



Europeana

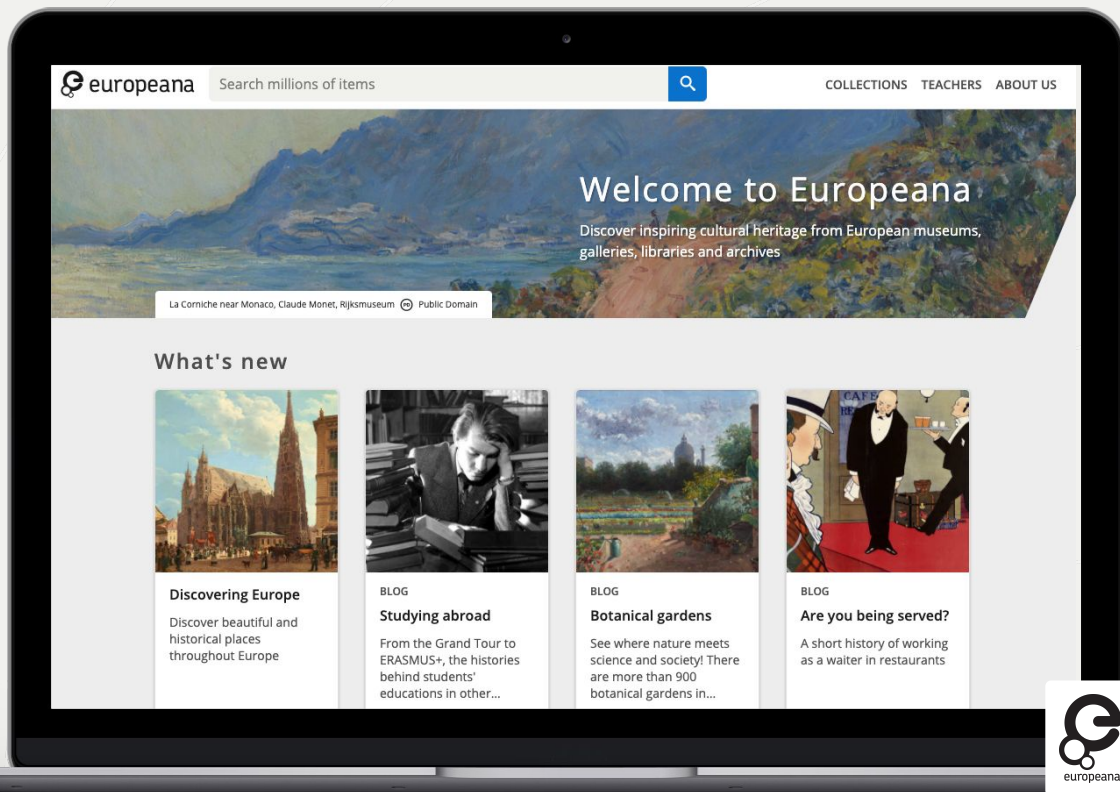
DIGITAL STORYTELLING

CURATION, COLLABORATION, CREATIVITY

Aleksandra Strzelichowska, Europeana

EUROPEANA

- www.europeana.eu
- Europe's platform for cultural heritage
- Content from 3500+ cultural heritage institutions across Europe
- Art, photos, books, maps, films, 3D and more
- Over 50 M cultural heritage objects



STORYTELLING



Exhibitions

Explore the exhibitions



EXHIBITION
70th anniversary of the...
On 9 May 1950, against the backdrop of the Cold War, Robert Schuman issued a declaration which marked the beginning of...



EXHIBITION
Edible Plants from the...
Discover how Christopher Columbus's journeys greatly influenced Europe's eating habits.



EXHIBITION
Celebrations in Europe
Explore a variety of customs and traditions across Europe in this online exhibition.



EXHIBITION
The Sound of the Trenches
Learn about the importance of music in World War I - before, during and after battle.



