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Project

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Contributors (organisation)	
Reviewers (organisation)	Monika Hagedorn-Saupe (SPK)

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Revision	Date	Author	Organisation	Description
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V0.2	2015-11-05	Maria Teresa Natale	ICCU	Added info
V0.3	2015-11-11	Maria Śliwinska	ICIMSS	Final draft
V1	2015-11-17	Monika Hagedorn-Saupe	SPK	Review

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This deliverable contains original unpublished work except where clearly indicated otherwise.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

Among the dissemination activities, the role of which is to support the AthenaPlus project objectives, the publication of two issues of the *Uncommon Culture* journal has been planned. The *Uncommon Culture* journal, that started in the framework of the previous ATHENA project, appears as a supporting tool for cultural heritage promotion.

The journal mission is to “provide unique perspectives on a rich variety of cultural activities in Europe. Examining cultural institutions and their collections, this magazine gives new insight into diverse cultural activities”. Moreover, it promotes Europeana and other European projects contributing to Europeana, as well as initiatives leading to this goal.

It was agreed among the Board and the project partners that the first issue would have been devoted to “Digital Exhibitions” whilst the second one to Creative Digital. This choice was a consequence of the work carried out by the AthenaPlus partners in the development of creative applications. Among them: MOVIO tool for virtual exhibitions, City Quest, City Quest, School Trip, GIS in eCultureMap and Urban Explore.

The first issue was printed out in June 2015 and included 21 papers. The call for articles for the second issue devoted to Creative Digital brought the same number of papers from AthenaPlus partners and other professionals. The titles are listed in the next paragraphs.

2 INTRODUCTION

The *Uncommon Culture* journal issue devoted to Creative Digital was planned as one of the best way to promote the work done in the framework of the AthenaPlus project and by the other projects that contribute materials to Europeana and wish to promote digital heritage in an innovative way to the end users.

2.1 Background

The *Uncommon Culture* journal was initiated in the previous ATHENA project.

It is published in two forms: in paper format, and as an online version (www.uncommonculture.org). For each version the ISSN number was obtained:

- a) 2083-0599 – for the on-line version
- b) 2082-6923 – for the printed version

Each issue is devoted to a specific topic dealing with culture and related to the aims and goals of different European projects. Till now the following issues have been published:

- **Vol. 1: Think culture** - one volume of two collective issues devoted to Europeana slogan referring to any aspect of culture
- **Vol. 2: From Closed Doors to Open Gates** – an issue describing change in the memory institutions' operations – showing their resources on-line
- **Vol. 3: Collections Development** – presentation of digital collections or traditional ones planned for digitization
- **Vol. 4:** Art Nouveau
- **Vol. 5:** Photography
- **Vol. 6:** no 1: Virtual Exhibitions
- **Vol. 6:** no 2: Creative Digital

Vol.1 was published by the Athena project, Vol. 2 and 3 by the Linked Heritage project, Vol. 4 by the PartagePlus project, and Vol. 5 by the Europeana Photography project. Vol. 6 no 1 & 2 are funded by the AthenaPlus project.

A few formal bodies were created to ensure the journal smooth and high level of publication.

They are:

Uncommon Culture Advisory Board

- Gerhard Budin, University of Vienna, Austria & ICIMSS
- Rossella Caffo, Ministry of Culture and Cultural Activities, Rome, Italy
- Jill Cousins, Europeana, The Hague, Netherlands
- Monika Hagedorn-Saupe, Institute for Museum Research, Berlin, Germany; ICOM
- David Iglésias Franch (*Ajuntament de Girona*),
- Stefanos Kollias, National Technical University of Athens, Greece
- Dincho Krastev, Academy of Sciences, Sofia, Bulgaria
- Dan Matei, Institute for Cultural Memory, Bucharest, Romania
- Jonathan Purday, Europeana, The Hague, Netherlands
- Michal Rusinek, Jagiellonian University, Krakow, Poland
- Maria Śliwińska, The International Center for Information Management Systems and Services
- Pier Giacomo Sola, Amitié, Bologna, Italy
- Edward J Valauskas, Chief Editor, First Monday; ICIMSS, United States
- Dov Winer, The National Library of Israel, Jerusalem
- Anna Zekin-Kompanowska, Center of Contemporary Art, Torun, Poland
- Tadeusz Zwiefka, European Parliament, Brussels, Belgium

