

Daguerreobase

Collective cataloging tool for daguerreotypes
and daguerreotype literature



DELIVERABLE

Project Acronym:
Daguerreobase

Grant Agreement number:
ICT_PSP 297250

Project Title:

DAGUERREOBASE

D2.3. Dissemination Plan

Final version - Version 1.5

Authors:

**Agnes Wijers
Tamara Berghmans**

| Project co-funded by the European Commission within the ICT Policy Support Programme | | |
|--|--|---|
| Dissemination Level | | |
| P | Public | X |
| C | Confidential, only for members of the consortium and the Commission Services | |

REVISION HISTORY AND STATEMENT OF ORIGINALITY

Revision History

| Revision | Date | Author | Organisation | Description |
|----------|------------|--------|--------------|--|
| 1.0 | 03/03/2013 | MO | MOCED | First draft |
| 1.1 | 22/03/2013 | MO | MOCED | Revised first draft |
| 1.2 | 10/04/2013 | MO | MOCED | Second revised first draft |
| 1.3 | 31/12/2013 | AW | FoMu | Concept version of new plan, exp date 31/01/2014 |
| 1.4 | 03/02/2014 | TB | FoMu | Remarks/comments |
| 1.5 | 31/03/2014 | AW | FoMu | Final version |
| | | | | |
| | | | | |

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This deliverable contains original unpublished work except where clearly indicated otherwise.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

"This project is partially funded under the ICT Policy Support Programme ([ICT PSP](#)) as part of the Competitiveness and Innovation Framework Programme by the European Community".

http://ec.europa.eu/ict_psp



This publication) only reflects the author's views. The European Community is not liable for any use that might be made of the information contained therein".

Table of Contents

| | |
|---|----|
| Executive Summary | 4 |
| 1. Introduction | 5 |
| 1.1 Introduction to Daguerreobase | 5 |
| 2. Objective | 7 |
| 3. Strategy | 7 |
| 3.1 Target groups | 8 |
| 3.1.1 Content providers | 9 |
| 3.1.2 Digital Cultural Heritage Professionals | 9 |
| 3.1.3 Europeana | 9 |
| 3.1.4 Europeana End Users and General Public | 10 |
| 4. Dissemination Channels | 11 |
| 4.1 Website and database | 11 |
| 4.1.1 Website structure | 11 |
| 4.1.2 Conditions to make the website successful | 12 |
| 4.1.3 Editorial Staff | 14 |
| 4.1.4 Services | 14 |
| 4.1.5 Partners websites | 15 |
| 4.2 Informative folder | 16 |
| 4.3 Booklet | 16 |
| 4.4 4-Monthly Journal | 17 |
| 4.5 Virtual exhibition | 18 |
| 4.6 Awareness Raising Meetings | 20 |
| 4.7 Personal communication | 21 |
| 4.8 Social media | 21 |
| 4.9 Linking Daguerreobase | 21 |
| 4.10 Media Communication | 22 |
| 4.11 PowerPoint Presentation | 23 |
| 5. Carried out and Scheduled so far | 25 |
| 6. Monitoring Dissemination Activities | 33 |
| 7. Creating synergies | 36 |

Executive Summary

The dissemination plan provides an overview of the dissemination strategy for the Daguerreobase project. It gives shows the strategy, all activities, events, tools, publications and planning during the project runtime. It also describes the complicity of the Consortium partners.

Dissemination activities are coordinated by work package 2 (WP2) and undertaken in order to efficiently disseminate information about the project's existence, aims, and possible uses by various target groups. To effectively disseminate information about the project to the general public, as well as specific target groups, such as cultural institutions: museums, libraries; experts in the field of digital cultural heritage: conservators, curators; cultural heritage: historical collections and archives; collectors.

- To define, identify and aggregate new participants.
- To share specialized information on daguerreotypes (give and take)
- To create a business and exploitation plan.
- To address project maintenance and sustainability after the EU-funded phase

The purpose of this document is to streamline the dissemination activities during the project. It is also guidance to the consortium partners and a tool to provide crucial information for monitoring the outcomes by WP6 Success Monitoring Device and WP7 developing a Business Plan.

Daguerreobase uses a corporate design (to be exactly described) in all the dissemination tools, leaflet, website, booklet, PowerPoint templates and press releases.

All partners are encouraged to contribute to the process of raising awareness about the project, four partners specifically will organize an Awareness Raising Meeting, not only for the specialists in their own country, but also in neighbour countries.

The strength of this project is:

- All aspects of daguerreotypes can and will be exchanged through the network expertise and will so be brought to another level
- The network will act as a wildfire, and so spread the information and receive new information
- Many channels are available to create a buzz
- The impact of Europeana, where digital heritage comes together, is peerless.

These strengths have been chosen to build on a strategic plan that reaches the goals we have set.

Agnes Wijers, FotoMuseum Provincie Antwerpen

1. Introduction

1.1 Introduction to Daguerreobase

The Daguerreobase project committed itself to collect over 25.000 images from daguerreotypes or items related to daguerreotypes. As much as possible, every item will be described in detail. All items will be brought together in a database / knowledge bank Daguerreobase. All information on Daguerreobase will be shared on www.europeana.eu.

