



# Digital Strategies for Heritage (DISH) 2013

2 & 3 December 2013, De Doelen Rotterdam

## Chefs' Table session

**Table Number:** 3

**Table Session:** 02

**Table Host:** João Gonçalves & Breandán Knowlton

**Title:** Faraway so Close – how to bridge the gap between Cultural Heritage Institutions and Creative Industries

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### Introduction

A discussion on how to give economic value from collections and thus contribute to their sustainability in a world where public money is wanting

Following a pragmatic stance the workshop sets out to provide a significant contribution regarding the bridging of the gap between Cultural Heritage Institutions (CHI) and Creative Industries (CI), namely on such matters as how to add value from the availability of digital and physical collections, what business models can provide fruitful and sustainable results, and how these collaboration efforts can be translated into platforms and open innovation prototypes.

### Discussion

What is the creative industry?

Heritage institutions present material in the hope to create an emotional reaction.

Digitation on demand. Any museum?

What keeps our collection from being daring?

There is a digital market place for cultural heritage to meet with the creative industry

<http://www.clicknl.nl/culturalheritage/?lang=nl>