



# Digital Strategies for Heritage (DISH) 2013

2 & 3 December 2013, De Doelen Rotterdam

## Chefs' Table session

**Table Number:** 13

**Table Session:** 03

**Table Host:** Anja Tollenaar and Flora van Gaalen

**Title:** How to protect the historic with brand new strategies?

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### Introduction

Modekern collects, provides access to, studies and exhibits the archives of internationally renowned Dutch fashion designers in order to broaden and deepen the understanding of modern Dutch fashion history. Modekern is a unique collaboration that combines the strength, infrastructure and expertise of Het Nieuwe Instituut, ArtEZ Institute of the Arts, the Museum voor Moderne Kunst Arnhem (MMKA) and the Gelders Archief. Modekern shows that it's possible for organisations to step outside their traditional roles and collaborate on a long-term basis. The Gelders Archief handles archiving activities, the MMKA is responsible for exhibitions and education and ArtEZ Institute of the Arts conducts research. HNI provides support for Modekern and serves as a liaison with the National Design Archive (Nationaal Ontwerp Archief, NOA). Showcasing the archive of Piet Paris, Modekern is eager to discuss new and creative ways to preserve archives and make them available to the general public.

Modekern exhibits designers' sketches, clothing-making techniques, and look books, invitations and other publicity materials both online and in physical space. Designers, students and amateur fashion designers can use the archives for study and inspiration. Modekern Arnhem organises exhibitions of acquired materials and operates an educational programme for technical colleges and secondary schools. Modekern is affiliated with the National Design Archive (NOA) and Europeana and receives support from the city of Arnhem and the province of Gelderland.

### Discussion

Showcase on brand new strategies: Modekern initiative of Het Nieuwe Instituut & Artez Hogeschool voor de kunsten, Gelders Archief, MMKA, NOA. The Modekern is a new form of an organization.

Archives of fashion designers in the Netherlands were neglected. Out of that the Modekern existed. It is possible to get funding out of the institutions behind Modekern and next to that to get extra funding for specific projects. The aim of Modekern is to show the process of designer.

Modekern made a website that gives an introduction about the designer and the collection. It is also the base for education.

Upcoming projects of Modekern:

- \* exhibition Koos van de Akker
- \* exhibition about Dutch magazines

Inspiration for projects and the future for Modekern comes from big designer houses like Valentino and Helmut Lang.

NOA relies on the different institutions who they work with. Overall it is a struggle to open all the information up for users.

Discussion point: No copyright law for virtual use?

Images of the Rijksstudio are available for everyone. Creative commons; free to use if you name the source. Would a designer give all his sketches to an archive, when he knows it is going to be public available? When Piet Paris for example gives his sketches for free to the public, it is difficult to fulfill his business model (to sell his sketches).

For the Gelders Archief it was out of their comfort zone but rather logical to archive the designers, because a lot of them did their education in Arnhem.

Discussion point: the public sector should finance archiving design heritage

- \* The fashion industry could do part of the funding.
- \* The government should do the funding.
- \* Combine funding from the private sector with public sector.
- \* let students pay for using the archive
- \* art academies could pay a part
- \* the idea of Spotify

Idea's for the future:

- \* expand to Europe

June 2014: conference