

## **PUBLISHABLE SUMMARY**

Fashion is an important part of our shared European Cultural Heritage, which is increasingly recognised for its important research value to other academic disciplines, including arts, culture, sociology and communication. Since the beginning of the XX century some of the most important public and private cultural institutions and museums of applied arts in Europe have begun collecting and preserving garments, accessories, catalogues, fashion magazines and other documents and materials related to fashion. This has resulted in a growing number of impressive and unique collections that **Europeana Fashion** will bring together online through Europeana ([www.europeana.eu](http://www.europeana.eu)) and also through a dedicated multi-lingual fashion portal.

The **Europeana Fashion** project was launched in March 2012. This three-year project, co-funded by the European Commission within the ICT Policy Support Programme, will publish online by March 2015 over 700,000 fashion-related digital objects, ranging from historical dresses to accessories, photographs, posters, drawings, sketches, videos, and fashion catalogues.

**Europeana Fashion** is a best practice network, representing the leading public and private museums, archives and collections from 12 European countries, encompassing 22 partners: three technical partners and 19 Content Providers selected for the quality of their fashion collections and consisting of a plurality of museums, public institutions, but also private archives and libraries.

Here is the full list of partners:

Fondazione Rinascimento Digitale (IT)	National Technical University of Athens (EL)
ModeMuseum (BE)	Internet Architects (BE)
Victoria & Albert Museum (UK)	Royal Museums of Art and History (BE)
Catwalkpictures (BE)	Netherland Institute for Sound and Vision (NL)
Museum of Applied Arts (RS)	Stockholms Universitet (SE)
MUDE – Museu do Design e da Moda (PT)	Les Arts Décoratifs (FR)
Stiftung Preussischer Kulturbesitz (DE)	Peloponnesian Folklore Foundation (EL)
Pitti Immagine (IT)	Archivio Emilio Pucci (IT)
Nordiska Museet (SE)	Centraal Museum Utrecht (NL)
Museo del Traje (ES)	Rossimoda (IT)
Archivio Missoni (IT)	Wien Museum (AT)

And these are the associate partners:

Museo Salvatore Ferragamo (IT)	Textile Museum of Lodz (PL)
Berg Publisher (UK)	

The ambition of this consortium aims at building a thematic fashion aggregator, while putting a strong emphasis on the quality and the granularity of data, reflecting the versatility of fashion as a medium. This is why the project will also build a dedicated portal, as a specialized front-end for further development of specific functions and services.

More information about the project is available on the project website: [www.europeanafashion.eu](http://www.europeanafashion.eu) (see also an introductory video at <http://youtu.be/pug5hGFZE0U>).

Since the first months of the project, most of the activities were devoted to the building of a visual identity and an on-line presence for the project. A logo has been designed, and a website has been put on-line by June 2012 (<http://www.europeanafashion.eu>).

Also the presence of the Europeana Fashion project in the social media has been addressed, building a Facebook page<sup>1</sup> (that after three months has reached already almost 400 fans), a Twitter account<sup>2</sup>, a Google+ page<sup>3</sup> and a YouTube<sup>4</sup> and Flickr<sup>5</sup> account.



Fig.1 - The Europeana Fashion home page

The social media channels have been also integrated into the website, that also includes a blog, an event calendar and a restricted area (for the consortium members), in which all the deliverables and important documentation, including templates and logos, are stored. A video presentation of the project has been prepared and shared on the blog and on the social media. This video presentation has been also screened during the Europeana Plenary meeting in Leuven on the 14<sup>th</sup> of June 2012, in which the project was presented.

<sup>1</sup> <https://www.facebook.com/EuropeanaFashion>

<sup>2</sup> <http://www.twitter.com/EurFashion>

<sup>3</sup> <https://plus.google.com/11587995196372227275/posts>

<sup>4</sup> <http://www.youtube.com/user/EuropeanaFashion>

<sup>5</sup> <http://www.flickr.com/photos/europeana-fashion>



Fig.2 - The Europeana Fashion Facebook page in October 2012

In May 2012 also a first version of the Communication and Dissemination Plan<sup>6</sup> has been published, in which the basic philosophy and strategy for the internal and external communication has been defined, assigning responsibilities to each of the consortium partners for the different aspects of communication and dissemination of the project results.

