Blowing Bubbles
Pieter van der Werff
1700 - 1722, Rijksmuseum
Netherlands, Public Domain

europeana

#BIGARTRIDE - EUROPEANA 280:

Launch & Activities April to June 2016

Jill Cousins | **Europeana Foundation**

4 April 2016

Promotion Schedule

. **Launch April 21st**
  Exhibition - Faces of Europe
  #BigArtRide - Brussels – Art
Brussels/ING Belgium
  Press releases: #BigArtRide
                Europeana Art 280

PR & Comms activities April-Dec
- Europeana Art History Collection
- Exhibition Chapters
- #BigArtRide
- Jumping Jacks

PURPOSE OF CAMPAIGN

Banquet Still Life
Adriaen van Utrecht
1644, Rijksmuseum
Netherlands, Public Domain

Goals

1. **Engage people** in Europe's rich artistic history
2. Encourage the **open sharing** of higher quality pieces from Europe's memory institutions
3. Demonstrate our **shared European culture**
4. Increase **buy-in from EU states** on the benefits of joint ownership of Europeana
5. Create and Promote the **new channel** from Europeana.

BACKGROUND INFORMATION

Rough Sea with a Steamer near the Coast of Norway|Peder Balke

c.1847-50 | Statens Museum for Kunst, Denmark | CC0

All countries contributed

- 325 artworks from all 28 EU countries plus Norway
- 155 with open licenses
- All of decent quality.

PROVIDER: "Europeana 280"

europeana collections

Home Collections- Browse Exhibitions- Blog

Per page: 12   GRID   LIST

REFINE YOUR SEARCH

MEDIA

☐ Image (308)

☐ Text (15)

☐ Only items with links to media

CAN I USE IT?

☐ Yes With Attribution (144)

☐ Yes With Restrictions (90)

☐ Only With Permission (89)

COUNTRY

☐ Denmark (22)

☐ United Kingdom (20)

☐ Belgium (16)

☐ Spain (15)

☐ Sweden (14)

More

LANGUAGE

☐ Multilingual (167)

☐ English (40)

☐ Deutsch (20)

☐ Svenska (14)

☐ Eesti (12)

More

AGGREGATOR

☐ Europeana 280 (323)

INSTITUTION

Códice de trajes | Anónimo

La Piedad (1633) | José de Ribera and Jusepe de Ribera

Vista y plano de Toledo | Greco

Young Gardeners (1968) | Malle Leis
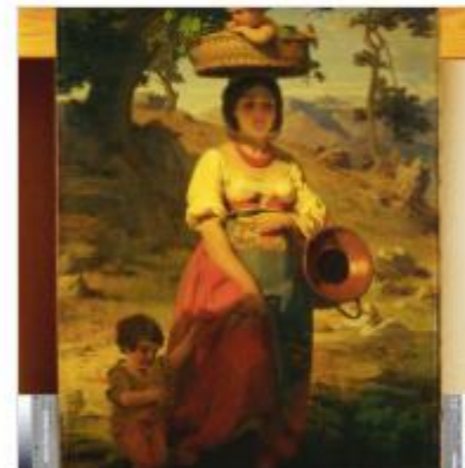
An Italian Woman with Children by a Stream (1862) | Johann Köler

Singing Tree (1970 and 1990) | Raul Meel

From the famous...

Femmes de Tahiti | Paul Gauguin
1891, Musee d'Orsay
France, CC BY-NC-SA

… to the less well known

The Sleep| Corneliu Baba
1959, Timisoara Art Museum
Romania, CC BY

APRIL 21 LAUNCH

**Le jardin de l'artiste à Giverny |
Claude Monet**

April 21 Launch

- European 280 Exhibition - Introduction

- #BigArtRide – Art Brussels/ ING Belgium
- Facebook Event

- Press Releases x 2: #BigArtRide
                        Europeana 280 (campaign/
                        Europeana Art History Collections