Uncommon Culture Editorial Office

According to the range of the international venture, the Uncommon Culture Editorial Office is composed of the three institutions contributing to the journal creation:

- The Union Catalogue of Italian Libraries (Italy),
- The International Center for Information Management, Systems and Services, Toruń (Poland)
- The Institute for Museum Research, Berlin (Germany)

Uncommon Culture Editorial Board

- Ekaterina Dikova, Central Library of the Academy of Sciences, Sofia, Bulgaria
- John Favaro, Pisa, Italy ICIMSS
- Giuliana De Francesco, Ministry of Culture and Cultural Activities, Italy
- Czesław Jan Grycz, Libraries Without Walls; ICIMSS, United States
- Monika Hagedorn-Saupe, Institute for Museum Research, Berlin, Germany; ICOM
- Nancy R. John, University of Illinois at Chicago, United States
- Lech T. Karczewski, Torun, Poland, ICIMSS
- Adam F. Kola, Nicholas Copernicus University, Toruń; ICIMSS, Poland
- Piotr Koźurno, The International Center for Information Management Systems and Services
- Maria Teresa Natale, Union Catalogue of Italian Libraries, Italy
- Alicja Saar-Kozłowska, Nicholas Copernicus University, Toruń; ICIMSS, Poland
- Maria Śliwińska, The International Center for Information Management Systems and Services
- Edward J Valauskas, Chief Editor, First Monday; ICIMSS, United States

In addition to the Boards individual responsibilities have been assigned to the members as following:

Editor-in-Chief

Maria Śliwińska, The International Center for Information Management Systems and Services

Co-Editor-in-Chief

Monika Hagedorn-Saupe, Institute for Museum Research, Berlin, Germany; ICOM

Electronic Version Editor

Edward J. Valauskas, Chief Editor, First Monday; ICIMSS, United States

Nancy R. John, University of Illinois at Chicago, United States

Book Review Editor

Susan Hazan, Israel Museum, Jerusalem

Alicja Saar-Kozłowska, Nicholas Copernicus University, Toruń; ICIMSS, Poland

Conferences Editor

Ekaterina Dikova, Central Library of the Academy of Sciences, Sofia, Bulgaria

Adam F. Kola, Nicholas Copernicus University, Toruń; ICIMSS, Poland

Links Editor

Maria Teresa Natale, Union Catalogue of Italian Libraries, Italy

Piotr Koźurno, The International Center for Information Management Systems and Services

Copy Editor

John Favaro, ICIMSS

Art Editor

Alicja Saar-Kozłowska, Nicholas Copernicus University, Toruń; ICIMSS, Poland

Design

Lech T. Karczewski, The International Center for Information Management Systems and Services

The publisher is the The International Center for Information Management Systems and Services (ICIMSS), on behalf of the project Consortium.

Each planned issue is discussed among the Advisory Board members and presented at the project plenary meetings, where all partners are invited to contribute. Each issue has a dedicated editor or editors responsible for collecting the content and guaranteeing the high level of the articles. This issue of the Uncommon Culture was edited by Maria Sliwinska (ICIMSS) and Maria Teresa Natale (ICCU).

2.2 Role of this deliverable in the project

The *Uncommon Culture* publication includes a set of main articles, interviews, and reports contributed by the project partners and invited authors. According to the Grant Agreement's Description of Work two issues of the journal should be produced during the project life. The first issue was described in D7.4. As regards the second issue, here reported, in the DoW was written that it should present "best practices of the AthenaPlus project" allowing access to cultural resources with ICT.

