



DELIVERABLE

Project Acronym: DCA

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Project Title: Digitising Contemporary Art

Deliverable reference number and title

D7.2 Project website

Revision: 1.0

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Dissemination Level				
Р	Public	Х		
С	Confidential, only for members of the consortium and the Commission Services			

REVISION HISTORY AND STATEMENT OF ORIGINALITY

Revision History

Revision	Date	Author	Organisation	Description
0.1	10.1.11	KB	LCCA	concept
0.1	10.1.11	cs	PACKED	Comments on concept
0.2	20.1.11	RV	PACKED	Briefing to the designers
0.3	3.2.11	KB	LCCA	Detailed Concept
0.3	4.2.11	RV	PACKED	Comments
0.4	8.2.11	KB	LCCA	Amended structure
0.5	15.2.11	KB	LCCA	Texts submitted to web programmer
0.6	23.2.11	KB	LCCA	First website layout comments
0.6	24.2.11	RV + CS	PACKED	First website layout comments
0.7	10.3.11	KB	LCCA	Second website layout comments
0.7	11.3.11	RV + BD	PACKED	Second website layout comments
0.8	18.3.11	KB	LCCA	Third website layout comments
0.9	28.3.11	RV	PACKED	Corrections
0.9	30.3.11	KB	LCCA	Finalisation and implementation of proofread text parts
1.0	31.3.11	RV	PACKED	Approved final version published:
				URL: www.digitisingcontemporaryart.eu

Statement of originality:

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

EXECUTIVE SUMMARY

A project website has been created in order to promote the project on-line and to inform international audiences and target groups about its goals, objectives and activities.

There are two website addresses so that it can be easily found. The user can access the website through:

- www.digitisingcontemporaryart.eu
- www.dca-project.eu

The DCA website is where results of the projects can be viewed, documents and deliverables can be published and downloaded, dissemination events and opportunities can be announced and general progress of the project can be followed.

Rationale behind the structure of the DCA website

We have chosen to go for a simple and practical website displaying the main and most important information that the general public and different target groups should know about the DCA project.

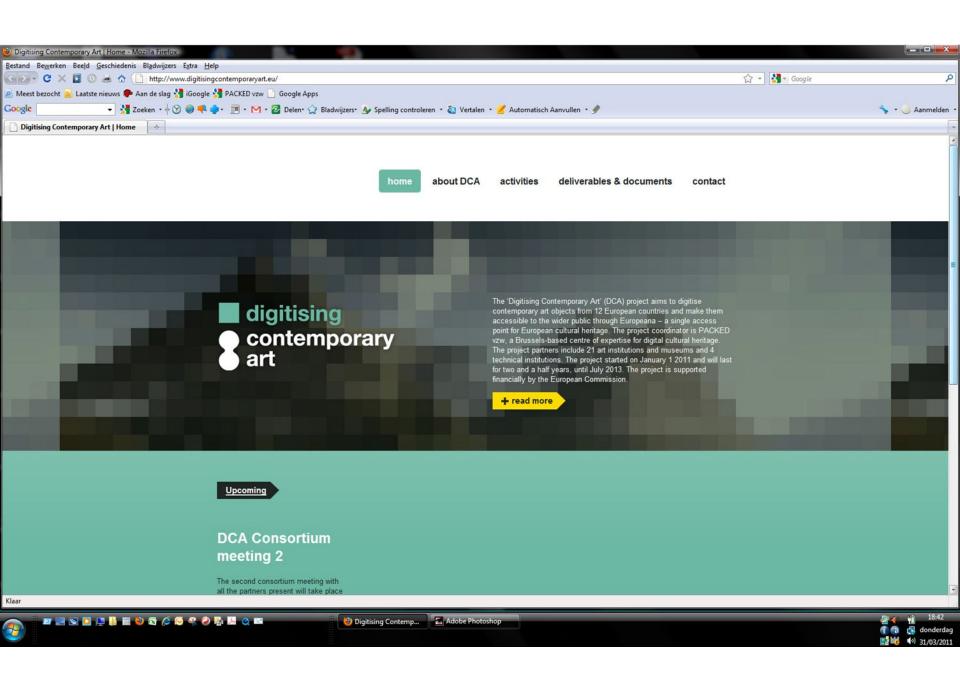
The project website offers both general information on the project and regular updates on activities, progress and achievements of the project. It is available in English. Through links to the websites of project partners, information about the project is also available in their different national languages.