COMMUNICATIONS ACTIVITIES

The Ha'Penny Bridge Dublin | Samuel Frederick Brocas

1818 | National Library of Ireland, PD

PR campaign

- Two PR companies:
  - Smith Communication, Netherlands
  - Edelman for all the other countries
- Role: to get press coverage (national and regional), take up on social media; Also working with the local Cultural Heritage Institutions who have provided material to promote #BigArtRide

Europeana Art History Collection
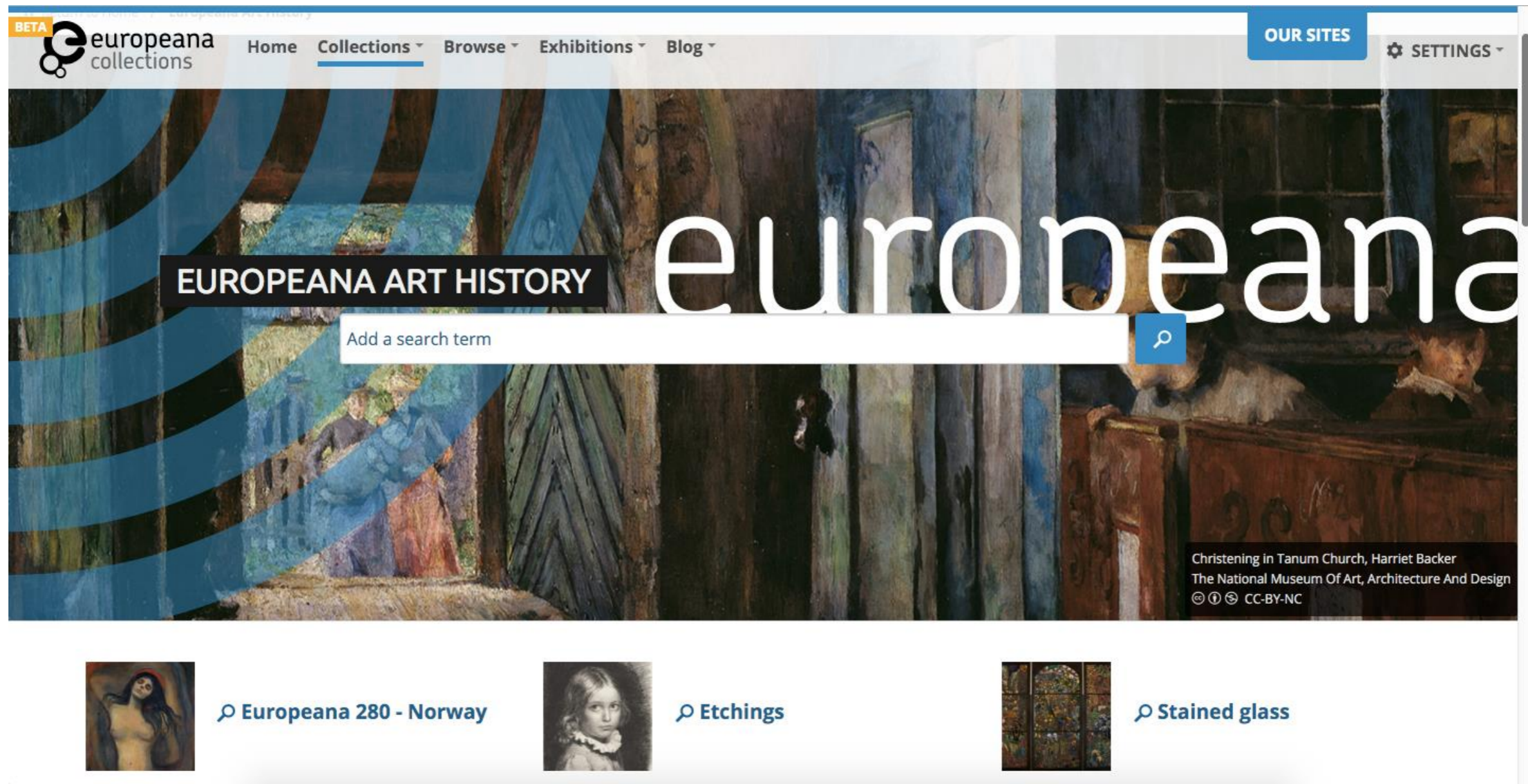
Europeana 280 image as hero image - different country each week

