Digital Strategies for Heritage (DISH) 2013
2 & 3 December 2013, De Doelen Rotterdam

Chefs' Table session

Table Number: 03
Table Session: 04
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

Is there a gap?
Yes, we think so.
* one big gap -- finding sufficient openly-licensed content for re-use. Which is a data question.
* gap in sharing knowledge. We go to different conferences, we learn and share different things.
* gap in understanding. Don't underestimate the challenges of someone
* gap in timing and cycles. Memory institution with a horizon in decades may not fully understand the process of developing a complete product in six-month, but that gap in understanding goes both ways.
* gap in orientation. e.g. tourism, gap in commercial vs non-commercial focus

Challenges
* Are we really open? We might say that our institutions are open, but sometimes that means "anybody except creative industries can use stuff". If you supply open data, be proud of being open, and act in an open way.
* What are the costs? Is there a transparent model for licensing or using content at scale? Often, there is not.
* What are the roles? Should europeana be in the business of mediating between creatives and memory institutions? Who is in charge in these relationships?

Solutions
* Find collaborations that increase mutual understanding. There have been some successes with "in residence" programmes - if you have an artist or writer in residence, why not a community builder or a builder of innovative applications.
* Share a focus on end user. We have similar aims - creative industry is about experience and is about engagement. So are memory institutions.

* Reserve some budget and attention for projects. We're all limited by our organisations' objectives, we spend our time doing our day jobs. But we need to make sure that we reserve some of our attention for the experiments. Leave the crazy people in the building when you turn out the lights on Friday, and Monday morning you might have a new product idea and a new slant on your organisation's business plan.

Also Remember
* CI have short cycles - don't be afraid to experiment. Some of the best projects start small and short.
* Do projects that can serve as models for others - be your own case study. Make the project that you want to read about in your local paper. Because others will read it too, and that's how we'll all get the case studies that we need to convince others.

Examples of attending creative industries (tbc):
Example #1: MuseApp project by No Strings http://www.museapp.org/
Example #2: British Libraryhttp://www.bl.uk/about/annual/2009to2010/studies/creatind.html
Example #3: Hstry http://www.hstry.org/
Example #4: Ed*IT http://www.edit-basis.nu/
Example #5: Fuse / the Virtual school project
Example #6: OneDotZero project
Example #7 BBC/British Museum - History of the world in 100 Objects
Example #8 Google Art Project – comparing sources.
Example #9 Exozet
Example #10 Semantica

Table 2: Tourism
Examples of attending creative industries (tbc):
Example #1: YouArHere (http://www.youarhere.fr/) and i-Materiel.Lab (http://imateriel.eu/en.html)
Example #2: "1001 stories about Denmark" project
Example #3: Arts Holland http://www.artsholland.com
Example #4: Vistory by Glimworm IT http://www.vistory.nl
Example #5: SPACE www.tgspace.nl
Example #6: Rijksmuseum/Rijksstudio apphttps://www.rijksmuseum.nl/nl/rijksstudio
Example #7: Victoria and Albert Museum
http://www.vam.ac.uk/content/articles/v/v-and-a-connects/
Example 8: Flemish Cultural Portal   http://www.uitinvlaanderen.be/uitid/game/splash
Example 9: Holland Cultural Portal   http://www.uitburo.nl/
Example 10: London and Partners (Destination manager)   http://www.londonandpartners.com/

Table 3: Social Networks
Examples of attending creative industries (tbc):
Example #1: The Guardian Professional Network http://www.theguardian.com/guardian-professional
Example #2: Platoniq: YOUCOOP http://youcoop.org/en/
Example #3: Muse App by Glimworm IT http://muse-opensource.org
Example #4: Historypin