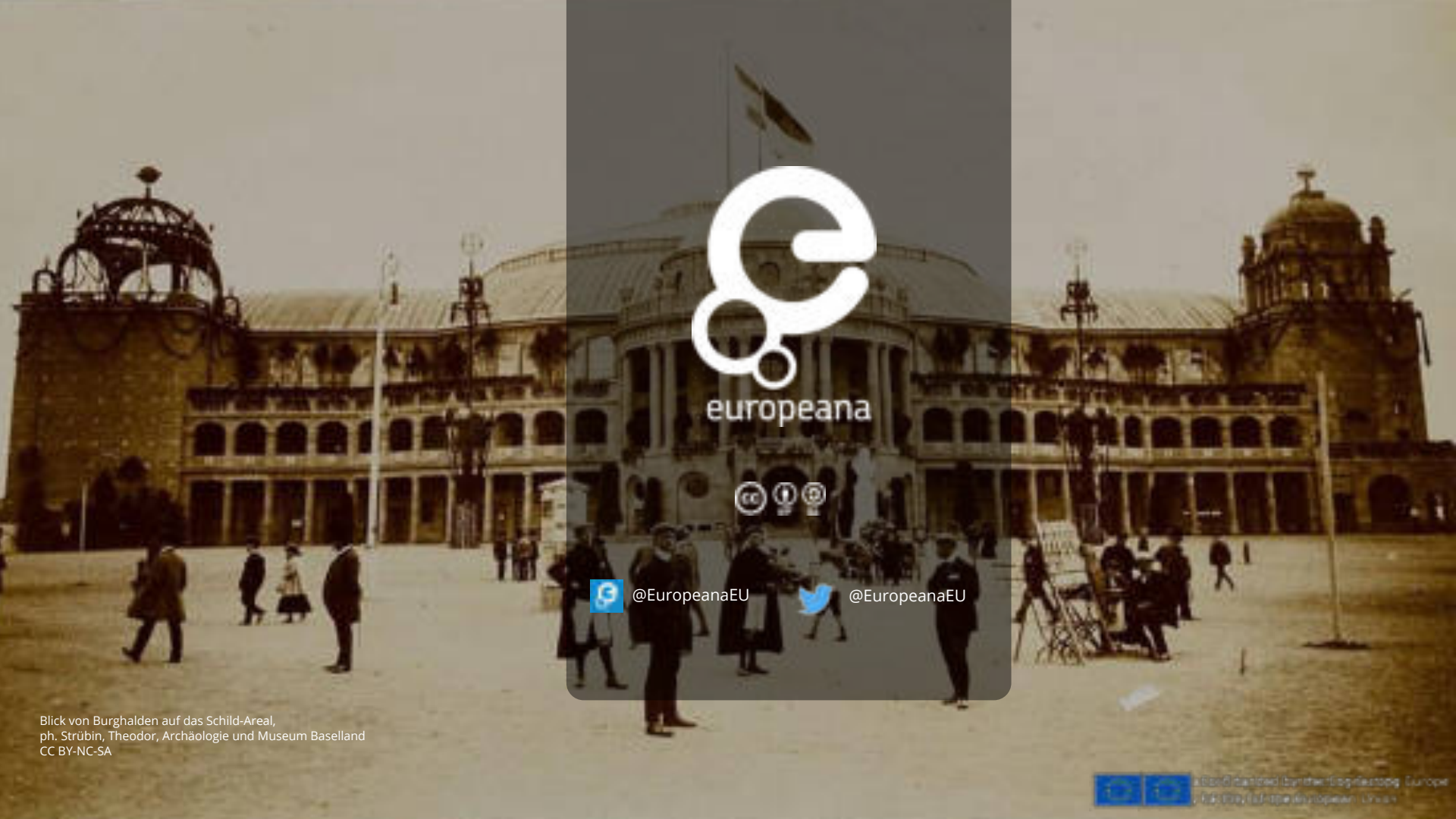


Social media audiences

- **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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