Europeana Art History Collection

Curated searches, Apps, Other Exhibitions

DailyArt App Partnership

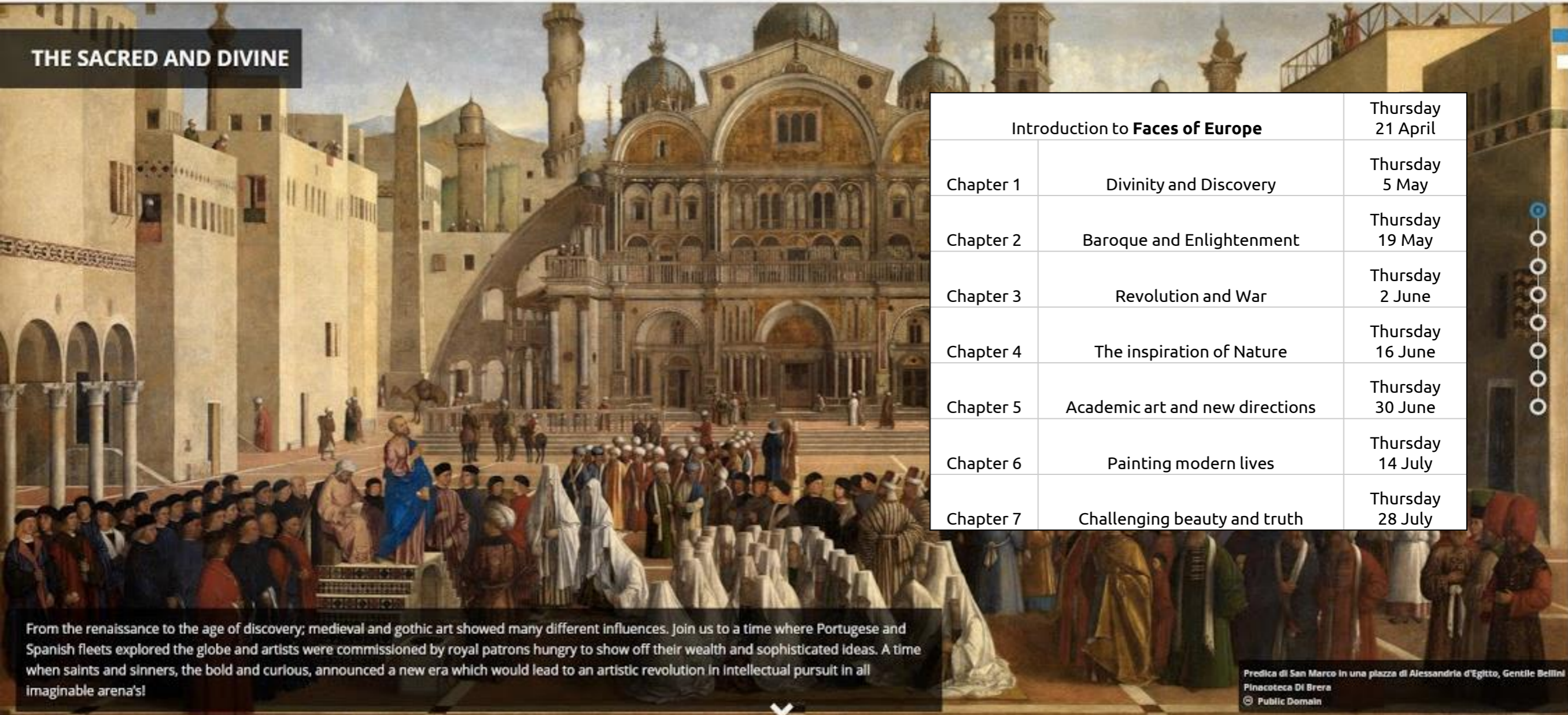Teaser with DailyArt, every Tuesday and Saturday in March 2016.

