

EUROPEANA FASHION

disclosing European fashion heritage online

in a nutshell

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@mrendina

Re-think culture
22 March 2016, Innovathens



Connected to



EUROPEANA FASHION

in a nutshell

→ **General introduction**

who we are and what we do

→ **Our partners**

the composition of our association

→ **The work done so far**

fashion thesaurus, portal

→ **How we engaged our audience**

Tumblr, edit-a-thons





Who we are

The **Europeana Fashion International Association** is a non-profit organisation established in the framework of the Europeana Fashion project in order to bring together and engage fashion institutions (both GLAMs and creative industries) in the valorisation and exploitation of fashion heritage online. It has now **26 supporting members**, of which 19 GLAMs institutions and 7 professionals.



Our aims and activities



- **Aggregate**, enrich and curate fashion digital content, creating a specialised access point for fashion heritage
- **Build** consensus and raise awareness on best practices (digitisation, metadata, IPR, social media)
- **Improve** interoperability in the fashion community
- **Develop** business models for the exploitation of digital fashion content





The composition of our aggregator

The Europeana Fashion aggregator gathers more than 770.000 digital fashion items coming from more than **35 public and private institutions** from **12 European countries**, which represent the leading European institutions and collections in the fashion domain.





Our main partners



WIEN MUSEUM

RIJKS MUSEUM



Our main partners



Private Archives



MISSONI

PITTI IMMAGINE



ROSSIMODA
VENEZIA 1947



Fondazione Gianfranco Ferré

Technical Partners



National Technical
University of Athens

Europeana Fashion Thesaurus



The Europeana Fashion project has created **a multilingual thesaurus** in 12 languages, for fashion and fashion-related concepts.

We structured it in a faceted way:
Materials, Techniques, Object types and Colors.

The thesaurus has been developed:

- as an **aid for data entry**
- as a **knowledge base** (open to internal and external users)
- as a **search enhancement tool**

The Europeana Fashion Thesaurus is based on the **Art and Architecture Thesaurus (AAT)**