EXHIBITION
Still a Working Title?
Observe Europeans portrayed in real-life situations in drawings through 1900s Europe between the principles of the European Pillar of Social Rights.



EXHIBITION
Blue Skies, Red Panic
Go on a photographic journey through 1900s Europe between the east and west, and liberty and repression.



EXHIBITION
The Rise of Literacy in...
Read how a passion for the written word moved out of the Church and into society at large.



EXHIBITION
Heritage at Risk
Explore the natural and man-made threats to cultural heritage from ancient times until today.

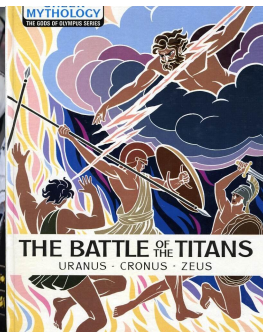


WOMEN ARTISTS

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

BY EUROPEANA ○ MARCH 30, 2019

When thinking '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...



Let's meet #5WomenArtists!



BLOG EUROPEANA.EU
Purr-fect puzzles for International Cat Day | Learn More



A group of young women and children are gathered around a woman, who appears to be telling a story. They are all looking towards her with focused attention. The scene is dimly lit, with a strong blue color cast over the entire image, creating a somber and intimate atmosphere.

Storytelling, whether it's digital or not,
is all about making **connections** between **people**,
or between people and **ideas**.

DIGITAL CURATION



DIGITAL CURATION

ONLINE EXHIBITIONS

- Bring visibility to your content
- Reach various audiences
- Opportunity to show unusual connections, niche topics and less known items from the collection



EXHIBITION

Solidarity: A Peaceful...

Learn about a peaceful revolution: the August 1980 shipyard strike in Poland.



EXHIBITION

Echos of an Empire

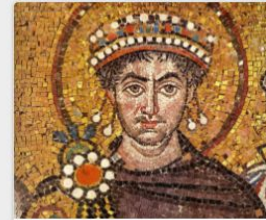
Explore images of Byzantine instruments found in manuscripts and objects from daily life.



EXHIBITION

François Crépin and the...

Learn about self-taught botanist and rose-specialist, François Crépin, and his studies on 'the queen of flowers'.



EXHIBITION

The Silk and the Blood

Join on a travel outward from Byzantium's epicentre in Constantinople to emergent sites in Ravenna, Crete and Mount...



EXHIBITION

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On 9 May 1950, against the backdrop of the Cold War, Robert Schuman issued a declaration which marked the beginning of...



EXHIBITION

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Discover how Christopher Columbus's journeys greatly influenced Europe's eating habits.



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Europe's eating habits would be very different had explorer Christopher Columbus not set out to find a faster route from Spain to the Spice Islands of south-east Asia (also known as the Moluccas). Heading westwards from Spain, he set sail in August 1492 and arrived two months later in the Bahamas. Following his 'discovery' of the New World (this was not news to those who already lived there), the transfer of numerous plants and animals between the new continent and the Old World inevitably began.

On their return to Europe, Columbus and his crew brought selections of previously unknown plants and spices with them from the new territories. These new foodstuffs were met with a mixed reception. Some, like the tomatoes, were considered to be poisonous, while others were thought good only for display purposes. Nonetheless, the interest in these new plants led to the creation of botanical gardens tasked with acclimatising new species to Europe's colder conditions.

The benefits and potential uses of the unfamiliar plants were eventually recognised. Their introduction led to a profound change in the diet of European and, in due course, the rest of the world. As the plants were distributed across the planet, the unfamiliar species - tomatoes, peppers, pineapples, cacao, corn, vanilla, papaya and more - not only enriched the cuisines of Europe, Asia and Africa, but also had a major impact on global culture, economics and politics.



Some new species (such as corn and sweet potato) were instantly identified by those early explorers as convenient foodstuffs for long journeys. Their positive culinary experiences led to immediate acceptance of these new food sources when they arrived back home. However, other food plants were received with reluctance and were only slowly integrated into the European diet.

