



europeana  
fashion

---

# WIKIPEDIA REPORT I

Deliverable 6.4

---

**CIP ICT PSP 2012 – Call 5**

Objective 2.1 :

Project Number:

**Project start - end date (duration)**

01/03/2012 - 28/02/2015 (36 months)

Name of Lead Contractor for this Deliverable: NISV (Netherlands Institute for Sound and Vision)

Author: Erwin Verbruggen

Contributors: John Andersson, Petra Leinmark, Gabriëlle de Pooter, Sarah Knuvelde

---

## DOCUMENT INFORMATION

---

Deliverable number: D6.4

Deliverable title: Wikipedia Report I

Contractual date deliverable: M18

Actual date of deliverable: 2013/09/09

Author(s): Erwin Verbruggen

Participant(s): John Andersson, Petra Leinmark, Gabriëlle de Pooter, Sarah Knuvelder

Workpackage: WP6

Workpackage title: Awareness, Dissemination and Network Activities

Workpackage leader: FRD (Fondazione Rinascimento Digitale)

Dissemination Level: P (Public)

Version: v0.3

Keywords: international cooperation, Wikipedia, edit-a-thon, contextualisation, event management, community outreach, knowledge management

---

## HISTORY OF VERSIONS

---

Version	Date	Status	Author (Partner)	Description/Approval Level
0.1	20130801	ToC + outline	Erwin Verbruggen (NISV)	
0.2	20130802	Early draft version	Erwin Verbruggen (NISV)	Input gathered from John Andersson, Petra Leinmark, Sarah Knuvelder and Gabrielle de Pooter
0.3	20130903	Final draft version	Erwin Verbruggen (NISV)	Sent for review to Marco Rendina, Gabrielle de Pooter.
0.4	20130909	Final version	Erwin Verbruggen (NISV)	



---

## EXECUTIVE SUMMARY

---

This document describes the collaboration of the Europeana Fashion consortium with local Wikimedia volunteer chapters in setting up a series of events called *edit-a-thons*. The term signifies an event where different communities and people with little experience in editing Wikipedia articles come together about a common topic to improve its presence on the online encyclopaedia and collectively learn how to work on the MediaWiki platform according to the standards and morals of the Wikipedia community. The Europeana Fashion edit-a-thons bring together the fashion community with experienced Wikimedia volunteers to collaborate on fashion topics, both contemporary and historical. They've thus far mostly brought in Leisure and Academic & Research users with a focus on fashion. Surveying them in more detail is an action taken up in D6.3, the second communication plan.

This document describes the outcomes of the first two events in the series of fashion edit-a-thons and outlines the future events we will be setting up around Europe. The totality of the events will be reported on in the second version of this document, D6.6 Wikipedia Report II. Furthermore, this document is related to the communication planning for the project, as described in deliverables D6.1<sup>1</sup> and D6.3.<sup>2</sup>

---

<sup>1</sup> Dieter Suls, *Communication Plan I*, Europeana Fashion Deliverable 6.1.

<sup>2</sup> Gabriëlle Lucille de Pooter, *Communication Plan II*, Europeana Fashion Deliverable 6.3.



---

## TABLE OF CONTENTS

---

DOCUMENT INFORMATION.....	2
HISTORY OF VERSIONS.....	2
EXECUTIVE SUMMARY .....	3
TABLE OF CONTENTS .....	4
INTRODUCTION.....	5
1 TERMS AND DEFINITIONS .....	7
2 FASHION ON WIKIPEDIA .....	8
3 TYPICAL SET-UP OF AN EDIT-A-THON .....	9
4 INTRODUCTION TO THE WIKIMEDIA COMMUNITY .....	11
5 REPORT ON THE STOCKHOLM EDITATHON .....	14
6 REPORT ON THE UTRECHT EDIT-A-THON.....	16
7 REVIEW OF THE KPI'S.....	18
8 FINANCIAL OVERVIEW .....	20
9 FUTURE PLANNING .....	21
10 BIBLIOGRAPHY .....	23
ANNEX I BLOG POST: FASHION IN THE LIBRARY.....	24
ANNEX II PROMOTIONAL MATERIALS .....	27



---

## INTRODUCTION

---

In Europeana Fashion, the Netherlands Institute for Sound and Vision is in charge of task 6.4, “Collaboration with Wikipedia”. Together with the consortium partners and external parties, it organizes a series of **Wikipedia “edit-a-thons”** throughout the project. 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.”<sup>3</sup>*

Edit-a-thons improve the online encyclopaedia and can be a good way to help new Wikipedians learn to edit. The edit-a-thons are of great interest to the Wikipedia community, the main reasons for which are:

- 1) Fashion knowledge is underrepresented on Wikipedia. The fashion edit-a-thons help educate a group of people with great expertise on the topic how to share that knowledge on the Wikipedia platform;
- 2) Fashion is a highly popular topic by means of which the community attracts possible new volunteers who previously didn't know too much about editing on Wikipedia;
- 3) Wikipedia is suffering a much-reported gender imbalance<sup>4</sup> and is therefore keen on cooperating on topics that can draw in more women to participate in its global community.<sup>5</sup>

For Europeana Fashion, the interest is mutual, for the following reasons:

- 1) Fashion knowledge is underrepresented on Wikipedia. Edit-a-thons are a means to improve public knowledge about the history and cultural relevance of fashion through Wikipedia, one of the top-10 most visited websites in the world;
- 2) Edit-a-thons are a means of promotion in communities, that encourage visitors to the website to join forces and knowledge in engaging with the Europeana Fashion topics and content;
- 3) Both to content partners and other institutions they are an example case of how content that is made available online can be contextualized and reused for knowledge sharing and education;
- 4) They connect different communities both within and outside of the fashion domain and bring them together around a shared passion.

Within the consortium, the edit-a-thons intend a double effect, namely:

- 1) An edit-a-thon requires a certain investment from the project partner that is largely not foreseen in their working budgets. The events are a good way of promoting the partner institution and bringing it in contact with different local communities. The effect of one successful edit-a-thon can lead to a greater openness to set one up at the partner institution;

---

<sup>3</sup> “Wikipedia: How to Run an Edit-a-Thon”, *Wikipedia, the Free Encyclopedia*, 11 juli 2013, [https://en.wikipedia.org/w/index.php?title=Wikipedia:How\\_to\\_run\\_an\\_edit-a-thon&oldid=563807712](https://en.wikipedia.org/w/index.php?title=Wikipedia:How_to_run_an_edit-a-thon&oldid=563807712).

<sup>4</sup> Torie Bosch, “Kate Middleton’s wedding gown and Wikipedia’s gender gap.”, *Slate: Future Tense*, 13 juli 2012, [http://www.slate.com/blogs/future\\_tense/2012/07/13/kate\\_middleton\\_s\\_wedding\\_gown\\_and\\_wikipedia\\_s\\_gender\\_gap\\_.html](http://www.slate.com/blogs/future_tense/2012/07/13/kate_middleton_s_wedding_gown_and_wikipedia_s_gender_gap_.html).

<sup>5</sup> Although of course we consider fashion to be a domain that attracts interest and is home to professionals from all genders.



- 2) The Wikimedia Commons platform has a strict policy as to the licenses that it allows media objects to appear on the encyclopaedia. Learning about *free licenses* urges partners to think about the levels of accessibility they can allow to their collections and the levels of *spreadability*<sup>6</sup> they intend to support. Likewise, the edit-a-thons support specific use cases for making museum collections more visible and support the public task of the museums themselves.

In this report, we describe the collaboration of the Europeana Fashion consortium with local Wikimedia volunteer chapters in setting up this series of fashion edit-a-thons. Chapter 2 lays out the terms and definitions that will be used regularly in this report. Chapter 3 focuses on the goals of the Wikipedia Collaboration. Chapter 4 complements this set-up with a description of the outcomes we intend to obtain with the current series. Chapter 5 outlines the specific way in which the international Wikipedia community is organised. It describes the identity, major differences, challenges and opportunities for GLAMs wishing to collaborate with the Wikimedia community. Chapters 6 and 7 look back on the edit-a-thons we held in Stockholm and in Utrecht, while chapters 8 and 9 put the efforts in numbers, by looking into the ways in which the targets were reached and how the budget was spent. Finally, chapter 10 concludes by looking at the road ahead and gives an overview of the edit-a-thons we plan to organise in the second half of the project.