Summer Night: Inger on the Beach| Edvard Munch
1889, Kode Art Museum of Bergen
Norway, public domain
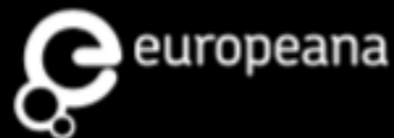
Exhibition: *Faces of Europe*

		Thursday 21 April
Introduction to **Faces of Europe**		
Chapter 1	Divinity and Discovery	Thursday 5 May
Chapter 2	Baroque and Enlightenment	Thursday 19 May
Chapter 3	Revolution and War	Thursday 2 June
Chapter 4	The inspiration of Nature	Thursday 16 June
Chapter 5	Academic art and new directions	Thursday 30 June
Chapter 6	Painting modern lives	Thursday 14 July
Chapter 7	Challenging beauty and truth	Thursday 28 July

#BigArtRide

europeana   BEELD EN GELUID   DROPSTUFF.nl

Tour route and schedule

21-23 April	**Brussels**	Art Brussels / ING Belgium	**Amsterdam**	
27-30 April	**Wroclaw**	EU Cultural Capital	**Amsterdam**	27 April: Kingsday
06-08 May	**Rome**	Bici Roma	**Apeldoorn/Nijmegen**	start Giro d'Italia Gelderland
13-15 May	**Vienna**		**Amsterdam**	
20-22 May	**Prague**		**Amsterdam**	(under reservation)
25/28 May	**Brussels**	EU-Parliament Brussels	**Amsterdam**	
30 May-1 June	**Berlin**	Metropolitan Solutions	**Amsterdam**	
9-11 June	**London**		**Hilversum/Amsterdam**	9 June: CLICKNL conference
23-25 June	**Paris**		**Amsterdam**	
28-30 June	**Bratislava**	Handover EU-Presidency	**Amsterdam**	30 June: EU Heritage-meeting

The actual locations can be found at www.europeana.eu / www.beeldengeluid.nl / www.dropstuff.nl