During the whole period subject of this report, waiting for the online release of our Europeana Fashion portal, the project continued to be active on the communication side, giving a strong emphasis on Facebook, Twitter and the project website in a first place, and secondarily on Google+, YouTube, Flickr and Pinterest.

With most focus on Facebook and Twitter, these platforms were used as “shop windows” to attract visitors on the Europeana Fashion website. Metrics indeed confirm that Facebook is the number one referent to the project website. Throughout the whole period, Facebook and Twitter have been updated on a nearly daily basis with posts and tweets, respectively. The website itself was updated with events (mostly exhibitions) and blog posts. From September until October 2012, the number of monthly visitors passed the one thousand mark. Between October and December 2012 it ranged between 1000 and 1500 per month, increasing from December onwards to 2000 and arriving to nearly 4000 visitors per month in February 2013.

From September 2012 until February 2013, the number of followers on Facebook and Twitter steadily increased reaching more than 1.300 on Facebook and about 400 on Twitter.

A milestone in the online visibility growth of Europeana Fashion was the publication of an article dedicated to the project in the International Herald Tribune/New York Times that appeared both in print and online on 18 February 2013. The article instantly raised the online profile of the project, boosting the number of followers on both Facebook and Twitter. Its effect still resonates in higher average growth, increased interactions (like, sharing, commenting, re-tweeting) and more online coverage of the project by external sources (blogs, online magazines, etc.).

Another significant social media project that has been launched at the end of February 2013 is a collaboration

<sup>6</sup> see WP6 description on page 14 for more details

between the Europeana Foundation and Europeana Fashion on a Tumblr blog<sup>7</sup> that intends to showcase the outstanding fashion content that the project will aggregate and that will serve as an end user engagement case-study for both Europeana and Europeana Fashion.

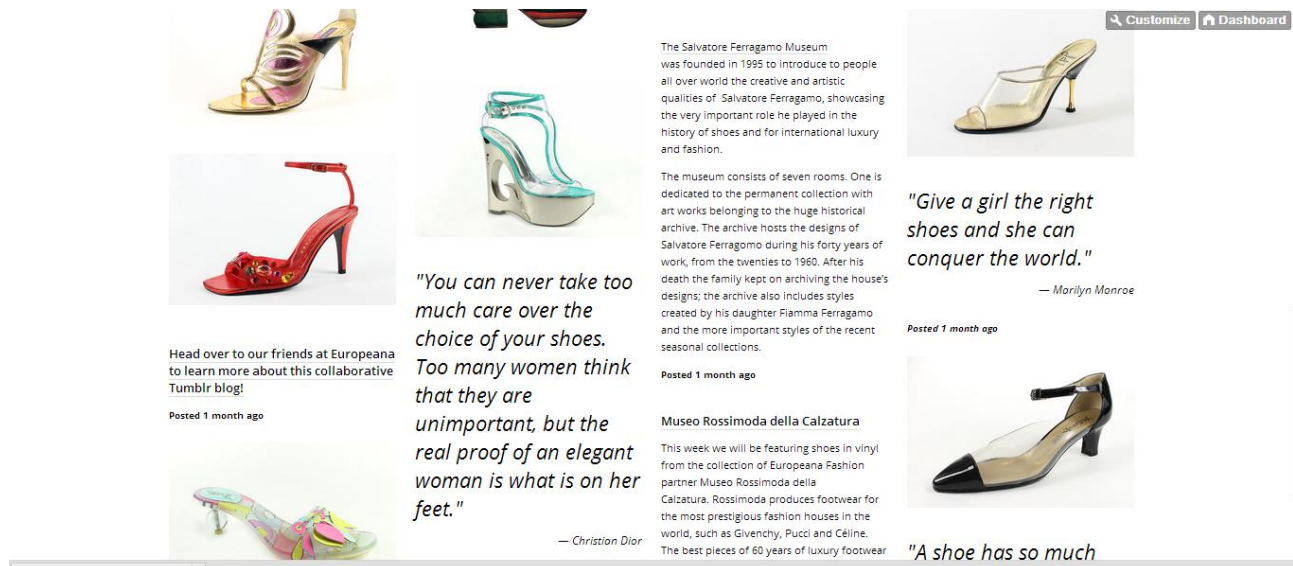


Fig.3 - Europeana Fashion Tumblr Blog screenshot

Overall, the whole first year of the project has been marked by a steady growth in the online audience. The Tumblr blog in combination with the forthcoming Europeana Fashion Conference, and two fashion edit-a-thons (in March and May 2013) are expected to sustain and further increase the online “profile” of the project.