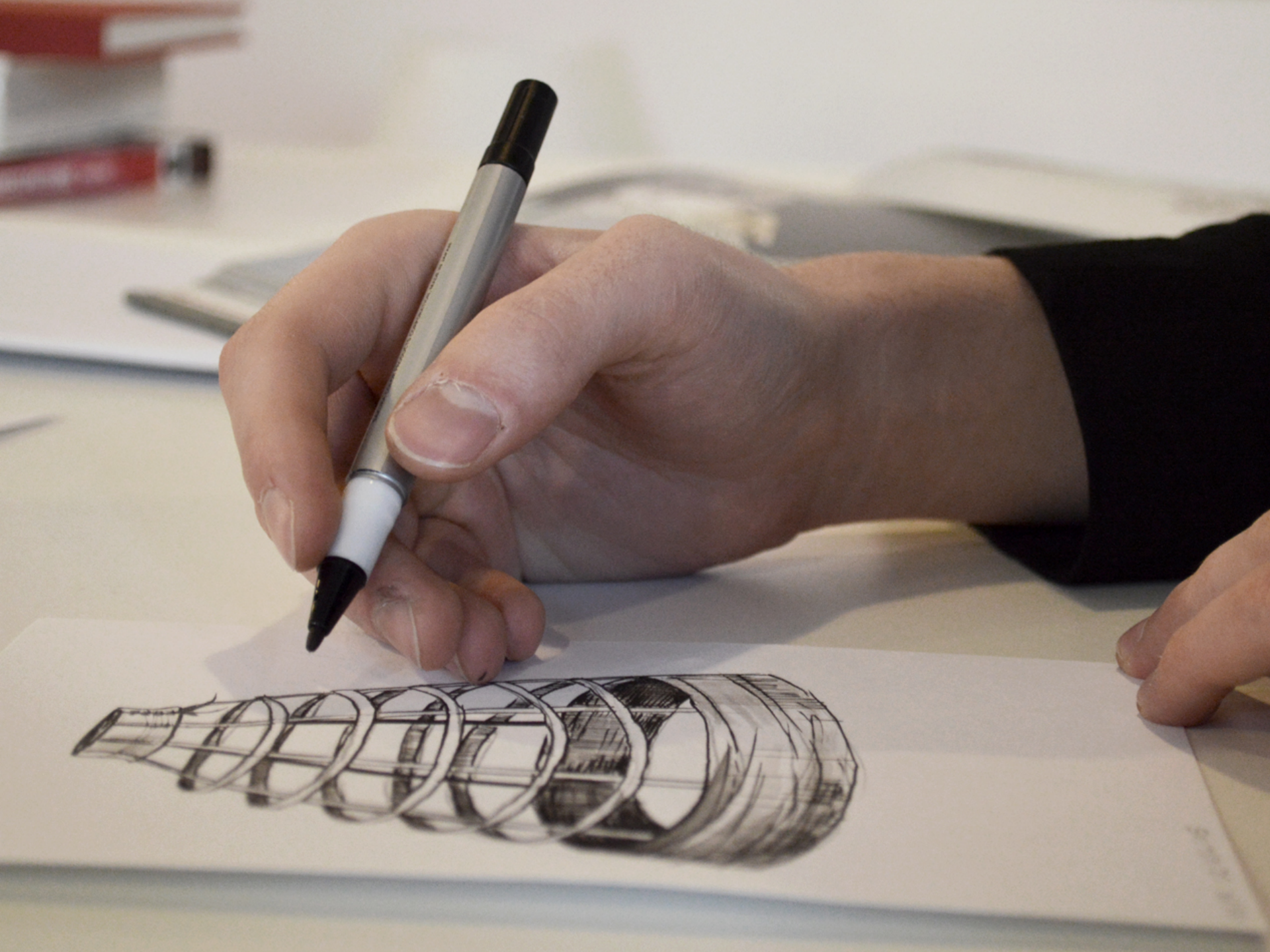
Europeana Fashion Thesaurus

Managing Multilingual Terms & Contents



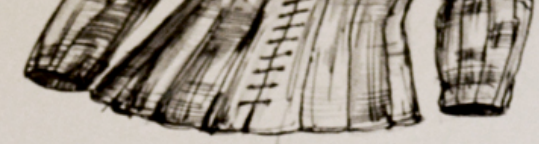
SAPATOS DE SALTO ALTO
ZAPATO DE SALÓN
SALONKE CIPELE
DECOLLETÈ
ESCARPIN
נעלי עקב
ΓΟΒΕΣ
PUMPS