This project is partially funded under the ICT Policy Support Programme (ICT PSP) as part of the competitiveness and Innovation Framework Programme by the European Community.

Dissemination activities are coordinated by work package 2 (WP2) in order to efficiently disseminate information about the project's existence, aims, and possible uses by various target groups. To effectively disseminate information about the project to the general public, as well as specific target groups, such as museums, conservators, curators, libraries with historical collections and archives.

- To define, identify and aggregate new participants
- To share specialized information on daguerreotypes (give and take)
- To create a business and exploitation plan
- To address project maintenance and sustainability after the EU-funded phase

18 members from 13 European countries establish the consortium. They have joined their knowledge and every one of them has a high degree of specialization in their own related field to daguerreotypes, housing and conservation. The consortium has committed itself to develop a standard regarding the description and providing information into the database / knowledge bank which is a part of the Daguerreobase website, resulting in a large amount of information about daguerreotypes, related objects and literature. The website and entries need to be friendly usable. In 2014 a Europeana Virtual Daguerreotype Exhibition will be programmed.

| Participant no. | Participant organisation name | Participant short name | |
|------------------|--|------------------------|-----------------|
| 1 (Coordinator) | FotoMuseum Provincie Antwerpen | FoMu | Belgium |
| 2 (Participant) | Nederlands Fotomuseum | NFM | The Netherlands |
| 3 (Participant) | Atelier de Restauration et de Conservation des Photographies de la Ville de Paris | ARCP | France |
| 4 (Participant) | Museum Ludwig Köln | MLK | Germany |
| 5 (Participant) | Technische Sammlungen Dresden. Museen der Stadt Dresden | TSD | Germany |
| 6 (Participant) | Centre National de l'Audiovisuel | CNA | Luxemburg |
| 7 (Participant) | Institut für Papierrestaurierung GesBR | IPR | Austria |
| 8 (Participant) | Suomen | FMP | Finland |
| 9 (Participant) | Nasjonalbiblioteke | NB | Norway |
| 10 (Participant) | Universitetet I Bergen | UiB | Norway |
| 11 (Participant) | Picturae | PIM | The Netherlands |
| 12 (Participant) | eDAVID | eDAVID | Belgium |
| 13 (Participant) | Marinus Ortelee Charlotte Edam Daguerreotypists | MOCED | The Netherlands |
| 14 (Participant) | Conservazione e restauro do fotografie | SMP | Italy |
| 15 (Participant) | Museum Conservation Services Ltd | MCS | United Kingdom |
| 16 (Participant) | National Technical | NTM | Czech Republic |
| 17 (Participant) | Universitat Politecnica de Valencia | UPV | Spain |
| 18 (Participant) | Det Kongelige Bibliotek | KBDK | Denmark |

Table 1.1 Overview partners Daguerreobase

2. Objective

The invention of the daguerreotype was announced on January 7, 1839 in Paris by Jacques Arago. Since daguerreotypes are fragile, scarce and scattered in institutional and private collections, information on these complex objects is very fragmented. There are still many aspects of the daguerreotype that need to be discovered to fully understand the impact of photography on Europe's social and cultural history. In order to do so all information on the surviving daguerreotypes needs to be collected, to be able to identify, attribute and gather further knowledge on the remaining examples of this earliest form of photography.

The objective of the dissemination plan is to create awareness of the benefits of making information and descriptions available on a European level, as well from private as from institutional collections. Which will result in an increased number of qualitative descriptions and digital available historical resources. Bringing together that meaningful information makes it possible to compare information between the different collections. With that we learn about the technique and impact of the first photographs in that time and are able to translate that to nowadays technical and societal developments.

3. Strategy

To realise above-mentioned targets, dissemination is one of the most important parts of Daguerreobase. Collecting information is one thing, but to give meaning to this collection is the ultimate goal. What the meaning of the collection and project is will only become clear if we can interpret the information. The more people work on that and share their findings, the richer the project becomes. Story-telling is one of the best options to bring this material alive. We therefore need to bring this collection and project under the attention of as well professionals as a broad public. This means that we will choose mainly 3 communication flows:

1. Communication between the partners
2. Communication with a broad audience
3. Communication with a broad audience through the partners and related projects.

The expertise of the consortium is the starting point of all communication. We do not only want to find parties, people and content from outside the consortium to get the database filled, but want to share our knowledge in the long run with each other, with professionals and a broad public.

Ad 1. Communication between the partners is where it all starts. The consortium consists of a colourful set of partners that work on different levels and issues. The difference in expertise and knowhow will help us to look at this project from different angles. We are aware of the fact that this might cause differences of opinion, but it will also enrich the project.

Ad 2. Story telling will be the main starting point to reach a broad audience. For many people a daguerreotype is just another picture. They don't realise that the start of capturing daily life in a frozen moment has brought us the visual society we live in today. It was the first time that you were able to have a picture of your grandfather who might have died before you were able to get to know him. Technique can be compared to what is 3D printing nowadays. If we are able to show this to a big audience, daguerreobase has proven his reason of existence.