In December 2012 has been also published a first version of the Exploitation and Sustainability Plan.

Sustainability of the Europeana Fashion initiative has been an important topic from the start. Especially as Europeana Fashion is not only a dark aggregator of fashion content, but develops also its own portal. The final goal of the exploitation and sustainability plan is on one hand to explore and develop business models for the Europeana Fashion platform in order to sustain the portal and its services after the project ending, on the other hand it aims at exploring different options on how to fully exploit and valorise the results of the Europeana Fashion project (content, portal, know-how) “at large”.

To achieve this aim a wide variety of different possible business models were analysed. Ideas, plans and suggestions about the sustainability of the Europeana Fashion project were discussed between the project partners. Questions of long-term sustainability were also discussed with the Europeana Foundation Director, Jill Cousins, and a draft “strategic agreement” between the Europeana Fashion consortium and the Europeana Foundation has been defined and it’s going to be finalised and signed in the forthcoming months.

For the exploitation and sustainability of the Europeana Fashion Portal, two tools turned out to be most useful. These are tools that reflect a complementary perspective on reality. On the one hand there is the Business Model Canvas, a tool that appeals to creativity, brainstorm sessions and innovative thinking. On the other hand there is the Strategy Change Cycle, a tool based on sound planning, control and management. These theoretical approaches were used to create a solid foundation and define the process by which sustainability for the project can be defined and achieved.

Along with the communication activities, in the beginning of the first year of the project major focus was also given to the identification and definition of the User Groups<sup>8</sup> of the Europeana Fashion services in the

<sup>7</sup> <http://europeanafashion.tumblr.com/>

<sup>8</sup> see WP4 description on page 11 for more details



education and research, cultural heritage and leisure, and creative industry domain. This work has also led to the definition of concrete user scenarios for the Europeana Fashion portal that will be finalised in April 2013.

After the definition of the user groups, a first set of user requirements for the Europeana fashion portal were defined and customised for each of the three groups: education & research, cultural heritage & leisure and creative industry.

During the process of defining all the potential user requirements, different methodologies were used. First, extensive desk research was conducted to find out what has already been written on the subject of user requirements for museum databases and websites, and on requirements for the defined user groups. Then several internal brainstorm sessions were held in order to see what is possible to do with matters such as social media, user generated content, timelines, online exhibitions and calendars. To conclude the analysis of the subject, partner Internet Architects (IA) benchmarked 46 different sites related to the creative industry or with a database of art objects. The purpose of this was to make a listing of the various features and functionalities of these websites and then select the main ones chosen for the first version of the Europeana Fashion portal. In the next iteration (for the second version) this list can be presented to potential users in focus groups or interviews to determine the most desirable functionalities for the Europeana fashion portal.

Among the main tasks in this reporting period, there is also the release of the first version of the Fashion Thesaurus. This thesaurus, based on the Getty Arts & Architecture Thesaurus, consists of 498 unique concepts, enriched with synonyms, scope notes and translations in a total of 10 languages (English, French, Dutch, Italian, Spanish, Portuguese, Greek, Serbian, Swedish and German). It comprises 5 main facets (fashion objects, fashion events, materials, techniques and colours) with different subsets (costume, accessories, contextual objects, communication, etc.). The thesaurus has been published in SKOS format for use in the mapping and enriching phase of the ingested metadata.

In November 2012 the fashion profile of the Europeana Data Model (EDM-fp) has been finalised and published. This work has been carried out in close collaboration with the Europeana Foundation group that is following the development and maintenance of EDM. This data model, adapted to better describe fashion content, has been presented in its final form during a workshop on content ingestion held in Athens on the 21<sup>st</sup> and 22<sup>nd</sup> of November.

At the same time also a Content Ingestion Plan has been produced, in which all content providers drafted a schedule for the delivery of their collections to the Europeana Fashion aggregator. This document will be used during the remaining duration of the project to monitor the overall status of the content ingestion to the aggregator and to Europeana.

In the same period the technical partner NTUA implemented the EDM-fp schema in the mapping and ingestion platform (MINT) and opened the online access to the platform for the metadata ingestion.