Today, it's hard to imagine our European diet without potatoes and tomatoes but initially these two were thought to be toxic. It wasn't until the end of the 17th century that tomatoes were included in the diet of southern Europe, and it took until the late 18th century for potatoes to become widely accepted. Many other plants (cassava and papaya included) were never cultivated in Europe but were taken instead to other continents where they became an essential part of people's diets.

It is difficult today to imagine our European diet without the influence of such non-indigenous species brought back from colonial ventures. However, access to these new foodstuffs was obtained at a vast human cost. Today's European diet reveals that colonisation, not least in the culinary sense, also has a lasting impact upon the consumers.



DIGITAL CURATION

ONLINE EXHIBITIONS

- Engaging narrative
- Multimedia & interactive elements
- International audiences? Think about translation

Chapters

Familiar food from far-off places		The papaya - fruit of the angels		Ice cream, biodiesel and the custard...	
The spice of life - chill and pepper		Learning to love the potato		Cassava, cake and cyanide	
Peanuts from Peru		The essential cereal - corn		Spiky but sweet - the prickly pear	

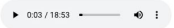


The crackling of a Midsummer bonfire in Finland, 19 June 2015 Sounds of Changes. CC BY

Elemental fire

In Orthodox Christianity, fire is at the centre of the most sacred event of the year, the **Holy Fire Easter** celebration in Jerusalem. The ceremony dates back at least 1,200 years and involves celebrants entering the Edicule - the chamber marking the site of Christ's tomb - to emerge with candles lit with 'holy fire' as a message from heaven to the faithful. The details of the flame's source are a closely guarded secret.

In the audio clip below, we listen to the Holy Fire chants at Easter as celebrated at the Fener Greek Patriarchate in Istanbul, Turkey.



Holy Fire / Kutsal İşik, Pinar Çevikayak Yelmi, Koç University, CC BY-NC



DIGITAL CURATION

STARTING SMALL WITH SIMPLE FORMATS

- Experiment, take advantage of the trends
- Iterate quickly and learn from it

Toilet paper

A household essential which in the time of crisis is easier to find in a museum than in a shop.



Okno



Hanna Dąbrowska w Warszawie



Toalettpapper



W.C.-rol. In oranje verpakt waarop in zwart gedrukt: DE ORANJE ROL/Minimumprijs 25 cent. N...



Pizza: a slice of migration history

🕒 December 4, 2018 Food history hungary Italy migration Netherlands Romania Sweden USA

Pizza – possibly one of the most popular, tasty and simple things you can have for dinner tonight. But behind its simplicity lies a much more complex history – this is the tale of the Margherita's migration.