europeana

#BigArtRide

europeana   BEELD EN GELUID   DROPSTUFF.nl

START
NETHERLANDS

BELGIUM

FRANCE
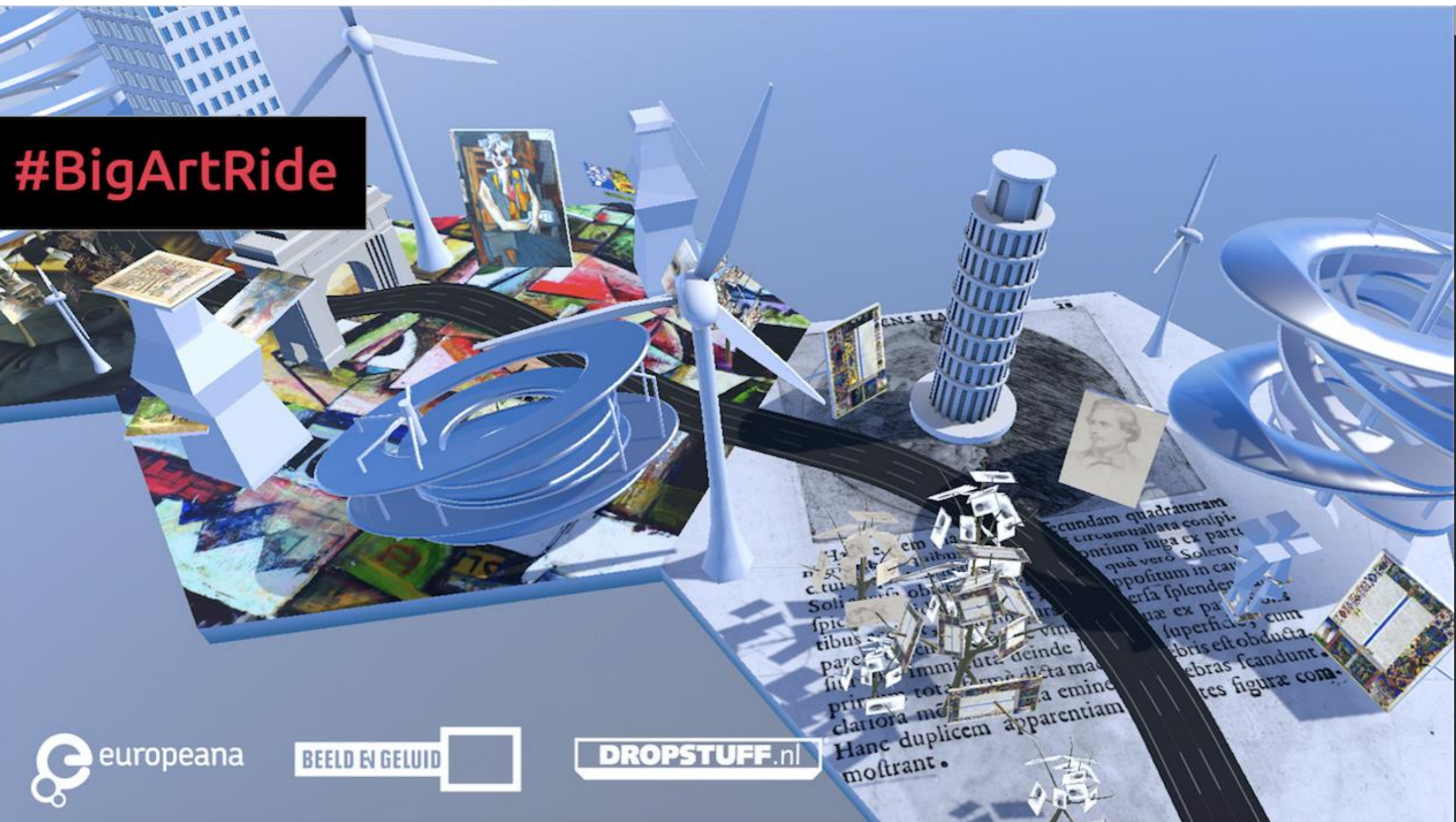
AMSTERDAM

Jumping Jacks

From June - Dec 2016. In non #BigArtRide countries.

Project page | Discussion

Wikidata:Europeana Art History Challenge

Europeana Art history challenge

15 April - 30 May, 2016

#Europeana280 / Art History Collections @ Europeana

Europeana 280 ⧉ is a pan-European campaign to get people excited about Europe's shared art heritage by celebrating the diverse and magnificent artworks that are a part of it. The campaign coincides with the launch of the *Art History collections* ⧉, one of Europeana's first thematic collection sites. All 28 EU Member States were invited to nominate 10 pieces of art held in their country that have contributed to a major European art movement. Every EU member state is involved, and Norway too!

As part of Europeana 280, we are running the *Europeana Art History Challenge*!

Artworks: **300 items**. Ten from each participating country.

Languages: *39 Wikipedias'* are being tracked. Other Wikipedia communities are also welcome to join!

Total: **Over 10,000 language-artwork pairs** in Wikipedia, and their Wikidata items!

- **When**: From **15 April** until **30 May 2016**

- **How**:

  1. **Sign up!** - list your country, and register your **points**.
  2. Create or improving articles on **Wikipedia** about *your* country's 10 artworks in your own language.
  3. Translate articles about the *other* country's artworks into your language.
  4. Improving the **Wikidata** about the artworks and any Wikidata item *linked from the artwork* item.
  5. **Prizes** for *overall* and *national* winners!

Contents [hide]

Wikidata Partnership to translating the metadata/descriptions of the Europeana Art 280 works into at least 29 languages.

