

# Culture Vortex

## 1. Network Culture

# Focus

- How can institutes facilitate a rich participatory culture around their audiovisual collections?

# Goal

- To support institutions interested in enabling their audience to share, describe, review, tag, reuse or interact in some other fashion with their collections.

# Questions

- What are the existing communities with an interest in audiovisual collections held by public institutions?
- What are the motivations for communities to engage with audiovisual collections?
- How can collection holders show the added value of public participation, take benefit from it, and encourage follow-ups?

# Partners

- Coordinator: Netherlands Institute for Sound and Vision (Beeld en Geluid)
- Participants: Stadsarchief Amsterdam, Museum Boijmans van Beuningen, VPRO, NIMk, HvA

# Kick-off

- Announcement: The program line will start in September 2010.
- But to be able to prepare the kick-off we need input from the participants.
- Hence this short open call.

**Open Images** is an open media platform for online access to audiovisual archive material, available for free (creative) reuse.

Open Images is built by Sound and Vision & Knowledgeland, but designed for participation by others (other institutions).

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# Open Images

- Goal: Stimulating cross-collection (creative) reuse
- Open invitation for participants to contribute material through their own portal on the open media platform ([partner.openimages.eu](http://partner.openimages.eu)).
- Request for participants to describe the material they want to contribute, to be able to formulate a coherent - preferably thematic - approach.

## Within **Augmented Landmarks**

Sound and Vision researches the possibilities to provided location-based access to cultural heritage.

The assumption is that location-based access at a historical landmarks amplifies the experience of cultural heritage.

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# Augmented Landmarks

- Goal: Enabling meaningful location-based (mobile) interaction with digital collections.
- Open invitation for participants to contribute material through open platforms (Flickr, Open Images and Wikipedia).
- Request for participants to describe the material - related to landmarks - they want to contribute, to be able to formulate a coherent - preferably thematic - approach.

# Thanks!

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