---

<sup>6</sup> Henry Jenkins, Sam Ford, en Joshua Green, *Spreadable Media: Creating Value and Meaning in a Networked Culture*, vol. 1 (NYU Press, 2013).



---

## 1 TERMS AND DEFINITIONS

---

For the purpose of this report, the following terms and definitions apply:

<b>Edit-a-thon</b>	A scheduled time where people edit Wikipedia together, whether offline, online, or a mix of both; typically focused on a specific topic.
<b>Europeana Awareness</b>	Europeana Awareness is a Best Practice Network, led by the Europeana Foundation, designed to publicise Europeana to users, policy makers, politicians and cultural heritage organisations in every Member State.
<b>Free license</b>	Creative Commons licenses that allow sharing
<b>GLAM</b>	Galleries, Libraries, Archives and Museums
<b>IPR</b>	Intellectual Property Rights
<b>MediaWiki</b>	Open source platform which allows collaborative editing of articles and is the technical solution Wikipedia runs on.
<b>Start class</b>	Indication of the quality of an article on Wikipedia. A start class article is an incomplete article that needs reliable sources.
<b>Stub class</b>	Indication of the quality of an article on Wikipedia. A stub class article is a very basic description of the topic.
<b>Wikimedia</b>	The Wikipedia support organisation, with chapters in every country that are mostly volunteer-run.
<b>Wikimedia Commons</b>	The media platform for Wikipedia.
<b>Wikipedian-in-residence</b>	Wikipedians in Residence are Wikimedians who dedicate time to working in-house at an organization.



---

## 2 FASHION ON WIKIPEDIA

---

The aim of the edit-a-thon series is to provide a historical context for Europeana Fashion and to boost knowledge about fashion history, contemporary fashion and culture on Wikipedia. It is a means to add new and improve existing, incomplete articles on the topic of fashion.

There are currently not many articles on the topic of fashion on the English Wikipedia. There are, at the time of writing, only about 3,886 articles, most of which have *Start Class* quality<sup>7</sup> or *Stub Class* quality.<sup>8</sup> In terms of the importance of fashion articles on Wikipedia, most are of low importance (subject is mainly of specialist interest) whereas in comparison there are only 37 articles of top importance (subject is a must-have for a print encyclopaedia).

Overall, most of the fashion articles on Wikipedia that are not complete are those of top importance; therefore both quality and quantity of fashion articles need improvement. Moreover, some fashion articles are not tagged, which makes them very difficult to find. Also some topic descriptions definitely need to be extended, as they do not constitute even the minimal knowledge on the topic. Finally, many articles such as those about specific fashion brands, fashion icons or fashion magazines do not exist. During the international edit-a-thons a guideline for participants could be to write about their national fashion, traditional clothing or simply national designers (although this could be a bit difficult, due to the transnational character of the fashion industry).

---

<sup>7</sup> Meaning that the article is incomplete and needs reliable sources

<sup>8</sup> Meaning that the article contains only a very basic description of the topic





---

## 3 TYPICAL SET-UP OF AN EDIT-A-THON

---

### 3.1 EDIT-A-THONS AS A DISSEMINATION EFFORT

An edit-a-thon should be set up in a way to make everybody feel welcome, also those who don't have any experience with writing Wikipedia articles. A way to promote the event and attract more volunteers for the edit-a-thons is to merge the Wikipedia edit-a-thon with another event (a festival or exhibition) around the same time. This strategy could result in more exposure and more participants showing up. Fashion magazines, portals, bloggers, organisations and other institutions could be willing to act as project media partners and help with the initiative.

### 3.2 THE WIKIMEDIA COMMONS PLATFORM

Bringing people together to share knowledge and write together is wonderful, but where the power of Europeana Fashion comes out, is in the collections we are bringing online and the fashion (expert) community it can mobilise for such an event. The edit-a-thons are an excellent opportunity to make use of this content and knowledge and use it to illustrate articles, improve on existing ones or spawn new article ideas. We have assembled a collection of Europeana Fashion images on Wikimedia Commons under one category, so that participants can easily find them during the event.

All content on Wikimedia Commons needs to be either in the public domain (CC0) or available under a 'free culture' license (CC BY or CC BY-SA). Participating partners should discuss with their management how many materials would be possible to make available this way. Partners, who find it difficult to begin, can start small, by selecting just 5 images to run through the process. The easiest step here is to start with Public Domain material or material the institutions own the copyright to. See the *Europeana Fashion IPR report*<sup>9</sup> for more info.

### 3.3 TYPICAL STRUCTURE OF AN EDIT-A-THON

An edit-a-thon works best with a small group of participants. In the past edit-a-thons we've had about 45 participants, which is well above the average for Wikipedia edit-a-thons. Edit-a-thons usually take up a full day, with a possible guided tour, depending on the location and institution. Wikimedians - because of their intense involvement with GLAMs - especially appreciate 'backstage' tours: Showing them some behind the scene things, that aren't part of the regular exhibits

Participants are to create individual Wikipedia accounts, learn how to write and edit articles (with the help of Wikimedia volunteers or trained curators), making use of the institution's collections on the Europeana Fashion portal and additional resources at the location. A typical day would consist of:

- Welcome - with coffee / small breakfast
- Introduction to fashion heritage:
  - Short talks introducing the Europeana Fashion project;
  - Introducing the topic of the day (if there is one);
  - Introducing the museum's collection.
- Short introduction to Wikipedia

---

<sup>9</sup> Roxanne Peters, *Fashion and IP: Best Practice Guidelines*, Europeana Fashion project deliverable 4.4, <http://www.europeanafashion.eu/download/deliverables/Europeana%20Fashion%20-%20Deliverable%204.4%20IPR%20Best%20Practice%20Guidelines.pdf>



- Partners who know who is coming to the event can organise a basic workshop about editing articles in advance, so there is more time to write;
  - How Wikipedia works: the principles and thoughts behind the encyclopaedia;
  - Searching for sources and tips for writing articles;
  - Ask everyone to register with their user names on Wikipedia.
- Introduction of the people that are available for assistance and what their specific contribution to the activity is.
- A tour of the institution / collection / behind the scenes of the museum.



---

## 4 INTRODUCTION TO THE WIKIMEDIA COMMUNITY

---

### 4.1 WORKING WITH WIKIMEDIA

Setting up an edit-a-thon is an effort that requires getting to know and cooperating with local *Wikimedians*. The task we've set about only benefits from bringing together the different communities that are involved with knowledge sharing about fashion. Local Wikimedia chapters have solid event management experience from organising a series of wiki-related events. Additionally, as Wikimedia is the organization that supports the development of Wikipedia, its volunteers have both knowledge about the Wikipedia community – its ethics and motivations – and extensive technical knowledge about how the platform works.

Wikipedia staff and volunteers have a very strong sense of community and adhere to specific ways of working. When asked about how the community weighs in on matters unrelated to the encyclopaedia content, community manager Gayle Karen Young answered: “They weigh in on absolutely everything.”<sup>10</sup> About the organization's structure, she details:

*We very much prize transparency. For example, all our monthly metrics meetings are on Youtube, streaming live as we have them. We look at our strategic priorities and we invite staff to give an overview of what has been going on. It's one way the whole Foundation gets communally grounded and informed on all our current initiatives. People ask questions from all over the world, live, as it's happening. So when we talk about the rollout of a new feature, people say hey, have you thought about this.*<sup>11</sup>

All community members are volunteers and public organisations might need to win their confidence before moving on. Wikimedia communicates in a very open, public style, which might differ from the style of museums' more hierarchical style of communicating.