Right after all these preliminary steps and activities, in December 2012, the first collections coming from partners MoMu and Catwalk Pictures have been ingested in the Europeana Fashion aggregator using the MINT platform. Followed by the ones coming from Wien Museum and Traje Museum. These first collections were used as an extensive test of the ingestion process and of the MINT platform. And by the end of February 2013 the metadata ingestion platform MINT has been able to fully support the content provision activities, also thanks to the complete integration of the SKOS version of the Europeana Fashion thesaurus.

Under the coordination of partner Victoria & Albert Museum, Europeana Fashion also issued in December 2012 the "IPR best Practice Guidelines", in which are documented clear guidelines to identify, assess, clear and manage rights related issues for the content that project partners are providing.

To achieve this aim current 'best practices' and licensing models within the Europeana framework and legal environment were reviewed and screened for their usefulness in the fashion context. The communal knowledge of the project partners was also employed to collect different examples of IPR guidelines and practices from cooperating institutions.

All the inputs from these different sources were combined into a first draft that was presented and thoroughly discussed at the workshop on IPR and Content Preparation in Berlin, on 6th-7th September 2012. This event proved to be very fruitful both in raising awareness about the IPR issues among the project partners and in discussing possible approaches on clearing IPR. The final version of these guidelines, which also have been reviewed by Europeana Foundation's IPR & Policy Advisor, Julia Fallon, will be presented at the Europeana Fashion Conference in Florence in April 2013.

To complete the description of the work carried on in the first year of the project, we report below a detailed list of the project activities for this period:

- A Kick-off meeting was organized and hosted by the Coordinator, FRD, in Florence on the 14/15 of March 2012. Almost all partners attended. The Coordinator outlined the overall goals of the project, and each WP leader presented the work to be done in his WP. Each Consortium partner then presented its own institution and the collections they will contribute to the project.
- A project management and collaboration platform, called Basecamp, was set up to streamline communications between all partners; the PBM; Partners involved in specific working groups (i.e. Thesaurus working group, and IPR working group).
- At the end of March 2012, WP2 leader circulated among consortium partners an on-line survey to collect detailed and updated information about each of the collections that were listed in the “Table of underlying content” (Table0) and that will be aggregated into Europeana, in preparation of the Content Analysis and Description Report (Deliverable 2.1).
- The project Grant Agreement was signed by all partners, and FRD transferred the first installment to the consortium partners in April 2012.
- A first meeting of WP4 task leaders was held in Antwerp, on the 27<sup>th</sup> of April, to discuss about the definition of users groups and the IPR guidelines to be presented in draft form at the IPR and Content Preparation workshop in September 2012.
- A first version of the Communication Plan was written and published on the restricted area of the project’s website, and delivered to the EC at the end of May 2012 (Deliverable 6.1).
- A Europeana Fashion logo was prepared, following the brand guidelines of Europeana.
- In June 2012 the Europeana Fashion project website was launched.
- Following the launch of the website, also a Facebook and a Google+ page were set-up, together with a Twitter, YouTube and Flickr account.
- The second Project Management Board meeting was held in Antwerp, on the 4/5<sup>th</sup> of June 2012, in conjunction with Thesaurus working group meeting. The PMB discussed the early results, the status of the project, the interdependencies between the WPs, the involvement of the consortium partners.
- The Europeana Fashion project was presented at the European Plenary meeting in Leuven on the 14<sup>th</sup> of June 2012.
- The “Definition of User Groups” document was prepared and delivered to the EC at the end of June 2012 (Deliverable 4.1)
- A Project Handbook and a Quality Assurance Plan was prepared, and its final version was delivered to the EC on the 30<sup>th</sup> of August 2012 (Deliverable 1.1a).
- A final draft of the Consortium Agreement was prepared and distributed among partners, and also submitted to the EC on the 30<sup>th</sup> of August 2012 (Deliverable 1.1b).
- WP4 task leader V&A circulated an on-line survey among partners to collect information on the local status of IPR issues and awareness for the preparation of the draft IPR guidelines to be presented during the IPR and Content Preparation workshop in September in Berlin.
- WP1, WP2 and WP4 leaders prepared a program for the workshop on IPR and Content Preparation mentioned above.
- WP2 task leader KMKG prepared a preliminary draft of the Europeana Fashion Thesaurus to be presented during the IPR and Content Preparation workshop.
- WP2 leader issued a preliminary draft of the EDM-fp metadata schema to be presented during the IPR and Content Preparation workshop.
- The Content Analysis and Description report was finalized and presented to the consortium partners during the workshop in Berlin, and then submitted to the EC on the 17<sup>th</sup> of September 2012.
- The third Project Management Board meeting was held in Berlin, on the 5<sup>th</sup> of September 2013. The PMB discussed the status of the project, the interdependencies between the WPs, the involvement of the consortium partners and the draft strategic agreement with Europeana.
- A Workshop on Content Preparation and IPR Clearing has been organised in Berlin on the 6<sup>th</sup> and 7<sup>th</sup> of September 2012, to discuss with all partners about the content provision workflow and IPR issues.
- The specification of the EDM-fp schema were finalised and published on the restricted area of the project’s website, and delivered to the EC at the end of November 2012 (Deliverable 2.2).