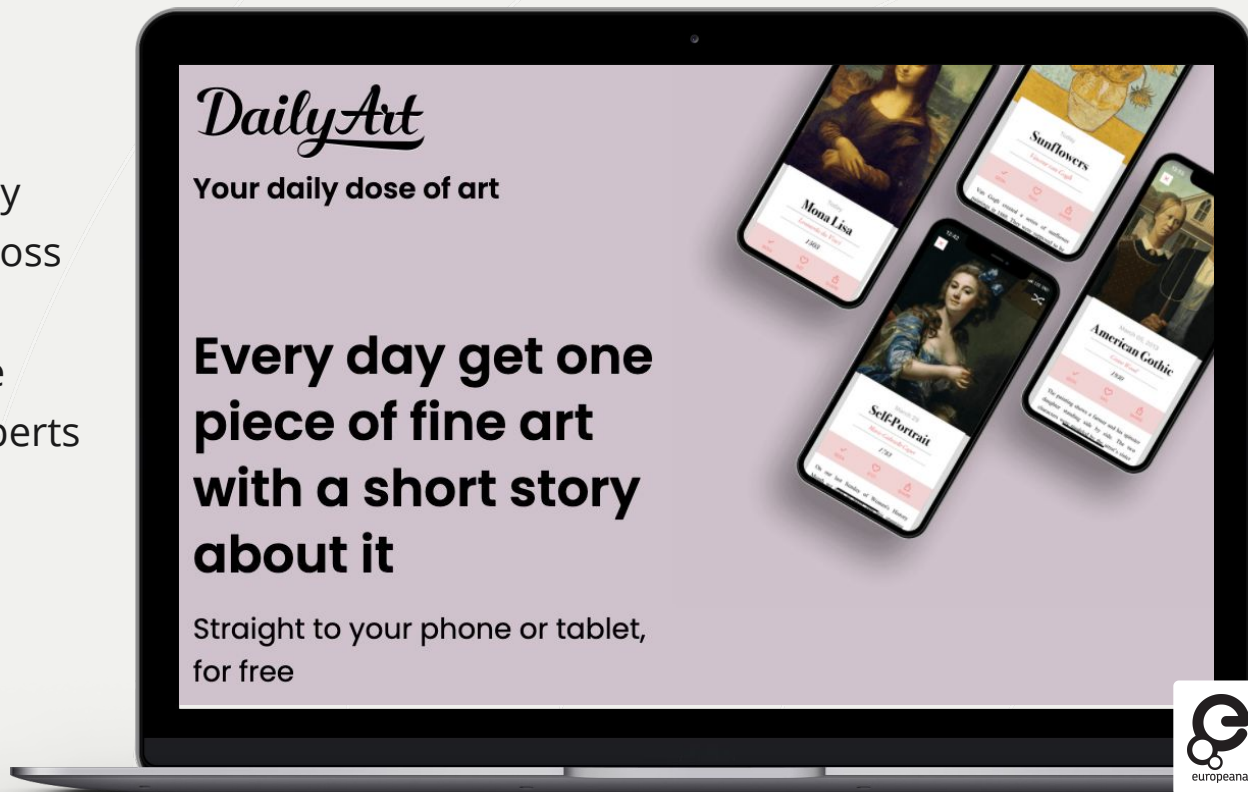
[READ MORE](#)



europaea

PARTNERSHIPS

- Online presence without worrying about technology
- Reach wide audiences across the world
- Develop digital skills while working together with experts



SOCIAL MEDIA





January



February



March



April



May



June



July



August



September



reesewitherspoon  Yup.
#2020challenge



January



February



March



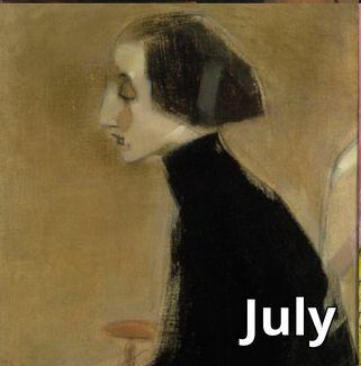
April



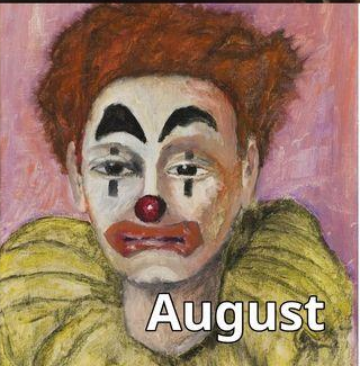
May



June



July



August



September



Europeana.eu

August 20 at 10:26 AM · 🌐



2020 - European Art edition! What will September be like? Browse through Europeana, choose a suitable artwork and post in comments 🤔 ➡️ <https://bit.ly/34gf1VP>

A sick woman. It seems pandemic returning to Europe these days with more and more cases. Fearing for next month 😞



👍 🤔 😞 8

September -> Still Live with a Broken Glass (&bitterness of lemons)



Like · Reply · Message · 2w

👍 🗨️ 4

my september choice 🤔 nations are together to find a solution(what really matters and needs now!)



EUROPEANA.EU

The Four Regents, the Secretary and the House Father of the Leper...