10012 JEWELLERY



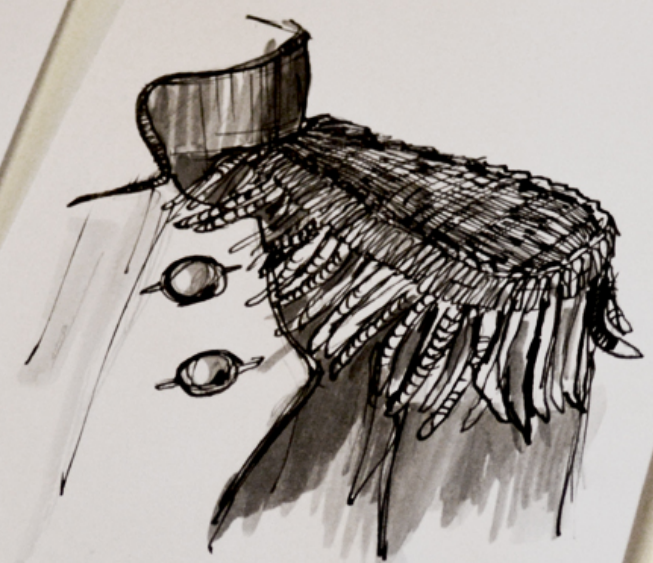
10015 LAMBEAU



10003 HANTHA



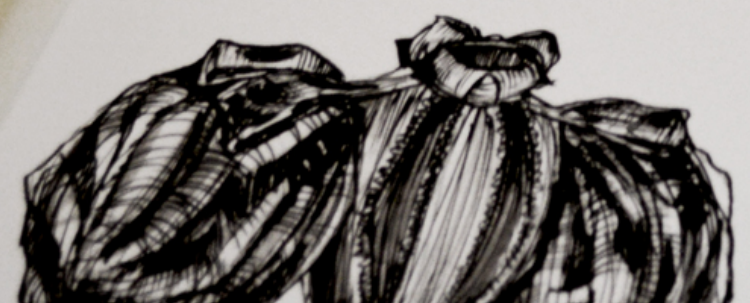
T-RAIN

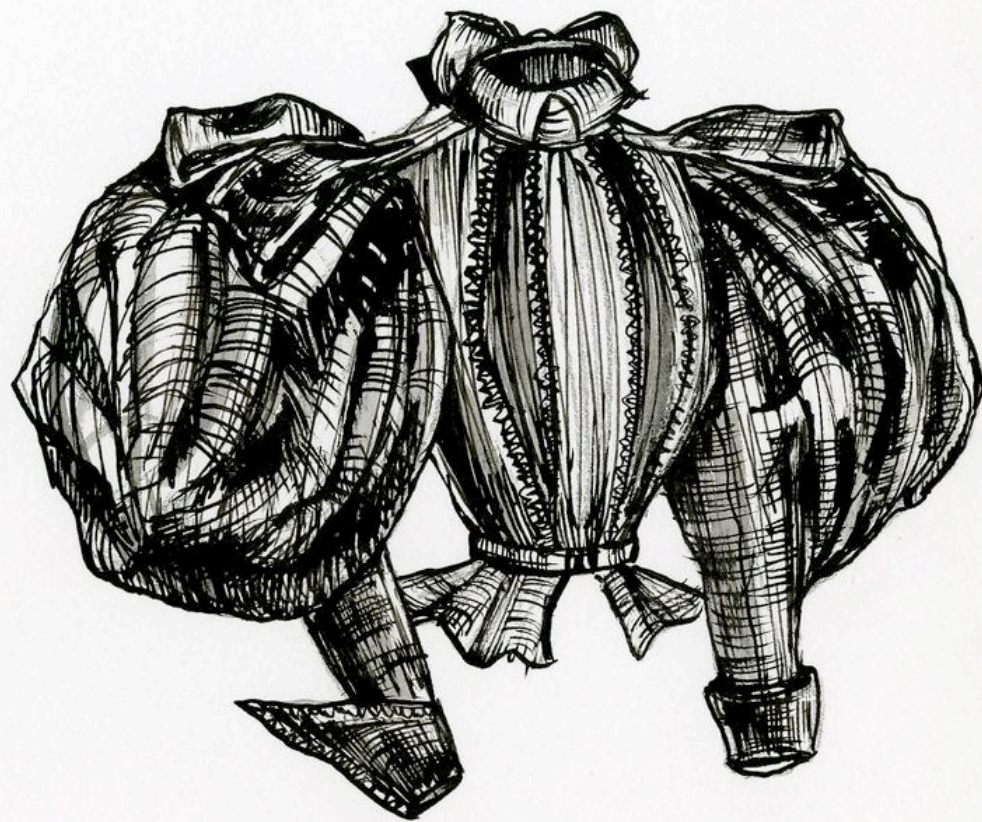


10501 EPARLETTE



10004 BANVAN








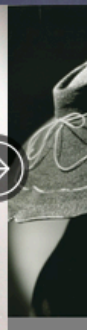
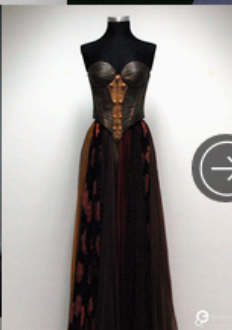
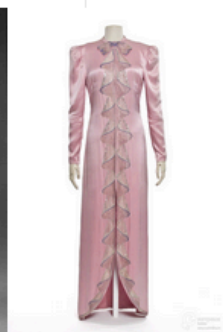




Divas!

Discover the glamour in our Europeana Fashion collections through a selection of dresses and gowns worth of the world most graceful divas.

[Theme details](#) 



Browse Fashion Items

[JEWELRY](#)

[ILLUSTRATIONS](#)

[HATS](#)



Browse

FILTER THE COLLECTION

9399 objects found

Victoria and Albert Museum

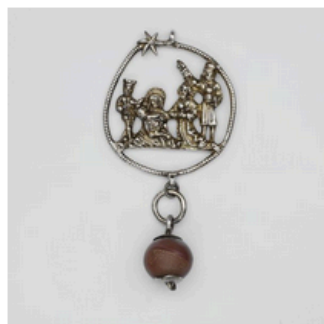
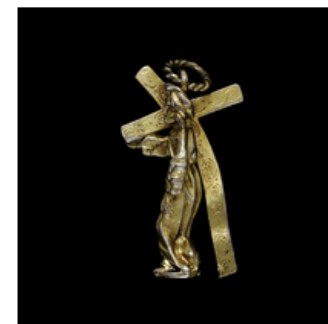
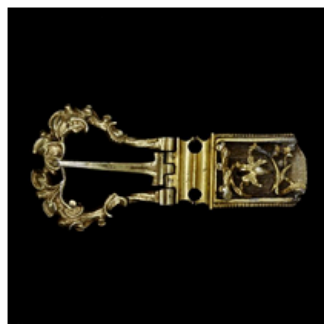
Provider