### 4.2 WIKIMEDIA CHAPTERS

Wikimedia Chapters have rather special organizational structures.<sup>12</sup> They:

- Are **independent national organizations** that are rather loosely connected, with very few shared projects. Events are often organized in a very federate fashion (e.g. Wiki Loves Monuments), e.g. volunteers have the freedom to interpret things and take their own initiatives. People who want to work with several Chapters in a project should make sure to keep that in mind.
- Are **volunteer-driven**. This means that:
  - 1) Developments and decision-making may take more time;
  - 2) People we cooperate with cannot be forced to do anything, and must like the topic that they're proposed (organising partners should make sure to frame the event and give a context as to why it is important);
  - 3) They can quit whenever (e.g. if they get a new job or a new partner);

---

<sup>10</sup> Leigh Buchanan, “This Might Be the Ultimate Management Challenge”, *Inc. magazine*, 27 juni 2013, <http://www.inc.com/leigh-buchanan/wikimedia.html>.

<sup>11</sup> Ibid.

<sup>12</sup> John Andersson, “The Wikimedia organization and its volunteers”, 29 July 2013, <https://docs.google.com/document/d/1sZS7NOo1TjISzQTyCbbGPZjHCZZvHpOfBYEi3mJclP0/edit?usp=sharing>.

- 4) They work with Wikimedia in their spare time so it is important to be clear about what we can offer and what support we can give so that they don't feel that it is a commitment that is too large.
- 5) **Sometimes they have staff.** For many of the chapters this is a very recent phenomenon and staffers might not know the volunteers that well yet. In some Chapters staff creates events and invites volunteers, while in other Chapters the volunteers must initiate the events. However, all need to involve their volunteers at some point in the event planning.
- 6) Have their **budgets and priorities set** every year, and usually only for a year's time in advance. It is likely that you need to bring a budget to support the events to some extent in order to attract their interest.

#### 4.3 THE DIFFERENT TYPES OF WIKIMEDIA VOLUNTEERS

There are basically four different groups of volunteers in the Wiki(p|m)edia community that are working rather differently and have to be approached in different ways to attract their attention. Of course some of the volunteers are working in more than one field, but many only attend events within their favourite area. In setting up an edit-a-thon it's important to consider which types of energy and expertise are needed.

- **Editors** are active in writing the encyclopaedia, contextualising pictures, etc. These can be experienced editors, but also include new ones that as part of the event are taught how to edit. Most veterans are not doing it for prizes or offline awards, but rather because they want to learn and disseminate their knowledge. Some newer enthusiasts could be triggered to participate by a small prize.<sup>13</sup> Some of the writers prefer to work from home and it is often easier to reach them through online events and contests, which can be added as a component to a physical event.
- **Photographers** are focused on contributing with pictures to Wikimedia Commons. This can include experienced photographers, as well as new faces who as part of the event are taught how to use Wikimedia Commons. They can most easily be reached through photo scavenger hunts and photo safaris;<sup>14</sup> especially if there is a contest element involved. In edit-a-thons their presence will help documenting the event or providing digital versions from images found in reference works.
- **Developers** work on improving the MediaWiki or on developing tools. They are most easily reached through hackathons, and thrive on challenges. You need to provide data for them to work on. Their presence and knowledge is indispensable at an edit-a-thon, as they will surely know how to help out with for example log-in procedures, and event statistics.
- **GLAM Wiki(p|m)edians** focus on **outreach activities** and contacting GLAM institutions and other partners. One subgroup of this type is the *Wikipedian in Residence*, who has closer contact with a specific GLAM institution, often holding editing courses and answering questions on- or off-line. The general GLAM Wiki(p|m)edian group can most easily be reached through GLAM conferences where they can meet GLAM professionals and discuss best practices. They can also be reached through international or national mailing lists.

<sup>13</sup> There are a few exceptions to this. An astronomy contest where the winner could name an asteroid attracted a lot of experienced Wikipedians' interests on the Swedish Wikipedia, for instance.

<sup>14</sup> <http://planeta.wikispaces.com/photosafari>



Finding people with an interest in GLAM cooperation is key to the edit-a-thon effort. For all different types of people who would attend an event it is of utmost importance to clearly lay out what they can get out of such a day. In case of the Wikipedia volunteers, for institutions it's important to show that they are willing to provide something extra in return for their efforts, for example by giving a behind-the-scenes tour of the collection.



## 5 REPORT ON THE STOCKHOLM EDITATHON



Figure 1 Editing Wikipedia Articles.



Figure 2 Nordiska Museet Library

Images by Erwin Verbruggen, used under a CC BY-SA 3.0 license.

On 22 March 2013, Europeana Fashion hosted its first in the series of edit-a-thons in collaboration with *Europeana Awareness*, *Wikimedia Sverige* and partners *Nordiska museet* and *Stockholm University Centre for Fashion Studies*.<sup>15</sup> For people that have never before written or edited a Wikipedia article, it can be a frightening undertaking: zillions of possibilities, millions of topics, plenty of buttons and quite a few ways to get them right. An edit-a-thon helps: by bringing together volunteers from the Wikipedia support organisation and a crowd of people knowledgeable about a certain topic. In less than a day, formerly inexperienced people can be turned into encyclopaedia editors. And so everybody wins: the Wikipedia community gains much-needed helping hands and the world at large receives expanded knowledge about what it is that the edit-a-thon is about. In our case, of course, fashion.

At the start of the project, we intended to set up 5 edit-a-thons to invite the fashion community over to one of Europeana Fashion's partnering museums and join the knowledge platform Wikipedia. The first of these edit-a-thons took place at the library of *Nordiska museet*. The museum hosts an impressive library, which made it the perfect location for the participants of our edit-a-thon. As Christer Larsson, Nordiska's librarian, told us, the library holds 60 metres of fashion magazines<sup>16</sup> and is often used for research by Stockholm University's *Centre for Fashion studies*, who participated in the edit-a-thon by hosting a pre-edit-a-thon writing workshop and encouraging students to come and take part. As a source of inspiration, Europeana Fashion partners Nordiska museet and ModeMuseum Provincie Antwerpen (MoMu) made a selection of images available on Wikimedia Commons.<sup>17</sup>

As part of the edit-a-thon effort, Europeana Fashion instigates its partners to make as many materials as possible available for use and reuse on Wikimedia Commons platform. At the all-partner meeting in Florence (March 2013) we held a joint workshop with the writing team behind the IPR

<sup>15</sup> Erwin Verbruggen, "All the World's Fashion Knowledge", Europeana Fashion project website, *Europeana Fashion blog*, 4 april 2013, <http://www.europeanafashion.eu/2013/04/04/europeana-fashion-edit-a-thon-nordiska-museet-sweden-wikimedia-wikipedia/>.

<sup>16</sup> A timeline including the collection titles can be found at <http://www.dipity.com/biblioteket/personal/>

<sup>17</sup> [https://commons.wikimedia.org/wiki/Category:Europeana\\_Fashion](https://commons.wikimedia.org/wiki/Category:Europeana_Fashion)



deliverable<sup>18</sup> to explain how the so-called (and required) ‘free licenses’ work on Wikimedia Commons. Again, support from a local Wikimedia chapter is vital in bringing images to this platform: Wikimedia Sweden worked closely with Nordiska museet to bring a large collection of images online.

At the end of the day, 47 participants registered their attendance at the Nordiska museet (50 had signed up in advance). A few Wikimedia volunteers worked with the material online, without signing up. 23 New Wikipedia users registered either during the event or at the preparatory workshop at Stockholm University. 5 Images from the Nordic museum’s library were scanned and uploaded to Wikimedia Commons. 3 Out of 8 pictures from MoMu and 57 out of 362 uploaded pictures from Nordiska museet were used on Wikipedia after this first edit-a-thon, in total 72 times on different language versions. A total of 10 new articles were created during the day, which ranged from biographies, to fashion photography, to Sami clothing. In all, 67 distinct articles were edited. This is however not the end of it, as many participants started writing articles and published them the following days and kept expanding them. Articles were edited in 8 languages, of which English and Swedish were the most common ones (the others were Polish, German, Finnish, Spanish, Russian and Italian).<sup>19</sup>



Figure 3 Start writing on Wikipedia.



Figure 4 Meeting the fashion community

Images by Sebastiaan ter Burg, used under a CC BY 2.0 license.

<sup>18</sup> Peters, *Fashion and IP: “Best Practice” Guidelines*.