Ad 3. Use the mass to spread the news! The audience of one partner is already immense, but if we use every partner to spread the news and get their followers enthusiastic, then numbers will add up. Next to that we have to decide in a careful and clever way with whom and what we will connect. It is for example obvious to connect to the early photography Europeana project of amongst others the university of Leuven. We are in close contact now and feel that we can learn from each other and enforce each other's project.

The tools that we use to maximize the awareness on Daguerreobase and its content are chosen carefully; they have to work as well on short time but also over a long period of time. The website and database itself are the most valuable sources of information. The website will be used as a two sided tool, information on daguerreotypes can be as well found as added. With this active role we build on an increasing community that is and will stay enthusiastic about Daguerreobase. The website will, beside this, function as an aggregator and multilingual platform to the Europeana portal and will serve institutes and the general public with all kind of information about daguerreotype descriptions, historical literature, related items and objects. Also information about events and activities will be available.

Besides that there are many tools that will be used for dissemination of information:

1. Events: awareness raising meetings, workshops, Europeana meetings, cultural heritage events, conferences and seminars.
2. Dissemination materials: booklet, articles, leaflets, interviews, press releases, flyers, website, facebook, newsletter and presentations.

3.1 Target groups

There are many target groups that are interested in the photographic archive domain in general and /or more specific in daguerreotype. We believe that this information is also attractive for people who are interested in cultural heritage in general. The daguerreotype represents the first made photographic images of Europe and reproduced the real world in a natural way, writing history at the same time.

Target groups, which can be defined, are:

- Content providers (Daguerreobase partners and new potential providers) Collectors
- Museums
- Libraries with historical collections
- National, regional and local archives

- Digital cultural heritage professionals
- Conservators
- Curators
- (Art) Historians
- Europeana
- Europeana end users and general public

3.1.1 Content providers

Content providers are cultural institutions, museums, libraries and private collectors that digitize their content and provide the relevant metadata to Daguerreobase.

Effective dissemination activities will encourage institutions to join the network and become additional Daguerreobase content providers.

To show the advantage and benefits of Daguerreobase, we will provide help and proper information on how to use the database, lay emphasis on the impact of mass import of high quality and constantly show the benefits of sharing this information to a broad public. For this aspect, it is very important that we explain well how we dealt with copyright and owners right.

Content providers will be informed throughout the duration of the project about ongoing activities. So both parties can benefit as much as possible from each other, sharing their content and expertise.

3.1.2 Digital cultural heritage professionals

This group consists of conservators, curators, and (art) historians who benefit from the mass import of high quality information on daguerreotypes, objects, camera's and literature. This information will not only help them to interpret information on daguerreotypes, but will also unveil information on the developments of that time.

We also consider Daguerreobase interesting for institutions that work on digitalising cultural heritage, with activities such as digital preservation policies, cataloguing, digitisation activities.

3.1.3. Europeana

Dissemination strategy towards Europeana is crucial from a political point of view, so that Europeana will be able to adopt and integrate the Daguerreobase results, but also disseminate them in its network of contributors represented by a wide range of museums, libraries, and archives.

3.1.4 Europeana end users and general public

Europeana's End users and the general public are important dissemination targets for the project. Story telling is one of the tools that will be used to reach out to this group. With every week stories on Facebook (<https://www.facebook.com>), and updates on the website (<http://www.daguerreobase.org>) we drag them in the project.

The website and Facebook will be communicated through newsletters, the websites of the partners of Daguerreobase and other cultural organizations and institutes. Furthermore links and connections will be generated within the possibilities of both instruments (links, friends, likes etc)

4. Dissemination Channels

4.1 Website and database

The website and database of Daguerreobase (www.daguerreobase.org) must be seen as the most important dissemination channel for the project. Nowadays more than 80% of the population is online in Europe and about 50% of all website access is being done through mobile devices. In an interconnected world, it is more important than ever to be online. The Daguerreobase portal is not only an instrument to collect and present Daguerreotypes, and with that a vivid instrument for specialists who can compare their collections, find additional information and learn from each other's expertise. It is even so important that the website gives information on cultural heritage to an unlimited audience.

The Daguerreobase website can be found through the following URL:
www.daguerreobase.org

The website, which will be regularly updated in the course of the project, is not only addressed to stakeholders and the content-contributing community but specifically to the general public. It is composed of different sections devoted to the basis of the project, describing the project thoroughly, including the partners and contributors, the work packages, the modalities to join the network, the documents and deliverables produced, the dissemination activities and material, related projects and literature, the events and the news related to the project and to the daguerreotype history in its historical context.

4.1.1 Website structure

Home: The homepage of the website contains the hyperlinks to the various sections of the website and to external resources. It displays rotating daguerreotypes selected from the partner's finest examples provided to the project. It gives a first overview of the latest news on daguerreotypes and welcomes people to the website explaining what this project is about.

Browse: Brings you to the pages where you can subscribe to the database and where you will get the information how to use the database. This body of work is work in progress.

News: Brings you directly to the news items that will be collected during the websites life. These pages will become an archive of information on literature, events, news items and other to the project related items. In this section we will also inform the public about all dissemination activities as presentations of the project and its outputs realized for dissemination events;

Journal: Brings you to all journals that will be downloadable and are on the web as pdf.