Like · Reply · Message · 2w · Edited

👍 3



SOCIAL MEDIA

- Meet people where they are
- Encourage people to engage with cultural heritage content without any prerequisite expertise
- Introduce culture to everyday life
- Make content relevant by putting it in a context
- Listen to your (target) audiences

SOCIAL MEDIA


- Instagram Stories takeover of National Museum of Women in the Arts for Women's History Month
- Featuring #5WomenArtists from cultural institutions across Europe



Hello! We're
[@europeana_eu](https://www.europeana.eu),
European platform
for cultural heritage



Let's meet
#5WomenArtists!



Helene Schjerfbeck (1862 – 1946)
is a hidden gem of Finnish art




Look how her painting
style changed throughout her life




Bertha Wegmann (1847 – 1926)
was the first woman to hold a chair at the
Royal Danish Academy of Fine Arts.

This portrait of her sister was awarded the
Thorvaldsen Medal (the highest distinction
within the visual arts in Denmark)



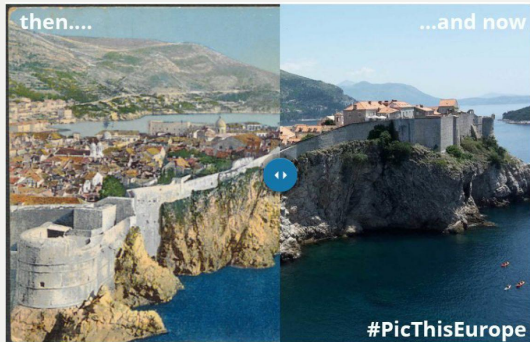
This year, we are pledging to:

- Highlight more women artists on social media throughout the year
- Write five (or more) blog posts throughout the year highlighting women artists



SOCIAL MEDIA & EDITORIAL

- An online exhibition featuring vintage postcards from South-Eastern Europe
- Social media contest inviting people to take pictures of the places from the postcards to show how they look like today



INTERACTIVE EXPERIENCES



europeana

Cats in human dress playing a variety of games, including arm wrestling and tug of war, Kunimasa IV, 1870s, Wellcome Collection, United Kingdom, CC BY

INTERACTIVE EXPERIENCES

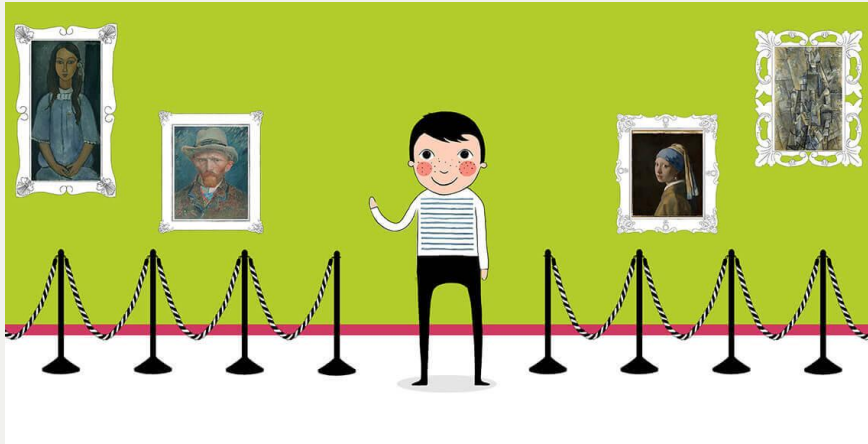
- User in the centre of the experience and in charge of it
- Cultural heritage content seamlessly embedded in the story



INTERACTIVE EXPERIENCES

ART Stories - Faces

- An educational game allowing kids to learn about art
- Each painting sets them a challenge, introducing different aspects of visual learning



faces



INTERACTIVE EXPERIENCES

11-11 Memories Retold

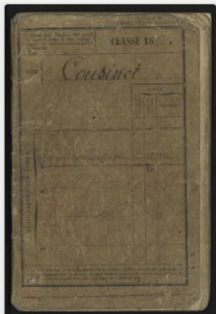
- A story-driven narrative about WWI, exploring the human aspect of the conflict
- User generated content from Europeana 1914-1918 used to shape the characters in the game



