



ICT-PSP Project no. 297158

EUROPEANAPHOTOGRAPHY

EUROPEAN Ancient PHOTographic vintaGe repositoRies of digitAized Pictures of  
Historical qualitY

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## Context

WP 7	Dissemination
WP Leader	ICCU
Task 7.4	Photographic exhibition and dissemination book (content editing by KU Leuven + layout and Printing by ICCU), Uncommon Culture Journal (ICIMSS), International Conference (KU Leuven) and digitalmeetsculture show-case (Promoter)
Task Leader	KU Leuven
Dependencies	ICCU, Promoter

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## History

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### 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This deliverable contains original unpublished work except where clearly indicated otherwise.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.

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## 1 EXECUTIVE SUMMARY

This deliverable is the formal document of the project that accompanies the exhibition book realized within Task 7.4 “Photographic exhibition and dissemination book (content editing by KU Leuven + layout and Printing by ICCU), Uncommon Culture Journal (ICIMSS), International Conference (KU Leuven) and digitalmeetsculture show-case (Promoter)”.

As widely explained on D7.4 Exhibition, the project produced two exhibition events, one in Spring 2014 in Pisa and the other in Leuven, currently open until 15th March 2015.

The exhibition book was produced in a first version for the Pisa exhibition, in English language; a second edition of the book, including addenda and a re-organization of the images, and fully translated in Dutch, was realized for the Leuven exhibition. A third smaller publication completes the materials realized for All Our Yesterdays. This third publication is planned at the time of the delivery of this document and the Coordinator is committed to produce it on its own expenses, and will be published after the end of the EC funding period (see D7.4, as also reported in section 2.2).

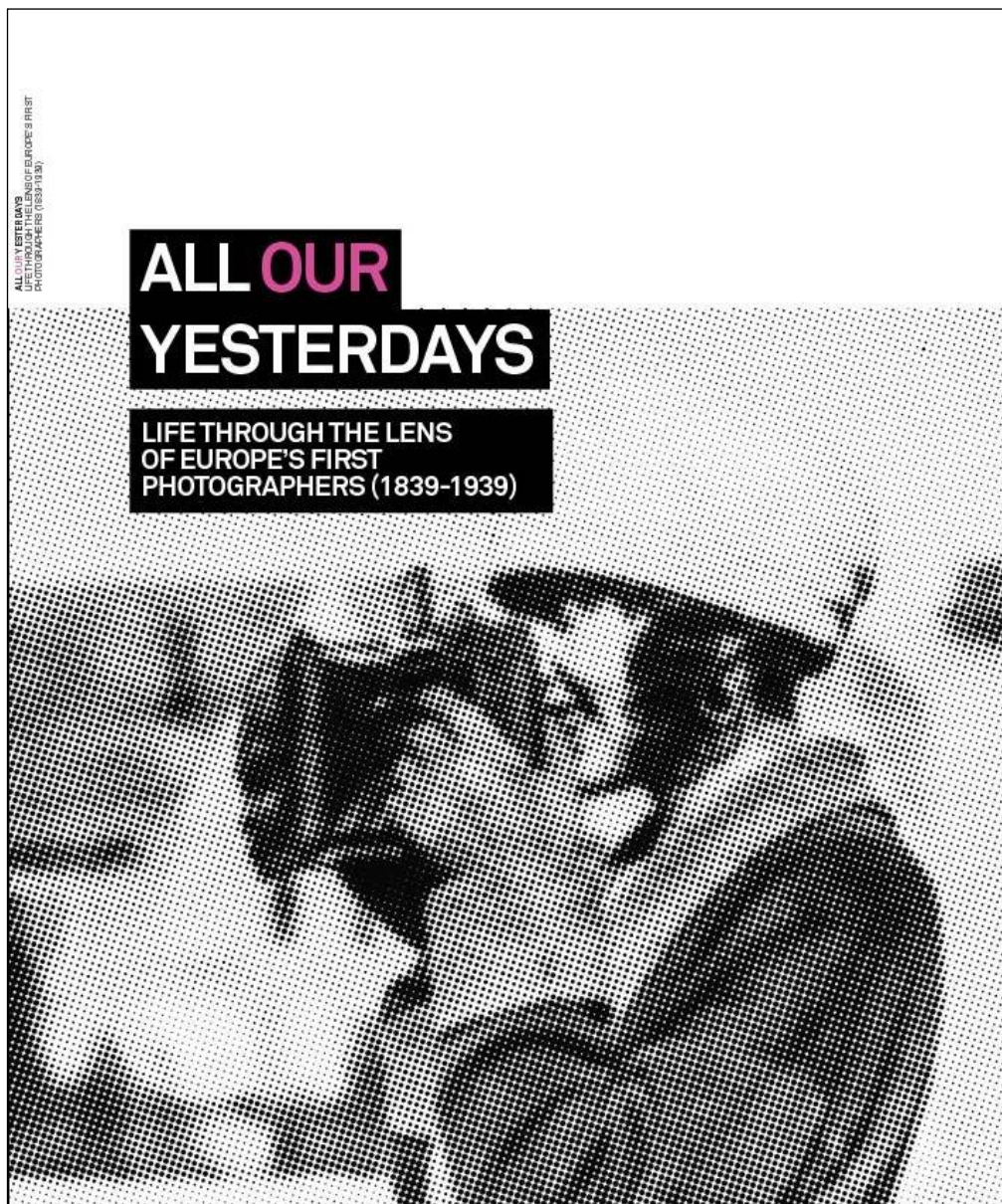
These catalogues are beautiful books and were distributed both to VIPs and key people and to common visitors of the exhibitions, upon request.