<sup>19</sup> To see all this writing in action: 73 pictures of the event were uploaded to Wikimedia Commons: [http://commons.wikimedia.org/wiki/Category:Europeana\\_Fashion\\_Editathon\\_in\\_Stockholm](http://commons.wikimedia.org/wiki/Category:Europeana_Fashion_Editathon_in_Stockholm)

---

## 6 REPORT ON THE UTRECHT EDIT-A-THON<sup>20</sup>

---

In Utrecht we held the second edit-a-thon in our international series. The staff of Centraal Museum, in their spacious cafeteria, hosted the day. Reference works from the library were hauled in and made available to the participants. After a round of introductions, Wikimedia Netherlands gave a crash course about editing on the global cooperative encyclopaedia. The event was co-hosted by the *ModeMuze* project; a national grassroots fashion project CMU takes part in in the Netherlands.

Whereas in Stockholm the majority of participants were fashion students, the dominant visitor group in Utrecht was fashion professionals. Fashion curators from various museums, fashion festival organisers and volunteers from fashion history organisation attended the day. We had attendees from museums, like the Amsterdam Museum and the Fries Museum; from fashion projects, like In-Fashion and ModeMuze; from fashion association The Dutch Costume Society and from The New Institute. We also welcomed journalists, writers, students and even people who are not necessarily active in the field, but have a great personal interest in fashion. New images and videos had been added to the Europeana Category for participants to use through the individual efforts from Centraal Museum, MoMu and Sound and Vision.

After Wikimedia Netherlands got everybody up and running, we spent the entire day writing on Wikipedia, interspersed with breaks, some networking and a guided tour of the Centraal Museum by curator Ninke Bloemberg and project coordinator Ykje Wildenborg. The tour included the most essential pieces of the collection, such as a seventeenth century *kolder* (a type of jacket) that is still in perfect condition. Most clothing from that era and earlier was worn down to the threads, which makes this *kolder* an exceptional piece. Dutch designers are well represented in Centraal Museum's collection. The collection includes pieces designed by Fong-Leng and several pairs of shoes by Jan Jansen, but also objects by younger designers like Viktor & Rolf, Iris van Herpen and Klaviers van Engelen. They are shown side by side, thus forming an interesting and beautiful view on the way Dutch designers approach fashion. It also shows the new way of thinking about fashion at Dutch museums. Fashion is not just approached historically, but in a dynamic way that also acknowledges fashion as an art form and as a cultural expression.



Figure 5 During the edit-a-thon.



Figure 6 Overview of the fashion edit-a-thon

---

<sup>20</sup> Gabriëlle Lucille de Pooter en Sarah Knuvelde, "Fashion Community Unites at the Centraal Museum Fashion Edit-a-Thon", Europeana Fashion project website, *Europeana Fashion blog*, 15 mei 2013, <http://www.europeanafashion.eu/2013/05/15/fashion-edit-a-thon-europeana-centraal-museum-utrecht-wikimedi/>.



Images by Sebastiaan ter Burg, used under a CC BY 2.0 license.

By the end of the day, forty new fashion Wikipedians had been born and more than 25 articles<sup>21</sup> were written or edited. Topics included designers such as Fong-Leng, Iris van Herpen, Dirk van Saene and techniques like corded quilting. Attendees worked on Dutch, English and Polish articles. We had writers from Australia, Poland and the UK as well as a strong presence of Dutch newcomers to the platform. But the day yielded more results than new information and new Wikipedians. Attendees mentioned how they learned more about copyright and intellectual property. Some indicated they could see themselves using Wikimedia in their personal or professional research. Attendees also expressed they now felt more confident to update inaccuracies on Wikipedia if they would come across them.

---

<sup>21</sup> [https://nl.wikipedia.org/wiki/Europeana\\_Fashion\\_Editathon#Bewerkte\\_en\\_nieuw\\_aangemaakt%20e\\_artikelen](https://nl.wikipedia.org/wiki/Europeana_Fashion_Editathon#Bewerkte_en_nieuw_aangemaakt%20e_artikelen)



## 7 REVIEW OF THE KPI'S

The success criteria of an edit-a-thon can be assessed in various ways. One of the variables is the amount of new articles created, articles updated and improved. Other factors to analyse are the attendance (especially the number of new contributors), the amount of time spent by participants on the actual edit-a-thon activity or the number of words written during the edit-a-thon. When we look at the number of participants, we are well on our way to reach the intended target. Fashion is a popular topic that manages to activate various communities. Whereas usually edit-a-thons are seen as small-scale events by the Wikimedia community, involving up to 15 people at the same time, the number of fashion edit-a-thon participants is two to three times this number.

Indicator	Relating to which project objective / expected result?	Indicator	Method of measurement	Expected progress		Realised Progress	
				Year 1	Year 2	Year 1	Year 2 (until 2013/08)
19	Engagement of user communities	Number of active participants to the GLAM-wiki events	Quantitative	-	150	-	96

Figure 7 Relevant success indicators as per DoW: Number of participants

### 7.1 USE AND VISIBILITY OF EUROPEANA FASHION CONTENT ON WIKIMEDIA COMMONS

Although at the time of holding the first edit-a-thons the portal was not yet live, various partners put great energy into providing the collection materials they were preparing for Europeana Fashion on the Wikimedia Commons platform, in a specially set up category. Edit-a-thon participants are not obliged to use them, but they serve as a proper starting point for some. The BaGlaMa tool<sup>22</sup> allows content providers to track the use and visibility of their materials on the various language sites of Wikipedia.

### 7.2 PUBLICATION OF THE EDIT-A-THON HANDBOOK FOR GLAMS

The knowledge about and experiences with the Wikipedia community vary greatly within the GLAM community and the Europeana Fashion consortium itself. In order to provide clear ideas about the work implied and the pitfalls to consider, we set up a document in progress. It is set up as a Google Doc so that partners can share their experience. At a later stage in the project, the handbook will be made available to the larger GLAM/Wiki community.

<sup>22</sup> <http://tools.wmflabs.org/glamtools/baglama.php?group=Europeana+Fashion>

Wikipedia language version	Number of articles containing images from the category <i>Europeana Fashion</i> on Wikimedia Commons	Number of views generated by these articles
enwiki	<a href="#">25 pages</a>	282,364
nlwiki	<a href="#">27 pages</a>	29,168
svwiki	<a href="#">26 pages</a>	16,771
dewiki	<a href="#">3 pages</a>	11,118
fiwiki	<a href="#">6 pages</a>	2,197
nowiki	<a href="#">3 pages</a>	1,405
plwiki	<a href="#">1 pages</a>	172
nnwiki	<a href="#">2 pages</a>	62
cswiki	<a href="#">1 pages</a>	40
<b>Total views in 2013-04<sup>23</sup></b>		<b>343,297</b>
enwiki	<a href="#">25 pages</a>	281,674
nlwiki	<a href="#">27 pages</a>	28,391
svwiki	<a href="#">26 pages</a>	18,991
dewiki	<a href="#">3 pages</a>	10,417
nowiki	<a href="#">3 pages</a>	1,897
fiwiki	<a href="#">6 pages</a>	1,720
plwiki	<a href="#">1 pages</a>	184
nnwiki	<a href="#">2 pages</a>	84
cswiki	<a href="#">1 pages</a>	41
<b>Total views in 2013-05<sup>24</sup></b>		<b>343,399</b>
enwiki	<a href="#">25 pages</a>	242,165
nlwiki	<a href="#">27 pages</a>	23,653
svwiki	<a href="#">26 pages</a>	14,654
dewiki	<a href="#">3 pages</a>	9,402
fiwiki	<a href="#">6 pages</a>	1,440
nowiki	<a href="#">3 pages</a>	577
plwiki	<a href="#">1 pages</a>	154
nnwiki	<a href="#">2 pages</a>	73
cswiki	<a href="#">1 pages</a>	40
<b>Total views in 2013-06<sup>25</sup></b>		<b>292,158</b>

Figure 12 use and visibility of Europeana Fashion content on Wikipedia

<sup>23</sup> <<http://tools.wmflabs.org/glamtools/baglama.php?group=Europeana+Fashion&date=201304>> Accessed Aug. 1<sup>st</sup>, 2013

<sup>24</sup> <<http://tools.wmflabs.org/glamtools/baglama.php?group=Europeana+Fashion&date=201305>> Accessed Aug. 1<sup>st</sup>, 2013

<sup>25</sup> <<http://tools.wmflabs.org/glamtools/baglama.php?group=Europeana+Fashion&date=201306>> Accessed Aug. 1<sup>st</sup>, 2013

---

## 8 FINANCIAL OVERVIEW

---

There is a budget available from the project to cover the basic expenses of the day. We ask the organising partners to try to keep the expenses at around €1.000/€1.400, so we can maximise the amount of events we can set up. If partners want to attract external sponsors to help out with additional ideas, they are very welcome to do so, but are asked check with the Europeana Fashion project leaders and the Wikimedia volunteers what is acceptable. We've been speaking to various fashion festivals in order to embed the edit-a-thon in a wider fashion community event. For some communications departments, it could be beneficial to insert an edit-a-thon into a larger event – for others it may make the message less clear.