About Daguerreobase: Brings you to the description of the project in different chapters:

Partners: list of all project partners. Each partner has his own page with a logo, a description of the institution, the role in the project and, where possible, a gallery with masterpieces from his collection.

Work packages: this section includes a description of the work packages, illustrating goals and outcomes.

Documents: this section will include all public documents produced in the framework of the project as well as the public deliverables in PDF format.

Contact: gives a direct link to the persons in charge of the website. Though this might be a double with the contact link on the bottom of each page, we feel that contact information must be easy to find at places where the public is looking for contact.

Disclaimer: explaining do's and don'ts

And to the knowledge base that contain the following chapters:

What is a daguerreotype? Explains what the technique, impact and historical meaning of daguerreotypes is about.

Literature and documents: All the daguerreotypes and Daguerreobase related information, documents and literature will be in this section. Including all dissemination material:

- papers and short articles on the project and its outputs, made available by partners and other experts;
- promotional material: logo, brochures, leaflet, factsheets, etc. in English and other languages, which can be used by partners for dissemination events;

Equipment: Descriptions of equipment are going to provide an insight of the variety of the used equipment. This might also be a place where people can offer their equipment.

The website is an important portal where people meet each other to add information to the database.

4.1.2 Conditions to make the website successful

Establish a Presence

More and more people are looking for information online than ever before. Peoples' habits have changed. People move to a new area and very often rely solely on the Internet to learn about that new area. With a well-designed site this specific cultural heritage becomes an interesting topic, with connections to nowadays issues as, amongst others, the visual revolution that took place by this invention and the visual society we live in now.

The more people know about this project the greater the chances we have for attracting new partners and content.

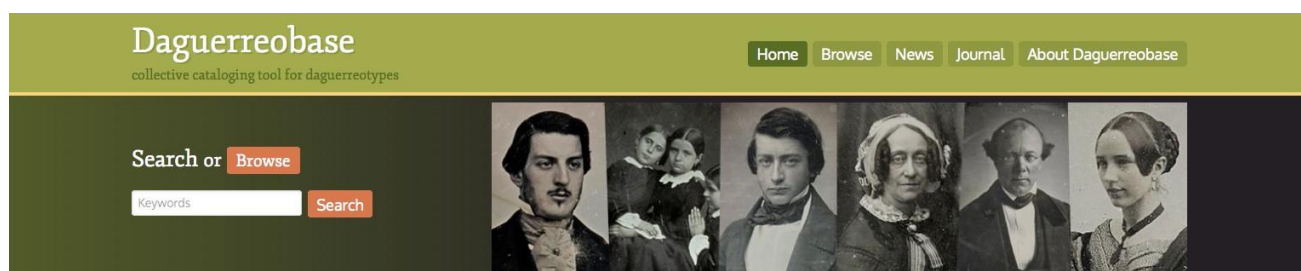
A clear and accessible website

The structure of the website is simple and clear, so all visitors know how to find their way for information on the database itself, the history of daguerreotypes, the journal, participants and the latest news. The button browse gives immediate access to the database that is directly linked to the website and can be accessed for searching the database and adding new content.

An attractive website

Filled with the latest news, information on literature, events, conferences, a downloadable journal, high scientific articles on conservation, the website is an attractive tool for everyone. Not only professionals will find their way, but also the in culture interested public will visit the website. The extended information will also cause that visitors will come back and ask for more. The website has rich illustrated pages and articles, that show a long history of interesting stories.

The layout of the website is in alignment with the corporate design, but shows nevertheless new daguerreotypes continuously.



An actual website that ensures continuity

The website can function as a permanent advertising tool. We can create pages of full-colour advertisements that run 24 hours a day, 7 days a week! We have to present our services and ourselves to customers by using many descriptive pages, images, interactive elements, etc. This will build peoples' trust, which in turn, makes them more likely to visit repeatedly, give and take relevant information and will make use of our services.

Referrals are one of the best ways to get a bigger audience. On our website we will add a "refer a friend" link where visitors can send our link to a friend who may be interested. This will increase the number of referrals and will make it easy for visitors to refer to Daguerreobase. Off course there will be share buttons for twitter, Face book and pinterest as well.

With our website we will build up a reservoir of e-mail addresses of people who are interested in the project. The link, that visitors will use to e-mail us for additional information, will collect (with their consent) the e-mail addresses of the interested visitor. These e-mail addresses will be used to send out invitations for lectures, Awareness Raising Meetings,

conferences, invitation for the virtual exhibition etc. People can also subscribe directly to the journal.

People generally prefer to do business with people they "know." On our site we will give people the opportunity to get to know the partners.

Profiles and pictures of the institutes and associates will make us more real to the visitor and make the client more likely to contact and communicate with the Daguerreobase partners.

The project is using tracking tools to get the most relevant user's statistics. In addition to that, the consortium uses search engine optimization.

4.1.3 Editorial staff

The following members compose the Editorial staff:

- Project coordinator (Agnes Wijers, FoMu) and the WPL2 (to be decided, since the current
- WPL2 will leave the project) will monitor the activities;
- Content managers (Herman Maes and Sandra Petrillo), in charge of checking and validating the content;
- Webmaster (for this moment Roxanne van Kooten in the near future the new WPL2), will publish the content on the website. She also takes care of its maintenance, its user friendliness, lay out and access from search engines.