## 2 ALL OUR YESTERDAYS EXHIBITION BOOKS

### 2.1 PISA EDITION

The book accompanying the Pisa exhibition is a 128p. catalogue, comprising all the images that compose the exhibition itself with related captions, and enriched with explanatory articles, an early photography timeline, overview of techniques used, an early photography 'hall of fame', short essays by several project partners and a presentation of the complete project consortium.

The book is a monograph in English, authored by KU Leuven with contributions of several consortium members and published by ICCU in 500 copies in April 2014.



*The cover of the catalogues realized for the Pisa exhibition*

The 500 copies printed were distributed as follows:

About 300 were shipped to Promoter, and were distributed to key people in Pisa belonging to the Municipality, the University of Pisa, the network of museums of the city; to photographic associations and collectors; to special guest visitors of the exhibition and to visitors who expressly asked for a copy because of an interest in early photography, history, photographic art etc. and of course to the project partners.

A list of about 50 VIPs was compiled by the consortium partners, collecting feedback from the partners about people they wished to send the catalogue to in their own country. These people received one or more copies with a personal letter. The list included key persons at important institutions such as Vatican Museums, Rijksarchief, Fotomuseum Antwerpen, The Ministry of Culture and National Heritage in Poland, the Hellenic Ministry of Culture and Sports, the Museum of Photography in Thessaloniki, the British Journal of Photography, the School of Art History - University of Saint Andrews in Scotland, many representatives of Museums and Universities, and of course representatives at the European Commission.

A few copies were left at Promoter and are currently in use for dissemination purposes: for example a couple of books were given to Joanna Zylinska of Goldsmiths University of London, partner in Europeana Space<sup>1</sup> project and leader for the Open and Hybrid Publishing pilot realized in that framework. This pilot is developing an Open Book on Photomediations<sup>2</sup> and the All Our Yesterdays exhibition will be valorized in it.

Some copies were left at ICCU, and all the rest of the catalogues was shipped in Autumn 2014 to Leuven, to be distributed during the Leuven exhibition.

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<sup>1</sup> There is a cooperation agreement with Europeana Space, and the two projects also have several partners in common. [www.europeana-space.eu](http://www.europeana-space.eu)

<sup>2</sup> <http://www.europeana-space.eu/pilots-and-demostrations/open-hybrid-publishing/>



## 2.2 LEUVEN EDITION AND EXTRA PUBLICATION

On the occasion of the Leuven edition of All Our Yesterdays, a renewed catalogue was edited by KU Leuven, with addenda, and fully translated in Dutch. The Dutch version was printed, while the new English version will be issued as an e-book by KU Leuven.

This second edition is composed of 144 pages, and includes a selection of 14 new images provided by the Leuven City Archive, with related captions, and new essays.

It was printed in 200 copies and distributed to the partners and during the Leuven exhibition, where the two publications are therefore available.

The Leuven edition of All Our Yesterdays is displayed in two locations, as it was a double exhibition including the Pisa set-up in one location (Campus Library Arenberg) and the Leuven-focused chapter in the other one (Tweebronnen library).

Also, as explained in the D7.4:

“A third publication – a cahier (both in English and in Dutch) devoted to the Leuven collection displayed in Tweebronnen, boasting new articles and essays – will be published shortly after the vernissage.”



*The second edition of the catalogue, in Dutch*

### **3 CONCLUSION**

This deliverable is the formal document to accompany the catalogues realized in the framework of EuropeanaPhotography. Two editions were realized, and a third smaller publication - which is already planned and for which the Coordinator is committed, but which will be produced after the end of the project - completes the set of materials for All Our Yesterdays.

There is an agreement that the master files of the catalogues (i.e. the source files for possible re-prints) are migrated to Photoconsortium, the spin-off association that builds upon the legacy of EuropeanaPhotography.