After the first plenary meeting of the AthenaPlus project it was agreed that due to the work done by the AthenaPlus Digital Exhibitions Working Group, the first issue would have been devoted to Digital Exhibitions and included the results of the work done on this topic within WP5 and WP6 activities.

The aim of the second issue is to give an overview of the creative applications. Some of the articles have been delivered by the project partners whilst some other have been obtained from the external authors who either presented interesting papers during the conference organized in Rome under the Italian Presidency of the European Union, devoted to "**The reuse of digital cultural content in education, tourism and leisure: an opportunity for cultural institutions and creative industries, an investment for the future**". A few more articles were requested from the colleagues whose achievements or interest in the field ensured the good quality articles.

This publication, carried out in WP7, is closely linked to the AthenaPlus WP2, WP5 and WP6 activities.

Relation to WP2 can be expressed through the content collected by Europeana, and re-used by partners in the applications and at the same time promoting the use of Europeana content in an attractive way..

Relationship with WP5 is visible through the creative tools MOVIO, developed by WP5 (task 5.3b Development of the SMCM for realizing virtual exhibitions), City Quest and eCulture on GIS map. This tool is a Semantic Content Management System that enables the building of digital exhibitions.

Relation to WP6 is tremendous, considering that this WP coordinates the evaluation methodology for the pilot services and collects feedback on the experience gained during the testing phase.

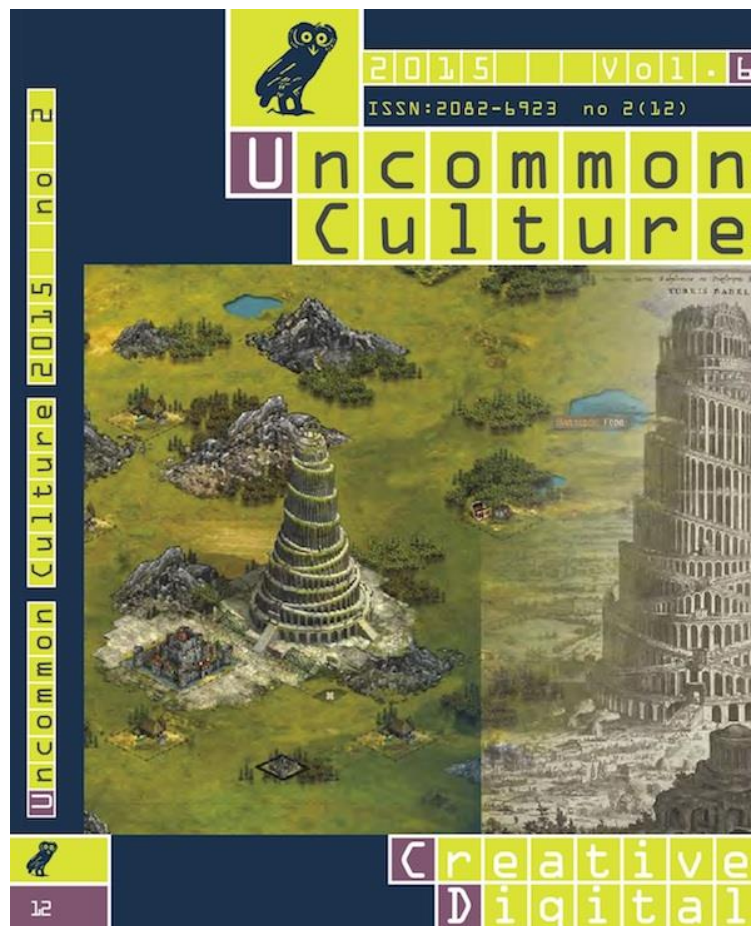
3 Uncommon Culture Vol. 6, no 2: Creative Digital

Deliverable 7.8 - Second Issue of the Uncommon Culture Journal was planned to be delivered in month 30 at the end of the project to present achievements of the project partners working on development and implementation of five creative applications. Three of five have been described in the articles: MOVIO software for digital exhibitions creation, City Quest and GIS.