Designer

Object Type

Technique

Colour



Browse

FILTER THE COLLECTION

13507 objects found

Rossimoda Shoe Museum

Provider

Designer

Object Type

Technique

Colour



FILTER THE COLLECTION

147 objects found

Museo Salvatore
Ferragamo

Red

Provider

Designer

Object Type

Technique

Colour



Browse

FILTER THE COLLECTION

1486 objects found

Antonio Marras ✕

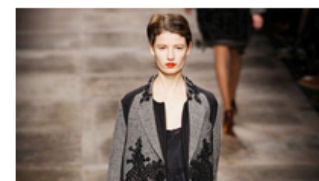
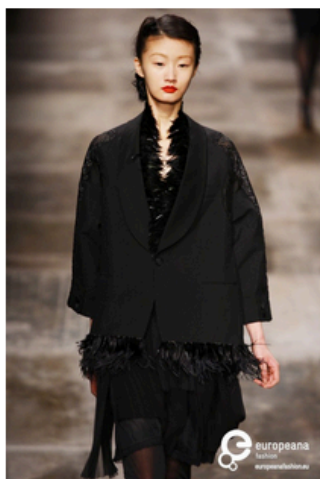
Provider +

Designer +

Object Type +

Technique +

Colour +





Antonio Marras , Autumn-Winter 2011, Womenswear

Friday 25 February 2011 - 10:30 Triennale di Milano - viale
Alemagna, 6

Identifier

10121

Creation date

2011 [2011-02-25](#)

Spatial keyword

Milan

Designer

Antonio Marras

Creator

Antonio Marras

Object Type

fashion collection, fashion photograph, womenswear

Model

Tali Lennox

Color

[Beige](#), [Black](#), [Brown](#), [Red](#)

Photographer

Etienne Tordoir

Rights statement



Free Access

Content Provider



[Catwalkpictures](#)



1 / 1 Images



Tumblr Blog

A collaboration between the European Foundation and the European Fashion project.

Each month, this Tumblr showcases a different theme curated by experts from the fashion and cultural heritage community.

"You can never take too much care over the choice of your shoes. Too many women think that they are unimportant, but the real proof of an elegant woman is what is on her feet."

— Christian Dior

<http://europeanafashion.tumblr.com/>



Setting up the collaboration with Wikipedia

- We've set up a direct collaboration with **Wikimedia Chapters** in various European countries
- We organised a number of so-called **GLAM-WIKI events** around Europe





What is an edit-a-thon

An edit-a-thon is “a scheduled time where people edit Wikipedia together, whether offline, online, or a mix of both; typically focused on a specific topic, such as science or women's history” *

* https://en.wikipedia.org/wiki/Wikipedia:How_to_run_an_edit-a-thon





Wiki loves FASHION

For Wikimedia these events bring:

- more and diverse content to the encyclopedia;
- domain experts to contribute knowledge;
- and hopefully new editors (skilled Wikipedians)



FASHION loves back



For Europeana Fashion, there are several good reasons to organise these events:

- they are meant as a mean of promotion for Europeana Fashion;
- they improve public knowledge about fashion history on Wikipedia;
- they offer context to the beautiful materials we bring online;
- they connect different communities and bring them together around a shared passion.





Edit-a-thons: The basic ingredients

All you need to organise a
successful edit-a-thon is:

- solid event-planning;
- a well-lit room with decent wi-fi;
- a good connection with the
local Wikimedia chapter;
- any extended knowledge
sources;
- food and a positive atmosphere





Edit-a-thons: The basic ingredients



Event promotion and partnerships:

- Start event promotion well in advance;
- Advertise the event on all your channels;
- Cooperate with the local Wikimedia Chapter.



Edit-a-thons: The basic ingredients



Things to remember when using fashion content:

- All content on Wikimedia Commons needs to be either in the public domain or available under a 'free culture' license;
- Discuss beforehand with the management of your organisation;
- Think big, start small.



Edit-a-thons: The basic ingredients



Finances. The expenses you should consider:

- Catering for the day;
- Museum needs;
- Supplying reliable electricity outlets;
- Supplying a reliable WiFi connection;
- Transportation;
- Thank you gifts for speakers and Wikimedia volunteers.



Some challenges

- Time/money/manpower;
- required expertise;
- cultural differences (GLAM vs. Wikimedia community);
- multilingualism.