The expenses, which are going to be made along the organization of the edit-a-thons, include:

- Catering for the day (breakfast, lunch, a small drink after the event);
- Museum necessities (extra personnel for catering or security, if need be);
- Supplying reliable network infrastructure, including enough electricity outlets and a reliable WiFi connection for the expected amount of participants, who bring laptops;
- Transportation
- Thank you gifts for speakers and Wikimedia volunteers

Event	Expense	Budget	Spent
<b>Total</b>	<b>Originally stated Budget</b>	<b>€10.000</b>	
<b>Total</b>	<b>Added budget allocation</b>	<b>€4.000</b>	
Management	Logo design by Raffaella Wang		€500,00
Management	Internship: event preparation, research and production		€1114.5
Stockholm	Event organisation		€1.729
Utrecht	Event organisation: catering, security		€1.100
Utrecht	Event organisation In-Fashion		€200
Antwerp			TBA
<b>Total</b>	<b>Amount spent</b>		<b>€4.743.5</b>
<b>Total</b>	<b>Remaining budget</b>	<b>€9.236.5</b>	



## 9 FUTURE PLANNING

In this final chapter we lay out the planning for the coming months. While some of the cooperations are well under way, others are in the process of finding common ground between the GLAM partner and the local Wikimedia community. We try to attract both project partners and associate partners to put in the effort to set up a Wikipedia event, by holding workshops and providing the edit-a-thon manual. In some locations, holding a first edit-a-thon may lead to a second follow-up event, to urge participants to continue their efforts on Wikipedia. In all, the total amount of intended edit-a-thons (5) has been doubled, to reach the target of 10 events in total.

The following events are foreseen for the nearby future:

Place	Status	Date foreseen
MoMu, Antwerp, BE	Although Belgium does not (yet) have a local Wikimedia chapter, MoMu is preparing an edit-a-thon with support from local volunteers and the Dutch Wikimedia chapter. The day will focus mostly on Belgian fashion.	Monday, September 23, 2013
CMU, Utrecht, NL	The Utrecht fashion festival In-Fashion proposed to hold a micro-edit-a-thon, taking in 4 hours to introduce festival visitors to the concept of editing on Wikipedia. The event is set up with support from the Dutch Wikimedia chapter.	Sunday, October 6, 2013
Shankar college, Jerusalem, IL	The EVA/Minerva conference has expressed its interest to host a fashion edit-a-thon, focusing more on the heritage community. Wikimedia Israel supports the proposal.	October 12 or 13, 2013
Nordiska museet, Stockholm, SE	With support from the Europeana Awareness project, we will revisit the Nordiska museet, with the intent to make the event coincide with the edit-a-thons in Padua and Jerusalem to internationally connect the events.	November 12, 2013
Rossimoda museum, Padova, IT	The Italian edit-a-thon will focus on shoes and shoe culture and coincides with entrepreneurial culture week. The organisation is a cooperation between Museimpresa, the Venetian University for fashion and Design (IUAV), Padua University and Wikimedia Italy.	November 14, 2013
Peloponnesian Folklore Foundation, Athens, GR	For its fortieth birthday, the Peloponnesian Folklore Foundation will organise an edit-a-thon around its exhibition of wedding dresses.	January, 2014



Other partners and associate partners have expressed a firm interest in the event:

Place	Status	Date foreseen
MUDE, Lisbon, PT	Mude has shown a great interest in setting up an edit-a-thon and will connect to the local Wikimedia chapter.	Spring 2014
V&A, London, UK	V&A has ample experience in organising open culture events in collaboration with the London Wikimedia chapter. The organisation is responsible for the next Europeana Fashion conference and will appoint an open culture officer to be responsible for the edit-a-thon.	Early 2014
Museo del Traje, Madrid, ES	Spain has a very active and large Wikimedia chapter. It remains to be seen whether the museum staff has enough resources to organise an event.	Early 2015
Textile Museum, Lodz, PL	Our associate partner in Lodz has expressed interest – Poland has a very active and well-experienced Wikimedia community that could be engaged. Language is a barrier in this case, but with the help of Polish volunteers in Wikimedia UK we should be able to bridge the language gap.	Late 2014
Musée des Arts Decoratifs, Paris, FR	Due to a recent management change we are positive to be able to promote the idea of holding an edit-a-thon in Paris.	Towards the end of the project
MAA, Belgrade, Serbia	Museum staff has expressed an interest, but connecting with Wikimedia Serbia has until now proven to be a challenge. Through the international Wikimedia community we are hoping to solve this communication gap.	Early 2015

With the timeline laid out above, we are positive that we can instigate more partners than originally intended to take up the activity of fulfilling an edit-a-thon. As we've learned, it can be a stimulating experience for museum staff, fashion specialists and upper management<sup>26</sup> to see how visitors engage with their collections. Wikipedia is an excellent source to contextualise collections and the edit-a-thon concept is the kind of showcase that may well convince those in charge to approach the collaboration in a more structured manner. Several institutions in the cultural field are concretising their collaboration with Wikipedia by appointing a Wikipedian-in-residence or holding large-scale Wikipedia events. The Europeana Foundation will finalise, towards the end of 2013, its set of GLAMwiki tools,<sup>27</sup> which facilitate the connections between Wikimedia Commons and Europeana-related platforms. We will follow these developments closely and hope they will prove beneficial to linking the open collection pieces in Europeana Fashion to Wikimedia Commons, for further use and contextualisation.

<sup>26</sup> See for instance the lecture by Kaat Debo at the first Europeana Fashion conference in Florence: <http://bit.ly/1fRYzJ8>

<sup>27</sup> [http://commons.wikimedia.org/wiki/Commons:GLAMToolset\\_project](http://commons.wikimedia.org/wiki/Commons:GLAMToolset_project)