All partners and related peers will actively contribute to the content to be published on the website; contributions can be sent to the editorial staff.

4.1.4 Services

Services will be an important part of the website for its users RSS feed, but also interaction with social networks. We strongly persist on using tools like add this where the public can easily use a variety of services like Facebook, Twitter, LinkedIn, Google, once they visit the website.

The choice for this or another tool needs to be developed in the upcoming period, in relation to the business plan.



Tools for monitoring the access to the website

The impact of the website will be monitored through Google Analytics, a free tool that gives you information on the amount of visitors, the way they find your website, how long they stay on your pages and which pages frequently visited.

4.1.5 Partners Websites

All partners will disseminate Daguerreobase and its activities on their own institutional newsletters and websites, linking to relevant documents and presenting the latest news.

Institutional websites

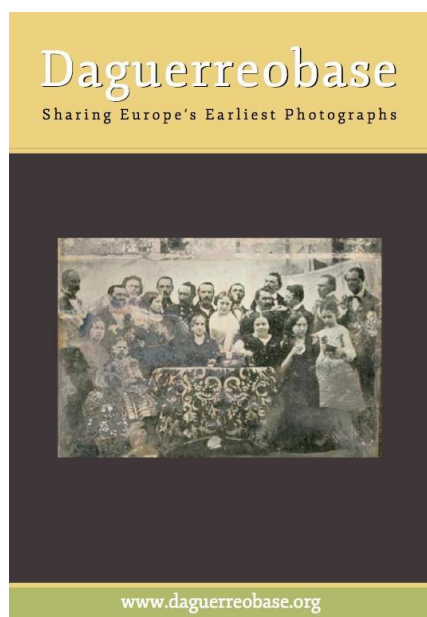
| | | |
|--------|---|--|
| FoMu | Fotomuseum Provincie Antwerpen | http://www.fotomuseum.be |
| NFM | Nederlands Fotomuseum | www.nederlandsfotomuseum.nl |
| ARCP | Atelier de Restauration et de Conservation des Photographies de la Ville de Paris | www.paris.fr/politiques/conservation-restauration/atelier-de-restauration-et-de-conservation-des-photographies-de-la-ville-de-paris |
| MLK | Museum Ludwig Köln | http://www.museum-ludwig.de/ |
| TSD | Technische Sammlungen Dresden. Museen der Stadt Dresden | http://www.tsd.de/ |
| CNA | Centre National de l'Audiovisuel | http://www.cna.public.lu |
| IPR | Institut für Papierrestaurierung GesBR | http://www.papier-restaurierung.com |
| FMP | Suomen Valokuvataiteen | http://www.valokuvataiteenmuseo.fi/ |
| NB | Nasjonalbibliotek | http://www.kb.dk/da/nb/ |
| UiB | Universitetet i Bergen Univarsitetsbiblioteket | http://www.uib.no/ub |
| PIM | Picturae | http://picturae.com/nl |
| eDAVID | eDAVID | http://www.expertisecentrumdavid.be/ |
| MOCED | Marinus Ortelee Charlotte Edam Daguerreotypists | |
| SMP | Conservazione e restauro do fotografie | http://www.smp-photoconservation.com/ |
| MCS | Museum Conservation Services Ltd | http://www.paperconservation.co.uk/ |
| NTM | National Technical Museum | http://www.ntm.cz |
| UPV | Universitat Politecnica de Valencia | http://www.uv.es/uvweb/college/en/university-valencia-1285845048380.html |
| KBDK | Det Kongelige Bibliotek | http://www.kb.dk/ |

4.2 Informative folder

In order to strengthen the project's dissemination activities, in 2013 a folder was created (as downloadable PDF document on the website and in print for distribution and hand-out material). This folder is printed and distributed to all partners of the consortium. They can spread the folder to their followers in the way they find most effective. This can be an insertion in an art magazine, sent out to members, enclosed in invitations, information packages or have them in a display in their own institute. The folder is also available as download on the website and can be ordered in printed form at every contributing institute. The folder is in English and available for translation by all consortium members. The design of the folder is implemented in the same design style as the website and PowerPoint presentation in order to come as close as possible to the 'brand recognition' and to create a uniform look & feel of all Daguerreobase dissemination material.

4.3 Booklet

With this book the Daguerreobase consortium wants to explain the many aspects of the daguerreotype and place the earliest forms of photography within a social and cultural context of our European history. The booklet will be available as a download on the website and can be distributed on demand.



The booklet Daguerreobase, Sharing Europe's Earliest Photographs, contains 7 chapters

1. Project Summary
2. Cataloguing and sharing information
3. What is a daguerreotype?
4. Daguerre's instruction manual
5. Preserving and conserving daguerreotypes
6. Short texts on daguerreotypes

7. Bibliography

The booklet will finally be translated in all languages (Dutch, French, German, Finnish, Spanish, Swedish, Norwegian, Czech, Austrian, English, Italian) of the different partners and will be illustrated with national daguerreotypes, only not in case off more illustrative international material.