This issue was edited by Maria Sliwinska (ICIMSS) and Maria Teresa Natale (ICCU).

The issue is available online at the following URL:

<http://uncommonculture.org/ojs/index.php/UC/issue/current/showToc>



Cover of the issue

3.1 Table of Content

This is the table of content of the *Uncommon Culture* issue devoted to Creative Digital.

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This is the table of content of the *Uncommon Culture* issue devoted to Creative Digital.

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3.2 Author guidelines

This are the guidelines provided by WP7 to authors contributing to this issue.

Types of contributed materials

Invited papers presenting the topics relevant to the issue, discussing general matters

→ up to 20 edited pages, not more than 60.000 characters

Research papers & reports describing the situation in particular countries

→ 3 - 8 pages

Interviews & project presentations

Short notes i.e. book reviews, conference reports, short news → max. 2 pages

Contributors to Uncommon Culture should recognize the following aspects:

Pre-setting of layout

- Times New Roman
- single space
- 12-point font
- no additional formatting (e.g. justification, headers/footers)
- UK-English
- provide text as Word document

Research papers/reports - extent

- 3 - 8 pages
- approx. 2500 - 3000 words/ ~ 15.000 characters (spaces included)

Text

- keep sentences and paragraphs short
- short quotations in the text are to be indicated in italics,

Bibliographic description standard for Uncommon Culture:

Book

- Author name with full first name (date of publication).
Title: and subtitle. Place of publication: publisher, number of pages.
→ Baxandall Michael (1988). *Painting and Experience in Fifteenth-Century Italy: A Primer in the Social History of Pictorial Style*. Oxford: Oxford University Press, 183 p.

Article from a book

- Author name with full first name (date of publication).
Title: and subtitle. In: Editor name and full first name (date of edition if different to date of publ.). *Book title: subtitle.* Place of publication: publisher, pp. x-y.
→ Benjamin Walter (1936). *The Work of Art in the Age of Mechanical Reproduction*. In: Arendt Hannah (1985, ed.). *Illustrations: Walter Benjamin – Essays and Reflections*. New York: Schocken Books, pp. 217-251.

Article from a journal

- Author name with full first name (date of publication).
Title: and subtitle. "Journal title", vol. x, no y, pp. x-y.
→ Coffee Kevin (2006). *Museums and the Agency of Ideology*. "Curator. The Museum Journal", vol. 49, no 4, pp. 435-448.

Illustrations

- provide 4 - 8 images in jpg format, size: 300 dpi
- indicate where in the text illustrations, tables, figures are to be placed
- provide a list of image captions
- format: artist, work title in italics, date. Medium,

longer quotations of 4 or more lines are indented, i.e. set in 5 or more spaces from the margin

- titles of books, papers, exhibitions etc. are to be indicated in italics
- avoid abbreviations, if necessary explain when used for the first time
- use endnotes, figure should follow the punctuation mark, whether comma or full stop
- Bibliography: indicate your sources (books, edited volumes, catalogues, journals, papers, online sources, webpages)

dimensions (in cm; height before width). City/town of location: Gallery name. Picture credit line.

Other

Please provide:

- a lead - ideal 250 characters (space included) not longer than 300 characters
- a short text about the author (approx. 100 - 200 words)
- photograph of the author
- e-mail address of the author

4. CONCLUSIONS

In the framework of the AthenaPlus project two issues of the journal Uncommon Culture were published. This issues was dedicated to creative applications, with 21 articles. One of them has already been presented also on the website of the LoCloud project. The journal got quite high reputation and further issues are planned.

The two issues are available online and have been printed in 500 copies each. They have been distributed within the partners and will be disseminated within cultural institutions and in the occasion of related events.