- The Content Ingestion plan were finalised and published on the restricted area of the project's website, and delivered to the EC at the end of November 2012 (Deliverable 2.4).
- The first version of the User Requirements was finalised and published on the restricted area of the project's website, and delivered to the EC at the end of November 2012 (Deliverable 4.2 and MS3).
- The Europeana Fashion project was presented at the Haifa University on the 13<sup>th</sup> of November and at the EVA/Minerva conference in Jerusalem on the 14<sup>th</sup> of November 2013.
- A training Workshop on Content Ingestion and EDM-fp has been organized in Athens, on the 21<sup>st</sup> and 22<sup>nd</sup> of November 2012, to train content providers on the use of the MINT ingestion platform and to present the EDM-fp final specifications.
- The fourth Project Management Board meeting was held in Athens, on the 20<sup>th</sup> of November 2013. The PMB discussed the status of the project, the interdependencies between the WPs, the involvement of the consortium partners, the first portal user requirements and the related portal wireframes and two amendments to the Grant Agreement (see project management chapter for details).
- The first version of the Europeana Fashion Thesaurus has been published (in CSV format) in 10 languages in December 2012 and delivered to the EC as Deliverable 2.3. The thesaurus has been then represented in SKOS format and published online in February 2012.
- The final version of the IPR Clearing Best Practices has been publicly published and delivered to the EC at the end of December 2012 (Deliverable 4.4 and MS4).
- Content ingestion started (MS5) with collections from MoMu and Catwalk Pictures in December 2012, followed by collections from Traje and Wien Museum in January/February 2013.
- The first version of the Exploitation and Sustainability Plan for the Europeana Fashion project has been published and delivered to the EC at the end of December 2012 (Deliverable 4.3).
- The first Report on the Content Ingestion tool has been published and delivered to the EC at the end of December 2012 (Deliverable 3.1). This document serves also as reference manual for content providers for the use of the ingestion platform.
- The fifth Project Management Board meeting was held in Antwerp, on the 8<sup>th</sup> of February 2013. The PMB discussed the status of the project, the interdependencies between the WPs, the involvement of the consortium partners. The PMB also approved the Consortium Agreement and authorized the distribution for a final approval and signature by all partners.
- Partner Internet Architects started the development of a clickable model of the portal, according to the first user requirements and the related wireframes. The model has been put online at the end of March 2013.
- On the 25<sup>th</sup> of February Europeana Fashion in collaboration with Europeana launched a Tumblr blog. The first issue was on shoes.

There were two deviations from what written in the Annex I. The first was related to the publication of the first version of the Europeana Fashion thesaurus (Deliverable 2.3) that was postponed from November to December 2012 (mainly because of the higher number of terms gathered, and their translations in 10 languages). And the second deviation was related to the release of the first version of the portal that was postponed from February 2013 to June 2013 (due mainly to the administrative delay caused by the subcontracting of a part of the development of the portal itself).

The first two Milestones due in June 2012 (PM4), "Project Website and Communication Tools" and "Definition of User Groups", Milestones 3 "First User Requirements" due in November 2012 (PM9), and Milestone 4 and 5, "IPR Best Practices" and "Start of the Content Ingestion", due in December 2012 (PM10), were all reached on time.

Milestone 6 "First Version of the Portal" was postponed from February 2013 to June 2013, as stated before, mainly because of the delay caused by the request of subcontracting of the software development part of the portal and the related redefinition of the task.