The English version is ready and available. All other versions will appear within 2 months from now on.

4.4 4-Monthly journal

Starting from month 16 of the project runtime, a digital 4-monthly journal will be issued (month 16, 20, 24, 28). The journal can be downloaded from the Daguerreobase website. It will also be sent out directly to subscribers. With the journal we want to share more in depth information about features, special or newfound daguerreotypes, preservation, etc. With this journal we want to bind, over a long time, a group of institutes and people who have more than a common interest in Daguerreobase.

The editorial proposal is based on the Daguerreobase Project subtitle: Sharing Europe's Earliest Photographs. The aim of the review will be to share and promote the international cultural and visual heritage of daguerreotypes by presenting a variety of themes that deal with the image and the object itself.

The topics and the public

History and technology, aesthetics and science, anthropology and sociology, preservation and conservation, the work of 19th century daguerreotypist masters and contemporary artists will be the principal topics, which we would like to propose to potential article contributors. Articles will be subject to peer review by selected experts.

The journal will address themes of general and academic interest, and provide news of recent findings, publications and so on.

The idea is to offer richly illustrated articles concerning images of interest, videos, galleries, work by modern daguerreotypists, 19th century daguerreotype art, as well as news of exhibitions, symposiums, fairs, recent discoveries, etc.

The contributors

Curators of photographic collections, highly specialized conservators, passionate daguerreotype collectors, photographic historians, recognized practitioners and university professors from different countries who are directly involved in the Daguerreobase project, which is a well-established professional and international network.

Distribution of the journal

The journal will be available in an interactive form on the website:

<http://www.daguerreobase.org/en/journal>. It will be accessible by means of the computer, tablet and smart phone. There will be an embedded code for sharing information via email, Facebook, Twitter and social media.

Format

The quarterly journal will be initially 8 pages long, though it is intended to expand in the near future.

1. Cover
2. Index
3. Editorial
4. Special numbers devoted to a particular theme
5. Multimedia content
6. News (auctions, sales, exhibitions, book news, interviews, etc.)
7. Featured daguerreotypes

4.5 Virtual Exhibition

The virtual exhibition is planned for autumn 2014. All participants of the consortium will deliver content, one of the partners act as curator, together with a workgroup that will as well work on the outline of the exhibition as on feedback to the curator. The general theme will be discussed and set with all consortium partners. This exhibition will be on show at Europeana and on the website of Daguerreobase.

Content and structure

Each chapter will start with images that illustrate the key topic of that chapter. There will be an overview text for each chapter, which refers to the illustrations. Also different media like documents, videos, printed material prints and photographs will be used as well. As we see it now, the exhibition consists of 8 chapters. Work in progress might dictate that some of these chapters have to be taken out or combined to make the concept of the exhibition stronger.

In any case each chapter will relate the daguerreotypes and developments of that time with nowadays items on technique and relevant social issues (for example images seem to be more important the words, but also the technique of 3D printing).

1. The Pre-Daguerre'ian Era

The technique (optical and chemical), in search for a printing technique of pictures, the arts of that era

2. The Invention and Dissemination of the invention

Niepce and Daguerre (with biographies), chemical and technical process (e.g. video), parallel inventions, presentation and handing over of the process to the world by Arago, articles in the international press about this event, first manual of Daguerre

3. Acceptance and Reactions in the public

Caricatures, ephemera, letters, diaries, articles in the press, early documents about "is a daguerreotype art or is it a document?"

4. Pioneers

Travelling daguerreotypists, cross-border daguerreotypists (e.g. between north Germany/East Frisia and the Netherlands?), from different countries, first studios, some biographies of daguerreotypists

5. The Daguerre'ian Images

Portraits, architecture, streets, panorama, landscapes, animals, voyages, erotic daguerreotypes, science in daguerreotypes (macro daguerreotypes and astronomy), propaganda/political use

6. The Daguerreotype object and New Industry

Frames, cases, jewellery (as object), production and producers of plates, production of cases, production of studio furniture

7. Reproduction and Publishing of Daguerreotypes

Printed books "from the nature" (Vues daguerriennes etc.), lithographs drawn from daguerreotypes, engravings from daguerreotypes, early exhibitions, stories on fake daguerreotypes

8. Preservation and documentation of daguerreotypes

Damages treated by specialists, video of an insight conservation studio with special techniques, reproduction technique of a daguerreotype, scanning and photographing, information about auctions

This section could be an interactive section, and will also be part of the website. The title has not been fixed but the daguerreotype in Europe will be emphasized.

We are more than willing to adopt the format for Europeana, but would like to work on another design for Daguerreobase, which will distinguish the exhibition from others. There will be thorough analyses of the visitors of the virtual exhibition. This analyse will be very helpful to sharpen our business plan and sustainability plan.

4.6 Awareness raising meetings

Each partner who is a member of the consortium must contribute to the awareness raising activities. The project can be promoted by one-to-one conversations, workshops, lectures, symposia and other means that engage their specific user communities. The website of the institutes are, as a minimum, linked to the Daguerreobase website, but will also be used to spread information on Daguerreobase.