---

## 10 BIBLIOGRAPHY

---

- Andersson, John. "The Wikimedia Organization and Its Volunteers," July 29, 2013.  
<https://docs.google.com/document/d/1sZS7NOo1TjISzQTyCbbGPZjHCZZvHpOfBYEi3mJclP0/edit?usp=sharing>.
- Bosch, Torie. "Kate Middleton's Wedding Gown and Wikipedia's Gender Gap." *Slate: Future Tense*, July 13, 2012.  
[http://www.slate.com/blogs/future\\_tense/2012/07/13/kate\\_middleton\\_s\\_wedding\\_gown\\_and\\_wikipedia\\_s\\_gender\\_gap\\_.html](http://www.slate.com/blogs/future_tense/2012/07/13/kate_middleton_s_wedding_gown_and_wikipedia_s_gender_gap_.html).
- Buchanan, Leigh. "This Might Be the Ultimate Management Challenge." *Inc. Magazine*, June 27, 2013. <http://www.inc.com/leigh-buchanan/wikimedia.html>.
- De Pooter, Gabriëlle Lucille. *Communication Plan II*. Europeana Fashion Deliverable 6.3, September 2013.
- De Pooter, Gabriëlle Lucille, and Sarah Knuvelde. "Fashion Community Unites at the Centraal Museum Fashion Edit-a-Thon." Europeana Fashion project website. *Europeana Fashion Blog*, May 15, 2013. <http://www.europeanafashion.eu/2013/05/15/fashion-edit-a-thon-europeana-centraal-museum-utrecht-wikimedi/>.
- Jenkins, Henry, Sam Ford, and Joshua Green. *Spreadable Media: Creating Value and Meaning in a Networked Culture*. Vol. 1. NYU Press, 2013.
- Peters, Roxanne. *Fashion and IP: "Best Practice" Guidelines*. Europeana Fashion project deliverable. London, July 2013. <https://asset1.basecamp.com/1936492/projects/1082286-europeana-fashion/attachments/45170258/dda71fd8783a74561c2e5ccd89b585b80010/original/EUF%20IP%20GUIDELINES%20JULY.pdf>.
- Suls, Dieter. *Communication Plan I*. Europeana Fashion Deliverable 6.1, May 2012.
- Verbruggen, Erwin. "All the World's Fashion Knowledge." Europeana Fashion project website. *Europeana Fashion Blog*, April 4, 2013. <http://www.europeanafashion.eu/2013/04/04/europeana-fashion-edit-a-thon-nordiska-museet-sweden-wikimedia-wikipedia/>.
- . "Fashion in the Library: Encounters with Wikipedians of a GLAM Kind - Pro Blog." *Europeana Pro Blog*, July 22, 2013. <http://www.pro.europeana.eu/web/guest>.
- "Wikipedia: How to Run an Edit-a-Thon." *Wikipedia, the Free Encyclopedia*, July 11, 2013.  
[https://en.wikipedia.org/w/index.php?title=Wikipedia:How\\_to\\_run\\_an\\_edit-a-thon&oldid=563807712](https://en.wikipedia.org/w/index.php?title=Wikipedia:How_to_run_an_edit-a-thon&oldid=563807712).



*This extended guest appeared on the Europeana Pro blog on July 22<sup>nd</sup>, 2013.<sup>28</sup>*

The Europeana Fashion project is organising a number of Wikipedia editathons about fashion. In the process, we've been learning about how museums can benefit from working with the Wikipedia community. Organising the editathons has shown us how we can get people to come down to our libraries to share knowledge and taught us the differences between the Wikimedia and the GLAM (galleries, libraries, museums and archives) ways of working.

### 10.1      FASHIONABLE EDIT-A-THONS

In the Europeana Fashion project, the [Netherlands Institute for Sound and Vision](#) coordinates a series of Wikipedia 'editathons'. An editathon is a scheduled time where people edit Wikipedia together, whether offline, online, or a mix of both; typically focused on a specific topic. Editathons improve the encyclopedia and can be a great way to teach people how to edit on Wikipedia.<sup>29</sup> The aim of our editathon series is to provide a historical context for the materials that the 19 museums and private fashion archives contribute to [Europeana Fashion](#). They also boost knowledge about fashion history on Wikipedia by adding new and improving incomplete articles. The collaboration with Wikipedia is a meaningful way to promote Europeana Fashion. They improve public knowledge about fashion history on Wikipedia, offer context to the beautiful materials Europeana Fashion brings online and connect different communities around a shared passion.

In comparison to its cultural importance, there are not that many articles on the topic of fashion on the English-language Wikipedia. When the Europeana Fashion project started, there were about 3,886 articles, most of which were of 'Start Class' or 'Stub Class' quality.<sup>30</sup> Most fashion articles on Wikipedia are of specialist interest - there were only 37 articles that were deemed as must-have topics to be included in an encyclopedia. Most of the incomplete fashion articles on Wikipedia cover topics of top importance - like [Coco Chanel](#) or the profession of [modelling](#). Some fashion articles are not tagged, which makes them very difficult to find. Furthermore, some topic descriptions definitely need to be extended as they do not constitute even the minimal knowledge on the topic and many articles about specific fashion brands, fashion icons or fashion magazines do not exist yet. The conclusion from this analysis was that the Europeana Fashion project had a lot of ground to cover and our efforts could provide a great boost to improving the presence of fashion knowledge in the world's free encyclopedia. Not only in the English language!

### 10.2      BRINGING OUT COLLECTIONS

Bringing people together to share knowledge and write together is wonderful. But where the power of Europeana Fashion comes out is in the marvellous collections we are bringing online. The editathons are an excellent opportunity to make use of this content and knowledge and use it to illustrate the articles, improve on existing ones or spawn new article ideas. All the images, sounds

---

<sup>28</sup> Erwin Verbruggen, "Fashion in the library: Encounters with Wikipedians of a GLAM kind - Pro Blog", *Europeana Pro Blog*, 22 July 2013, <http://www.pro.europeana.eu/web/guest>.

<sup>29</sup> "Wikipedia".

<sup>30</sup> Start class is Wikipedia speak for an incomplete article that needs reliable sources. Stub class quality means that an article consists of a very basic description of the topic.



and videos used on Wikipedia come from the Wikimedia Commons platform: a database of 17,690,872 freely usable media files to which anyone can contribute. Europeana Fashion is growing a collection of [images and videos from its content providers](#) on Wikimedia Commons so that participants can easily find them during the events.

All content on Wikimedia Commons needs to be either in the public domain or available under a 'free culture' licence. By organising these editathons, the participating curators are talking to their management about how many materials they could make available this way. From our experience, it is important to think big - by starting small. Organisations who find it difficult to begin can select 5 images to run through the process. The easiest step here is to start with Public Domain material or material for which the institutions own the copyright. Many projects in the Europeana Network have written extensive reports about researching and realising correct use of copyrighted or out-of-copyright items, such as the [ECLAP report on IPR for the performing arts](#). The Europeana Fashion report on IPR bundles best practices for the fashion heritage sector and will be published after the summer - keep an eye on the [Europeana Fashion channels](#) to stay up-to-date. Once images are starting to be used to illustrate or exemplify topics on Wikipedia, it's exciting to follow how quickly these items gain attention in different languages.

### 10.3 CONNECTING KNOWLEDGE REALMS

The second strength of the Europeana Fashion project is that it can introduce fashion experts to the Wikimedia community. Traditionally, there's little overlap between the ambitious volunteers who intend to amass the world's knowledge and the fashion industry, fashion GLAM community and those with a general interest in fashion. Differences between these two fields can be felt - and overcome - by joining forces. Not all Wikimedia volunteers are fond of paid professionals meddling with Wikipedia. Sometimes, volunteers disagree heavily on the cultural value of dress-related topics. Much has been written, for example, about [Kate Middleton's wedding dress](#) and how it does or does not prove a valid topic for Wikipedia. Museums like to closely monitor knowledge management and communication. Wikimedia volunteers embrace a [culture of open communication and collaboration](#) on all levels. The open nature can be challenging to curators with highly specialised knowledge. The invitation to correct erroneous details or careless wording by enthusiastic amateur fashion historians can seem like an extra workload to take on. Some cultural institutions have embraced this collaboration by inviting a [Wikipedian in residence](#) who can bridge the gap between these two - so closely affiliated - realms.

Luckily, our events have a number of positive outcomes. GLAM representatives get a first-row insight into the machinery of Wikipedia. Collaborating with local museums has the wonderful effect that Wikimedians learn about the values of a museum or archive and the various levels of expertise that exist in, what is for them, an unfamiliar field.

### 10.4 ONWARDS AND UPWARDS WITH THE ARTS

In the coming two years, Europeana Fashion will be expanding its collaboration with the Wikipedia community. Together with our colleagues from Europeana Awareness, we are planning to host events in [Antwerp](#), Venice, Vienna, London and Lisbon. Meanwhile, we're working on a handbook for GLAMs with more hints and tips for organising editathons around the globe, which is expected to be released after the summer. If you're inspired and would like to contribute materials to the Europeana



Fashion collection on Commons, or would like to host an editathon, do get in touch via [communication@europeanafashion.eu](mailto:communication@europeanafashion.eu).