CREATE: Colouring APP
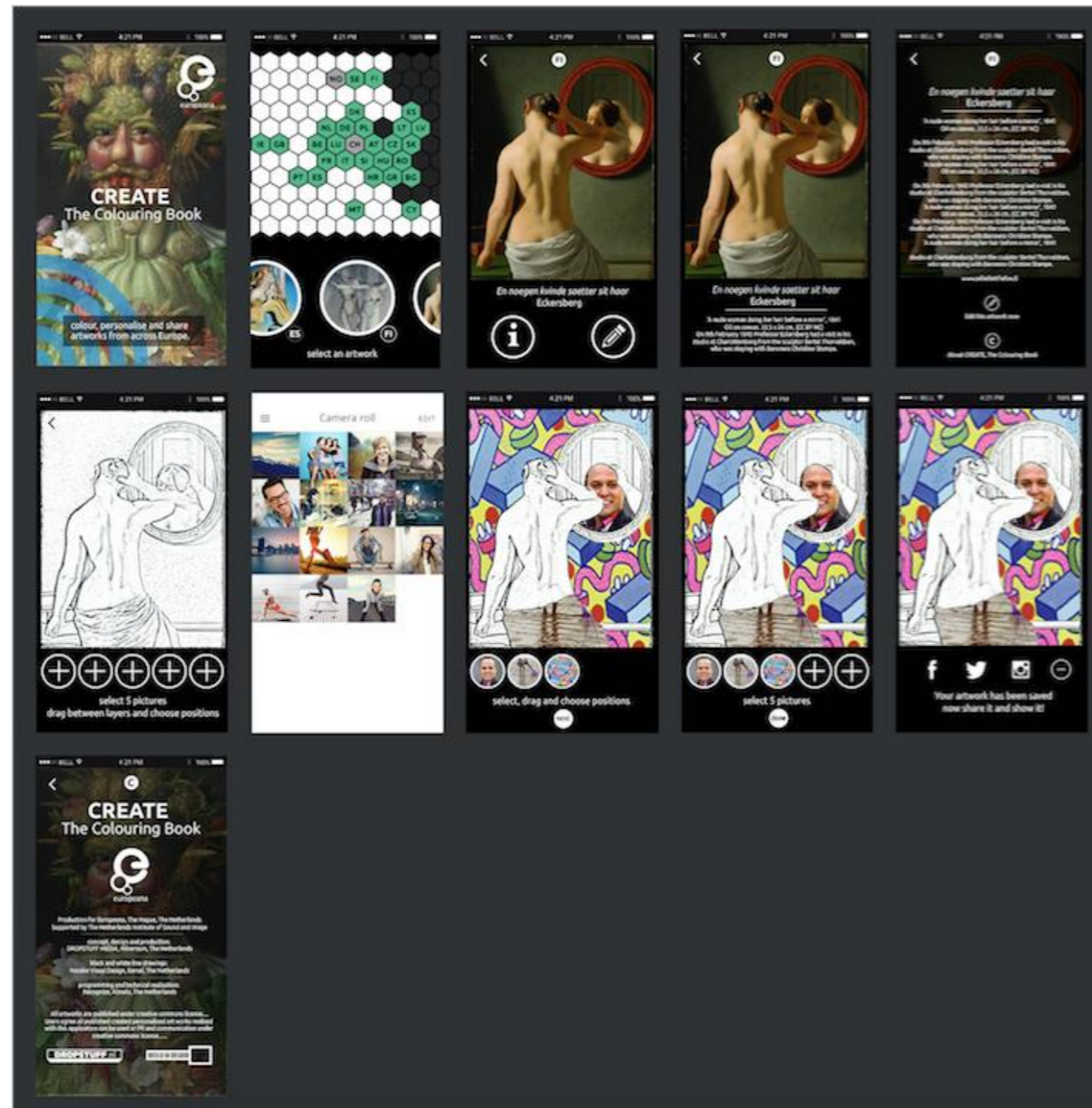
Using all PD or CC0 images - line drawings can be coloured by photos etc on your phone

Europeana Network & Data Providers

- Attend the events in city
- Tweet and include on social media
- Make own institutions aware of the events