A selection of at least 4 partners with a proven regional network, (into the own country but also in the surrounding countries) are invited to organise an awareness-raising meeting.

Three very successful awareness raising meetings took place in 2013 and 2014:

- Rome (Istituto Nazionale per la Grafica, organised by SMP), October 22, visited by 80 specialists from all over Italy.
- Paris (ARCP), Paris Photo (Grand Palais, Paris), 2013 November 15, visited by 50
- important players in the field of photography and archives from Paris and France.
- Prague (NTM) 22 and 23 January 2014, visited by 55 subscribers from Czech Republic and neighbouring countries, in total 80 participants including staff of the museum and partners of the consortium

In 2014, the last awareness-raising meeting that is planned will take place: Helsinki (FMP), 28 and 29 April 2014 .

Here we will organize a more interactive awareness raising meeting, where information will, on one side, be shared with the public through lectures and papers. And next to that we will present, explain and use the database with the public, by asking them to bring their data to the conference. So we hope to achieve a lively meeting with direct questions and comments, which we can directly use to optimise the tool.

The National Library of Norway was celebrating the 175th anniversary of the announcement of the daguerreotype with a full day programme on 7 January 2014. After a short introduction by the head of the department, several local and international speakers were presenting the importance, use and practise of the daguerreotype in Nordic countries. In the afternoon sessions, the role and importance of the daguerreotype and the Daguerreobase project was discussed.

Use the link to the programme.

<http://www.nb.no/Hvaskjer/Arrangementer/Kalender/%28calendar%29/6674/%28name%29/Soelv-speil-og-lysbilleder-.-Fotohistorisk-seminar-om-daguerreotypi>

The day after, most of the Norwegian daguerreotype content providers in the Daguerreobase project, were present to discuss the more practical issues and topics related to the description of daguerreotypes.

4.7 Personal communication

Personal communication can be seen as one of the most effective tools in creating awareness. It encloses presentations and discussions about issues, questions and results on daguerreotypes at conferences, exhibitions, seminars, information sessions, and workshops, in one-to one conversations. Partnerships in Daguerreobase will foster the exchange of know- how and expertise, and at the same time extend the network. It is likely that this will lead to new future collaborative projects, building on the outcomes of the Daguerreobase project.

4.8 Social media

Facebook can bring a significantly contribution in creating awareness. All partners can contribute to the Daguerreobase facebook page and are asked to share this page with their 'friends'. So the existence of Daguerreobase will be spread through the network. It will also 'invite' new content providers, institutions, individual daguerreotype owners and collectors to check out the information that Daguerreobase and Europeana offer. Through this very simple way the Daguerreobase consortium can also receive feedback and additional information.

In the beginning of 2014 we will connect the facebook page (which has now 600 followers) and twitter account to the new website. We will also connect to the website of Europeana. At this moment there are approximately 17.000 followers on the Europeana Facebook account and approximately 1.000 followers on their Twitter account.

Since all partners in the Daguerreobase consortium have ties with institutions in the same field, the information on Daguerreobase will also be channelled through these national and international networks.

YouTube is another channel that helps to inform a broad public. All consortium partners are strongly encouraged to produce a short video. There will be guidelines how these productions can most optimal refer to Daguerreobase. Since there is no budget defined, we depend for this item on the budgets of the partners.

But also existing material can help to bring the project under the attention of a broad audience.

4.9 Linking Daguerreobase

As Google is the most used search engine on the Internet nowadays, Daguerreobase aims to reach the highest ranking as possible in Google. One of the roads leading to that goal is the number of links to Daguerreobase on external websites. Therefore relevant websites are invited to link to Daguerreobase. Websites that can be defined as relevant are those

with a focus on daguerreotypes, historical photographic processes, and museums with photographic collections as well as those dealing with cultural heritage. A list of websites meeting the criteria has been established in 2013 but needs to be revised continuously. As soon as the renewed Daguerreobase website is delivered, those institutes will be contacted. Of great importance is that all partner websites implement a link to the Daguerreobase website as well!

4.10 Media communication

During the runtime of the project, all consortium partners will contribute to bringing Daguerreobase to the attention of a large public, by pinpointing interesting events, information or other means that have enough importance for the press. WP2 coordinates these press releases, the partners define which media are eligible for publication in their country (newspapers, technical journals, television, radio). The first press release about the start of the Daguerreobase project was received very well and has been published in several countries. Further press releases will be focusing on on-going events and special occasions of the project, amongst others:

- Awareness raising meetings, Rome and Paris (2013), Czech Republic and Finland in 2014
- Launching of the renewed Daguerreobase website
- Relating to the 175th anniversary of the invention of the daguerreotype, the presentation of a Europeana Virtual Daguerreotype Exhibition
- Presentation of the results of Daguerreobase
- Launch of the virtual exhibition

The respective partners of that country will send out all press releases in the different countries. WPL2 and the project coordinator FoMu will provide assistance if needed. All press releases will be archived on the Daguerreobase website.