#### 10.5 LINKS & MORE INFORMATION

Read more about the editathons Europeana Fashion and Europeana Awareness have organised until now:

- Blog post on the [Utrecht editathon](#)
- Blog post on the [Stockholm editathon](#)

Find fashion-related articles on Wikipedia:

- On [WikiProject Fashion](#) you will find more information on the classes/importance of current fashion articles
- [English-language Wikipedia fashion portal](#)
- [Dutch-language Wikipedia fashion portal](#)

Wikipedia's resources on organising edit-a-thons:

- Wikipedia: [How to run an editathon](#)
- Wikimedia: [Editathon How-to](#)
- More tips on [library edit-a-thons](#)
- General Wikipedia resources:
  - [Beginners' Guide to Wikipedia](#) (account creation, article editing)
  - [Five Pillars of Wikipedia](#)



## ANNEX II PROMOTIONAL MATERIALS

Eventbrite
Create an event
Find events
Email
Share
Tweet
Like
2
Questions? Contact the organizer

### Fashion edit-a-thon at / Skrivstuga med mode som tema på Nordiska museet

Wikimedia Sverige  
Friday, March 22, 2013 from 10:30 AM to 8:00 PM (PDT)  
Stockholm, Sweden

#### Ticket Information

TYPE	END	QUANTITY
Deltagare på skrivstuga	Ended	Free
		Sold Out

#### Who's Going

Connect to see which of your Facebook friends are going.

Connect with Facebook

SHARE THIS EVENT

Share Tweet Like 2,088 people like this.

#### Event Details

**Thank you for your interest for our event! However, the event is now fully booked.**

**For more information contact Petra Leinmark, Nordiska museet, 08-519 546 03, [petra.leinmark@nordiskamuseet.se](mailto:petra.leinmark@nordiskamuseet.se)**

***The Nordiska museet, the Centre for Fashion Studies at Stockholm University, Wikimedia Sverige, Europeana and European Fashion invite all students, fashion bloggers or curators working with fashion or costumes to the first***

**EDIT-A-THON on the theme of fashion and costume history the 22 March at the Nordiska museet**

Time: 22 March 2013 10.30-17. Mingle 17-20.  
Location: Fatburen, Nordiska museet, Djurgårdsvägen 6-16  
Entrance: The North entrance, facing Strandvägen

The Nordiska museet and the Centre for Fashion Studies at the Stockholm University are two out of 22 partners of the Europeana Fashion project who, together with Wikimedia Sweden and Europeana, will host the first in a series of fashion edit-a-thons around Europe.

During the event participants will come together to edit and contribute new information to Wikipedia using the digital collections shared by the Nordiska museet. The goal of the edit-a-thon is to improve and increase the presence of fashion related information on Wikipedia and spread knowledge about the collections of the Nordiska museet, Europeana Fashion and Wikipedia as a source of information. The theme is fashion, folk costume history and casual wear through the last centuries.

**Programme**

10.30-11 Registration and coffee/tea and Swedish cinnamon buns.  
11.15 The Edit-a-thon starts and the hosts at the Nordic museum wishes everybody welcome and talks about the event and the photos, reference books and magazines that can be used.  
11.30 Presentation – what is Europeana Fashion? By Marco Rendina from Fondazione Rinascento Digitale, Firenze and Erwin Verbruggen, from Netherlands Institute for Sound and

#### When & Where

**Nordiska museet, Fatburen**  
16 Djurgårdsvägen  
11521 Stockholm  
Sweden  
Friday, March 22, 2013 from 10:30 AM to 8:00 PM (PDT)

Add to my calendar

#### Organizer

**Wikimedia Sverige**

Föreningen skall verka för att göra kunskap fritt tillgänglig för alla människor, särskilt genom att stödja Wikimedia Foundations projekt. Föreningen skall även verka för att sprida kunskap om dessa projekt, främja användande av dem, samt stötta för sådana projekt väsentlig teknik. Wikimedia Sverige är en religiöst och partipolitiskt obunden ideell förening, verksam i Sverige.

Webbplats: <http://se.wikimedia.org>  
E-mail: [info@wikimedia.se](mailto:info@wikimedia.se)  
Telefon: 073-3955189 (John Andersson, Event Manager)

Om ni tycker att vårt arbete är viktigt hoppas vi att ni även vill bli medlemmar i föreningen. Att bli medlem kostar 100 kronor per år. Prata med oss på skrivstugan så ordnar vi det.

Contact the Organizer

View organizer profile

2 past events on Eventbrite

Figure 8 Edit-a-thon invitation Stockholm



Co-funded by the European Commission within the ICT Policy Support Programme

Connected to:



## Cursussen/Europeana Fashion Editathon Utrecht 2013

< Cursussen

### Inhoud [verbergen]

- 1 13 mei: een edit-a-thon over mode bij het Centraal Museum, Utrecht
- 2 Wat is Europeana Fashion?
- 3 Deelnemers en onderwerpen
- 4 Bewerkte en nieuw aangemaakte artikelen
- 5 Programma
- 6 Suggesties voor onderwerpen
- 7 Meer weten
- 8 Zie ook



### 13 mei: een edit-a-thon over mode bij het Centraal Museum, Utrecht

- Voeg je afbeeldingen toe aan / bekijk de foto's op [http://commons.wikimedia.org/wiki/Category:Europeana\\_Fashion\\_Editathon\\_in\\_Utrecht](http://commons.wikimedia.org/wiki/Category:Europeana_Fashion_Editathon_in_Utrecht)

Op maandag 13 mei 2013 organiseerden de twee Nederlandse partners van het project Europeana Fashion [\(Centraal Museum Utrecht\)](#) en het Nederlands Instituut voor Beeld en Geluid [\(NIBG\)](#) een edit-a-thon rond mode in samenwerking met Wikimedia Nederland en [ModeMuseum](#).

Tijdens deze edit-a-thon of schrijfdag maakten deelnemers nieuwe Wikipedia-artikelen over mode aan, maar ook werden bestaande artikelen verfijnd of vertaald, bij voorkeur in verband met de diverse modecollectie van het Centraal Museum. Het doel van de edit-a-thon was om de informatie over mode op Wikipedia te verbeteren en meer zichtbaar te maken - zowel voor [nl.wikipedia.org](http://nl.wikipedia.org) als andere projecten.

Studenten, modeconservatoren, onderzoekers, modebloggers en andere enthousiastelingen waren van harte welkom. Ervaring met het bewerken van Wikipedia was niet vereist: tijdens de edit-a-thon was een aantal ervaren Wikipedianen aanwezig die de deelnemers begeleiden.

Een Wikipedia-introductie werd verzorgd door [Hay Kranen](#).



Centraal Museum

### Wat is Europeana Fashion?

Aan het begin van de vorige eeuw begon een aantal culturele instellingen met het verzamelen en conserveren van kledingstukken, tijdschriften en andere modegerelateerde objecten. Sinds de tweede helft van de jaren 1980 wordt mode als een belangrijk onderdeel beschouwd van het gedeelde Europese culturele erfgoed binnen academische disciplines als cultuurwetenschappen, sociologie en communicatiewetenschappen.

Deze erkenning leidde tot een groeiende interesse in mode- en kostuumcollecties, die Europeana Fashion nu samenbrengt en toegankelijk maakt, zowel via een eigen online portal als op [Europeana.eu](http://Europeana.eu). Het project is een samenwerkingsverband van 22 instellingen en vertegenwoordigt toonaangevende publieke en private musea en archieven uit 12 Europese landen. Europeana Fashion wordt mogelijk gemaakt door het ICT Policy Support Programma van de Europese Commissie. De 22 partners werken samen aan het verzamelen, digitaliseren en online beschikbaar stellen van materiaal over de Europese modegeschiedenis uit zowel het verre als het nabije verleden.

In Nederland is het Nederlands Instituut voor Beeld en Geluid betrokken bij de technische opzet van het project en zal het ook videomateriaal bijdragen. Het Centraal Museum in Utrecht zal afbeeldingen aanbieden van haar modetentoonstellingen, de bijbehorende catalogi en de 8.500 stukken tellende mode- en kostuumcollectie. De coördinatie van het Europeana Fashion project is in handen van de Italiaanse Fondazione Rinascimento Digitale en het Antwerpse Modemuseum.

De materialen (foto's en video's) die Europeana Fashion online zet en hergebruikt kunnen worden, worden ook op [Wikimedia Commons](#) geplaatst onder de categorie [Europeana Fashion](#).

Contactpersonen vanuit Wikimedia Nederland waren vrijwilliger en ex-bestuurslid [Sandra Fauconnier](#), en [Sindy Meijer](#), medewerker communicatie bij Wikimedia Nederland.