Ironing| Rik Wouters
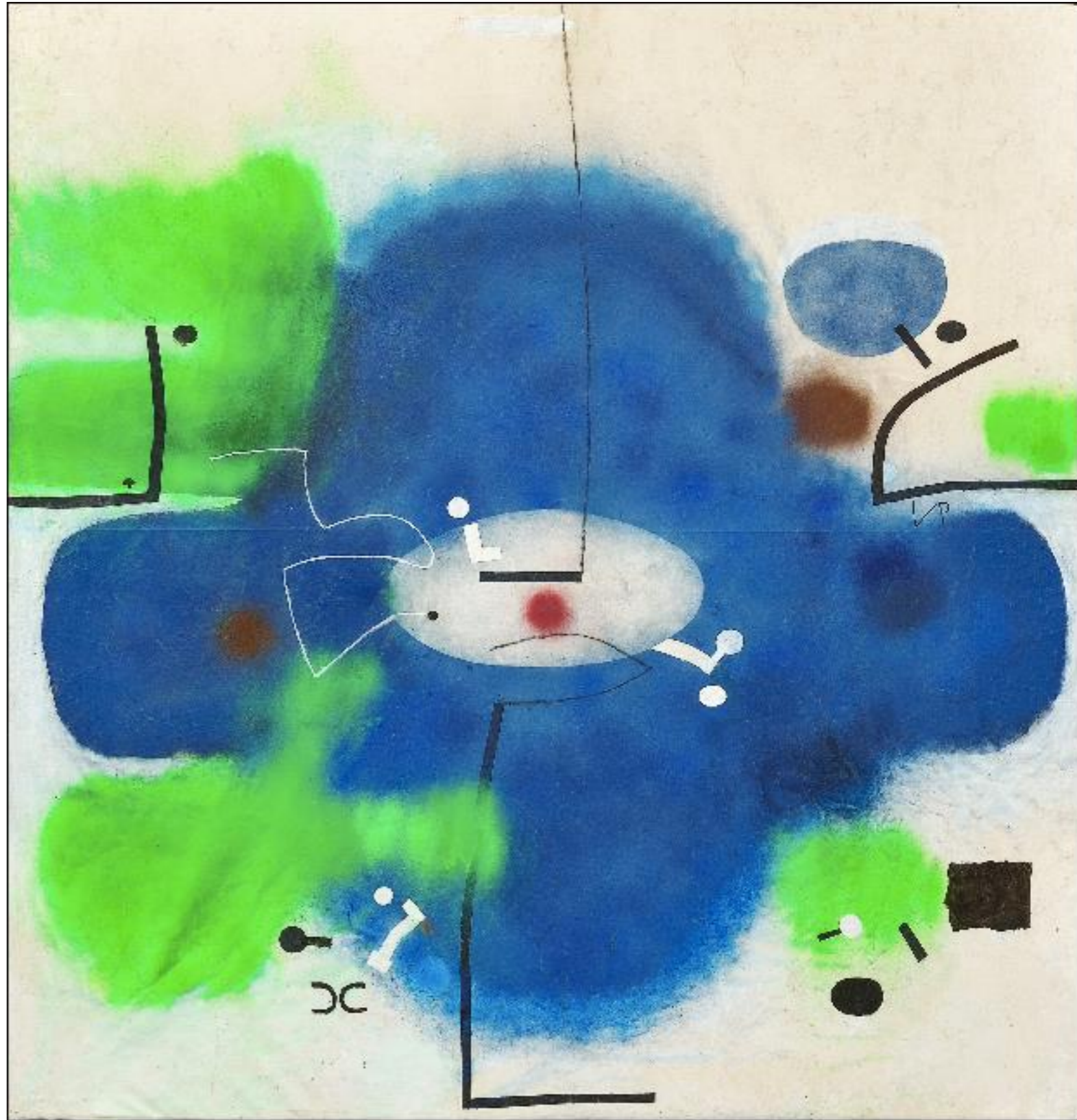1912, Royal Museum of Fine Arts
Belgium, Rights Reserved: Free access

Expected Outcomes

Good Press & Media coverage

Increased awareness of Europeana Art History Collections

Public attention in our shared cultural heritage

Abstract Painting| Victor Pasmore
1998, National Museum of Fine Arts
Malta, public domain

The Wardens of the Amsterdam
Drapers' Guild, Known as 'The Syndics'
Rembrandt Harmensz. van Rijn
1662, Rijksmuseum
Netherlands, Public Domain

europeana

#AllezCulture

europeana.eu   @EuropeanaEU   22 February 2016

Co-financed by the European Union
Connecting Europe Facility