FRAD033-101-04 Histoire
d'Etienne Lacoste
Europeana 1914-1918



FRAD055_020 Jeanne Koch
raconte sa guerre à Pont-à-
Mousson
Europeana 1914-1918



FRAD033-099-02 Histoire de
Jean Cousinet
Europeana 1914-1918



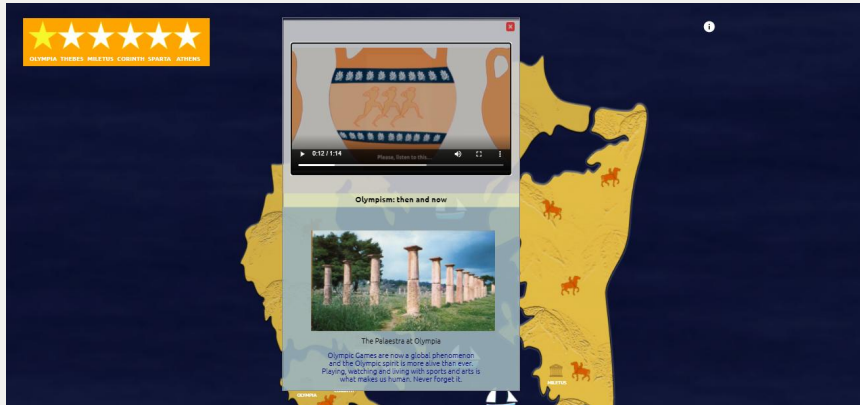
John (Jack) Elkins - A Soldiers
Tale
Europeana 1914-1918



INTERACTIVE EXPERIENCES

The Olympic Flame Quest - sneak peek

- An interactive game teaching the kids between 8 and 12
- Following the Olympic Flame while learning about the Olympic Games now and in the past

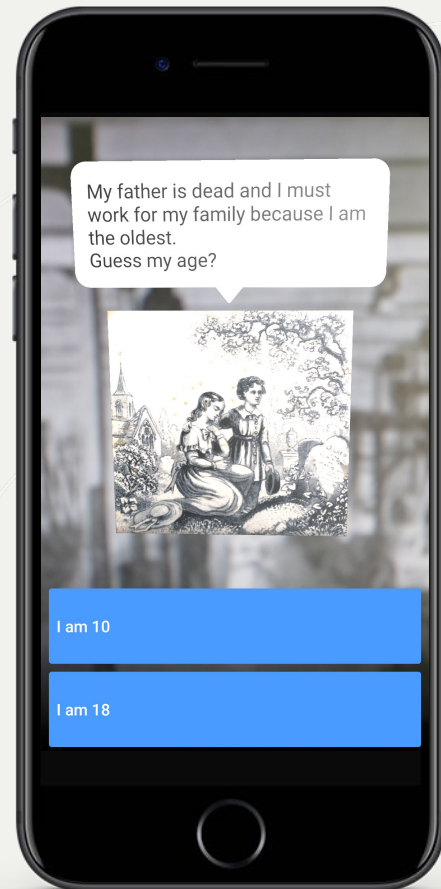


CREATING NEW STORIES



CREATING NEW STORIES

- A [learning scenario](#) by Marilina Lonigro from Europeana Teachers Community
- AR stories created with [Metaverse](#) app used to teach about child labour in Victorian England



GIF IT UP

- [GIF IT UP](#) - an annual gif-making competition for the most creative reuse of digitised cultural heritage material
- In collaboration with DPLA, Digital NZ, Trove
- In 2020 - 1-30 October
- **New content partners & participants welcome!**



GIF
ITUP

590
GIF Uploads

766.4M
GIF Views

THANK YOU!

aleksandra.strzelichowska@europeana.eu

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The Chinese Market, 1767 - 1769, Rijksmuseum, Netherlands, Public domain



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