Decorative motifs, mittens and cravat in silk Chantilly bobbin lace, 1850-1910. MoMu - Fashion Museum Province of Antwerp, [www.momu.be](http://www.momu.be). Photo by Hugo Maertens, Bruges

### Deelnemers en onderwerpen

1. [Spinster](#) (overleg) 11 mrt 2013 12:19 (CET) - [Saskia van Drimmelen](#)
2. [Ter-burg](#) (overleg) 11 mrt 2013 12:52 (CET)
3. [SindyM3](#) (overleg) 19 mrt 2013 15:56 (CET)
4. [Erwin Verbruggen](#)
5. [Husky](#) (overleg) 8 apr 2013 10:37 (CEST) - Ik ga ook iets uitleggen.
6. [Romaine](#) (overleg) 9 apr 2013 16:55 (CEST)
7. [YkBM](#) (overleg) 10 apr 2013 14:31 (CET)
8. [OlafJanssen](#) (overleg) 18 apr 2013 16:04 (CEST) - (klassieke herenschoenen), Artikel over [John Lobb](#) + [Allen Edmonds](#) + [Crockett & Jones](#)
9. [Hansmulder](#) (overleg) 30 apr 2013 02:04 (CEST) - (alleen modeartikel [Trouwjurk](#) van [Kate Middleton](#) vertaald)
10. [Infashion Utrecht](#) 10 mei 2013
11. [SRientjes](#) (overleg) 12 mei 2013 12:06 (CEST)
12. [Katarzynacizek](#) 13 mei 2013 07:53 (CET)
13. [Daria Cybulska](#) (WMUK) (overleg) 13 mei 2013 10:22 (CEST) - from Wikimedia UK! I have developed [Hussein Chalayan](#) - my edits will be 'sighted' by another editor and hopefully will be published for everyone to see within a couple of days.
14. [Merrymere](#) (overleg) 13 mei 2013 11:37 (CEST) - (Geert de Rooij en Hans Demoe)
15. [Hoicatherine](#) (overleg) 13 mei 2013 11:07 (CEST) - (Monique van Heist, *crinoline* aanpassen, [Cargelli](#) samen met [LSterenborg](#))
16. [Lisawhittle](#) (overleg) 13 mei 2013 11:11 (CET)
17. [Elledaan](#) (overleg) 13 mei 2013 11:12 (CEST) - media europeana fashion toevoegen aan artikelen + media bij onderwerpen
18. [SnjSter](#) (overleg) 13 mei 2013 11:13 (CEST) - Artikel [Fong Leng](#) bewerken
19. [Kostuumvereniging](#) (overleg) 13 mei 2013 11:13 (CEST) - [Regency](#) Herenmode, klepbrokken
20. [SarahBenG](#) (overleg) 13 mei 2013 13:10 (CEST)
21. [Infashionrecht](#) (overleg) 13 mei 2013 11:15 (CEST) - Artikel over [Puck](#) en [Hans](#) bewerken
22. [Barbarateks](#) (overleg) 13 mei 2013 11:18 (CEST) - artikel over [Iris van Herpen](#) aanvullen
23. [L.sterenborg](#) (overleg) 13 mei 2013 11:20 (CEST) - (Monique van Heist, *crinoline* aanpassen, [Cargelli](#) samen met [hoicatherine](#))
24. [Miernst](#) (overleg) 13 mei 2013 11:31 (CEST) - [Zaans stikwerk](#)
25. [Ninbloem](#) (overleg) 13 mei 2013 11:37 (CEST)
26. [Arnol17](#) (overleg) 13 mei 2013 11:39 (CEST) - [Klederdracht](#)
27. [Art2becult](#) (overleg) 13 mei 2013 11:40 (CEST)
28. [Japkevu](#) (overleg) 13 mei 2013 11:42 (CEST)
29. [HelenaBeks](#) (overleg) 13 mei 2013 11:46 (CEST) - [Dirk van Saene](#)
30. [Jomarmid](#) (overleg) 13 mei 2013 11:47 (CEST) - [Martin Margiela](#)
31. [AnneKarljn](#) (overleg) 13 mei 2013 12:05 (CEST) - [Lulfehoed](#)
32. [99o9f](#) (overleg) 13 mei 2013 12:15 (CEST) - (from Australia - I don't speak a word of Dutch - sorry!), working on the English version of [Zaans stikwerk](#) at [en:Marseille embroidery](#)
33. [Contemporaryinformation](#) (overleg) 13 mei 2013 12:17 (CEST) - [Piet Paris](#)
34. [SHeyn](#) (overleg) 13 mei 2013 12:39 (CEST) - [Antwerpse Zes](#)
35. [Mivest](#) (overleg) 13 mei 2013 12:41 (CEST) - [druipers](#)
36. [Dieter suls](#) (overleg) 13 mei 2013 12:47 (CEST) - [kant/lace](#) en [aanverwanten](#)
37. [Gadidjah](#) (overleg) 15 mei 2013 14:42 (CEST)

Voeg je artikelen toe op: [w:Gebruiker:Husky/Deelnemers Centraal Museum](#)



De Editathon in volle gang



De 21ste Amsterdamse Fashion Week Weeknummer 57-48 - Open Beelden - 71534

Figure 9 Edit-a-thon Wikimedia page, Utrecht

Eventbrite

Create an event

Find events

Questions? Contact the organizer

# Europeana Fashion Edit-a-thon

Monday, September 23, 2013 from 9:30 AM to 5:00 PM (CEST)  
Antwerp, Belgium

Email

In Share

Tweet

Like

Be the first of your friends to like this.

FREE



## Europeana Fashion Edit-a-thon MOMU

### 23/09/2013

1

▼

f

Register

or, register with email

**Registration Ends:** September 23, 2013 8:00 AM

This ticket will allow you to participate at the Europeana Fashion Edit-a-thon taking place at MoMu on 23/09/2013

## Event Details

(\*Please scroll down for information in English\*)

Op maandag 23 september 2013 organiseert Europeana Fashion een edit-a-thon in het MoMu rond het thema mode. Bij deze edit-a-thon gaan deelnemers samenwerken aan bestaande en nieuwe Wikipedia-artikelen over mode, bij voorkeur in relatie met de beelden onder de Europeana Fashion-categorie op Wikimedia.

Het doel van de edit-a-thon is informatie over mode op Wikipedia te verbeteren en meer zichtbaar te maken - zowel op de Nederlands- als anderstalige Wikipediaversies. Deze edit-a-thon zal specifiek plaatsvinden rond het **thema Belgische mode**. Vanzelfsprekend mogen deelnemers ook over andere mode-gerelateerde onderwerpen schrijven.





## FASHION EDIT-A-THON





### MoMu - ModeMuseum Provincie Antwerpen

 Nationaalstraat 28  
Antwerp, Antwerpen 2000 BE

 Monday, September 23, 2013  
from 9:30 AM to 5:00 PM (CEST)

 Add to my calendar

### Event Organized by Europeana Fashion

Europeana Fashion brengt modecollecties samen en maakt ze toegankelijk, zowel via een eigen online portal als in Europeana.eu. Het project is een samenwerkingsverband van 22 organisaties en vertegenwoordigt toonaangevende publieke en private musea en archieven uit 12 Europese landen. Europeana Fashion wordt mogelijk gemaakt door het ICT Policy Support Programma van de Europese Commissie.

In België leveren MoMu - ModeMuseum Provincie Antwerpen, Koninklijke Musea voor Kunst en Geschiedenis, Brussel en Caterk Pictures samen meer dan 500.000 digitale objecten aan voor het portaal. Het bedrijf Internet Architects is betrokken bij de technische opzet van het project. De coördinatie van het Europeana Fashion project is in handen van het Italiaanse Fondazione Rinascimento Digitale en het MoMu.

Contact the event organizer

View other events by this organizer

http://www.europeanafashion.eu

facebook.com/EuropeanaFashion

twitter.com/EurFashion

Figure 10 Edit-a-thon invitation Antwerp

Co-funded by the European Commission within the ICT Policy Support Programme

Connected to:

29