Fashion edit-a-thons



FASHION
EDIT-A-THON
HANDBOOK FOR GLAMS



Europeana Fashion content on Wikimedia Commons



Category:Europeana Fashion – Wikimedia Commons

https://commons.wikimedia.org/wiki/Category:Europeana_Fashion

RSS Google

Media in category "Europeana Fashion"

The following 200 files are in this category, out of 443 total.
(previous 200) (next 200)

<p>Vervaardiging van het bruidstoilet voor HKH Prinses Juliana Weeknummer 36-50 - Open Beelden - 71089.ogv 6.34 MB</p>	<p>Aina Forsberg i samedräkt som använts som sportdräkt år 1902 - Nordiska Museet - NMA.0060648.jpg 303 KB</p>	<p>Alhambra, restaurang och teater, på Djurgårdsslätten, Djurgården, Stockholm - Nordiska Museet - NMA.0050962.jpg 309 KB</p>	<p>Anders Fjellner avporträtterad i helfigur 1871 - Nordiska Museet - NMA.0040782.jpg 227 KB</p>	<p>Anna Hierta-Retzius, grundare av Stockholms arbetsstugor. Arbetsstugan bildades i januari 1887 - Nordiska Museet - NMA.0055552.jpg 206 KB</p>	<p>Annon för Nordiska Kompaniet. För män som anger tonen Bekväma raglanrockar - Nordiska Museet - NMA.0035930.jpg 601 KB</p>
<p>Annon för Nordiska Kompaniet. Välpressade byxor varje dag - Nordiska Museet - NMA.0035929.jpg</p>	<p>Arild Gyllenstierna, Erika sitter i trädgården och dricker kaffe - Nordiska Museet - NMA.0057182.jpg</p>	<p>Ateljébild. En kvinna i samisk dräkt - Nordiska Museet - NMA.0056880.jpg 319 KB</p>	<p>Ateljébild. En kvinna i samisk dräkt med uppslagen bok - Nordiska Museet - NMA.0056882.jpg</p>	<p>Ateljébild. Kvinna i samisk dräkt - Nordiska Museet - NMA.0056890.jpg 455 KB</p>	<p>Ateljébild. Man och pojke i samiska dräkter - Nordiska Museet - NMA.0056891.jpg 451 KB</p>

2015 MUSE Award



Jurors said: "I feel the experience is both human interaction and online experience and the project as whole looks quite impacting." And "This is an exciting project altogether from the heritage data point of view. Curating so much of information will surely impact the museum field a lot."



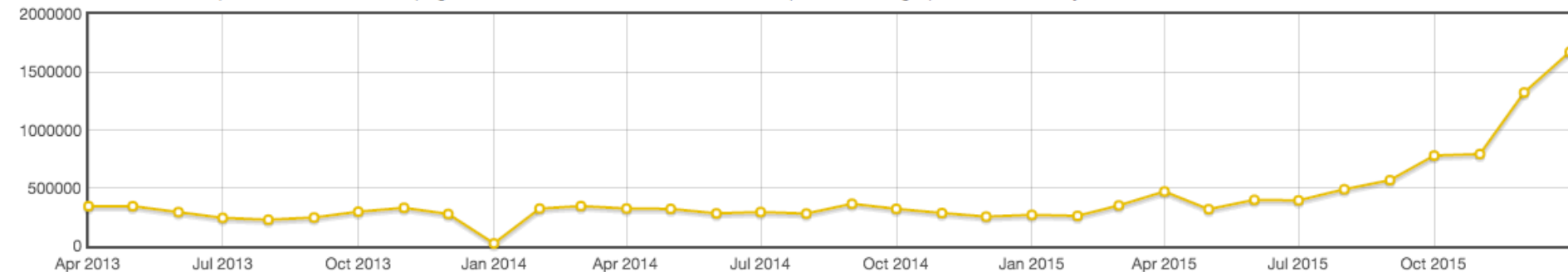
Audience in Wikipedia

<https://tools.wmflabs.org/glamtools/baglama2/index.html#gid=22&month=201601>



Category details for Europeana Fashion

34 months have a data point, with 14,088,160 page views in total. Click on individual time points in the graph to see monthly data.



Page views in 2016-01

Total monthly page views: 1,674,012. [Download this table.](#)

Site		Pages	Views
English Wikipedia	Details	115	1,316,665
Swedish Wikipedia	Details	115	99,410
Spanish Wikipedia	Details	19	54,870
Italian Wikipedia	Details	46	47,207
Dutch Wikipedia	Details	41	36,612
German Wikipedia	Details	15	28,125
French Wikipedia	Details	20	23,552

Thank you and follow us!



 facebook.com/EuropeanaFashion

 [@EurFashion](https://twitter.com/EurFashion)

 europeanafashion.tumblr.com

 pinterest.com/eurfashion

 [@EuropeanaFashionOfficial](https://www.instagram.com/EuropeanaFashionOfficial)

<http://www.europeanafashion.eu>

mrendina@europeanafashion.eu