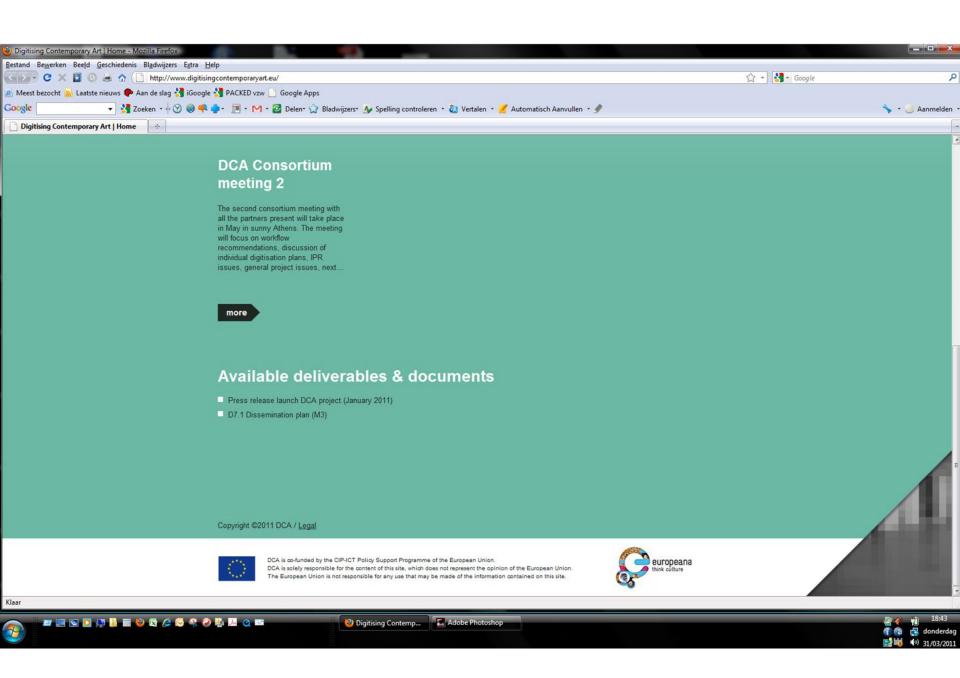
The website meets the requirements of the Anysurfer label, a Belgian quality label for accessible websites.

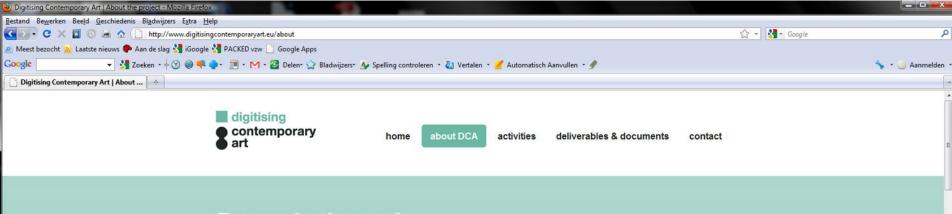
The website also offers

- direct links to Europeana, as well as other Europeana-related projects;
- short descriptions of each partner and a link to their website;
- information on work packages;
- information on public activities;
- press releases and feedback from the press;
- links to deliverables:
- information that leads to the Project Management & Dissemination team;
- a digital contact form.

The website will be active during the lifetime of the DCA project, after which, PACKED vzw will keep the project's website online as a dissemination platform.







Description of the project

"Digitising Contemporary Art" (DCA) is a 30-month digitisation project for contemporary art, i.e. art made after 1945 - a kind of cultural heritage still largely missing from <u>Europeana</u> which is a single access point for European culture.

DCA will create a digital body of high-quality reproductions of 26,921 artworks - paintings, photographs, sculptures, installations, videos and 1,857 contextual documents, which will become accessible and retrievable through Europeans; not only through the use of metadata and thumbnails, but also direct links to large-sized reproductions of each item. DCA will ensure that the rights to all available digital content will be cleared. The content provided, including masterpieces from key artists of most European countries, will fill a gap in Europeana's content supply.

The main issues to be addressed within the project are the choice of specifications for digitisation and metadata, so that they may be inter-operational, and finding the appropriate aggregation solution for each institution. The exchange with Europeana will be the main outcome of the project And DCA's digitisation process will also contribute to the preservation of the artworks.

The DCA project intends to enhance the online visibility of contemporary art as an essential expression and an invaluable part of European culture, and to stimulate the interest of the general public by introducing a stronger presence of contemporary art to the Europeana portal.

Target users and their needs

Considering the strong interest in contemporary art, DCA's content is of

Different user groups may the DCA project in various ways, but their needs may often be the same: they will all want easy and fast access to trustworthy, high-quality digital reproductions of contemporary artworks – and if they have no commercial intentions, then they will also expect to obtain it free of charge. Anyone will be able to consult the newly created and integral digital content on the Web. In Europeana (and other portals) they will be pointed to the original context of the found items (e.g. the museum's website) by a link, in order to consult enhanced visual data and additional information on the actual work. Such links will enrich the Europeana experience, increasing the visibility of the contributing museum's website and also encouraging partners to develop (apart from DCA) new web applications, e.g. tools that will allow the user to create their own virtual exhibitions or collections. This will result in a more interesting experience of the institutions' contemporary art collections for the public.

Technology

Part of the technology for reproduction and display of high-quality digital content is already available in the contributing collecting institutions. For some digitisation, subcontractors will provide external digitisation facilities. The partners will provide databases for metadata and images. DCA will help the institutions to set up or adapt their database in order to comply with their own needs and the state-of-the art of metadata schemes, vocabularies, data exchange, etc. For those institutions that cannot host large video files, DCA will provide for collaboration with the GAMA project. To maximize synergy, DCA will take into account Europeana's technical specifications and will identify the most suitable paths for aggregating the new content into Europeana. In cases where content cannot be introduced through existing aggregations, an incestion

Klaar