In case of special occasions Daguerreobase can organize a press conference. Special occasions are e.g. the discovery through Daguerreobase of a daguerreotype with a great historical value or a very rare piece of equipment. If the news item is important for all partners/countries, then WPL2 will take the lead, send out a press release in English and ask the other partners to spread translate and spread this press release. The local partner self can bring a local news item under the attention.

In 2014 at the anniversary of the invention of daguerreotype, we will also realize advertorials, in art magazines, cultural magazines, newsletters etc.

4.11 PowerPoint presentation

A ready-made PowerPoint presentation that has been created in 2013 serves as a basis for the successful presentation of the project at conferences, workshops, seminars and information sessions. This presentation outlines (amongst others) the objectives, the work plan, expected results and will present the partners of the Daguerreobase consortium. The presentation can be and will be adjusted for each occasion, to make sure that information on the project is updated and relevant for the audience. The language used in the presentation will be English. Partners can, when required, translate the presentations into their own national language.

| Means of communication | Main target groups | Purpose | Role of partners |
|--|---|---|---|
| INTERNAL | | | |
| Basecamp project Daguerreobase | Consortium partners | Exchange information, collaborate | Consortium partners make reviews, initiate opportunities and provide relevant information |
| EXTERNAL | | | |
| Daguerreobase website | Potential new partners, Potential content providers, General public, institutions | Make content available and give information about the Daguerreobase project and the daguerreotype, descriptions, historical literature and relevant objects | Providing content |
| Awareness Raising Meetings | Potential new partners, potential content providers, general public | Creating awareness for the Daguerreobase portal, getting new partners for the consortium and content providers | SMP, NFM, NTM, FMP will organise these Awareness Raising meetings. |
| Press Releases | Media Broad Audience | Raising awareness, inform the media about the Daguerreobase project | Constant awareness of what could be possible items, Sent out press releases to media |
| Social media Facebook Twitter YouTube | General public, potential content providers | Creating a network of people who are interested in daguerreotypes and daguerreotype related objects and attract new content providers | Sharing, spreading Daguerreobase related news and events on social media |

| Means of communication | Main target groups | Purpose | Role of partners |
|--------------------------|--|---|--|
| Personal communication | Potential new partners, potential content providers | Raising awareness about the benefits of the Daguerreobase portal | Use every possible opportunity to talk about the Daguerreobase to create awareness |
| Powerpoint presentations | Audiences at conferences, workshops, seminars and information sessions | Creating awareness about Daguerreobase and the benefits of the Daguerreobase portal, | Presenting Daguerreobase on an (inter)national level, by lectures, seminars etc. |
| Informative booklet | General public, potential content providers | To inform everyone who is interested about the daguerreotype and the Daguerreobase portal | Making the booklet available on their institutes website |
| Leaflet | General public, professionals related to the daguerreotype medium, potential content providers | To promote the Daguerreobase portal | Making the leaflet available for everyone who is interested |
| Links on the internet | Professionals, potential content providers, general public | To promote the Daguerreobase portal and to increase the number of visitors on the Daguerreobase website | Linking the Daguerreobase website on the institutional website |
| 4-Monthly journal | Institutes and people with higher-level interest in Daguerreobase | In-depth information about daguerreotypes, historical literature, objects and related items | Delivering content |

5. Use and dissemination activities period 1 and period 2

Dissemination activities performed by beneficiaries in period 1 and 2 (besides translation and finalization of booklet, contributions to the leaflet, input for the virtual exhibition):

Beneficiary 1 – FotoMuseum Provincie Antwerpen (FoMu)

Period 1

- Press article to international, national and regional press in Dutch and English. This press release was distributed to all beneficiaries for further use.
- Short presentation of Daguerreobase by Eva Grieten, lecturer at the University of Antwerp (26/4/2013).
- Networking by Tamara Berghmans at Les rencontres d'Arles (France, July 2013).
- Coordination of text, design and printing of Daguerreobase leaflet
- Creation of two advertisements: one general one and one for Paris Photo.
- Preparatory meeting format 4-monthly Journal

Period 2

- Europeana Projects Group Assembly, September 25-26, 2013. Den Hague.
- Daguerreobase-presentation by Sabine Cauberghs on September 26, 2013.
- Fotofever Brussel (Photography Fair, October 4-6, 2013). Networking and distribution of Daguerreobase-leaflet.
- Awareness Raising Meeting Daguerreobase, Rome, Italy. "When photography was a silver plate". Presentations by Tamara Berghmans and Sabine Cauberghs. Networking and promoting Daguerreobase. See also beneficiary 14 – S.M.P Di Petrillo Sandra Conservazione E Restauro di Fotografie (SMP)
- Oracle (International Photography Curators Meeting, Athens, Greece, November 5-10, 2013) Networking and distribution of Daguerreobase-leaflet.
- Awareness Raising Meeting: Paris Photo (World top Photo Fair, Paris, France, November 14-17, 2014). Presentation at Conférence Daguerreobase on November 15 by Tamara Berghmans (see also beneficiary 3 - ARCP).
- Awareness Raising Meeting Daguerreobase, konference k projektu Daguerreobase, Narodni technicke museum, Prague, Czech Republic, January 22-23, 2014. Presentation by Tamara Berghmans
- Newsletter to Faro with call for daguerreotypes (Vlaams Steunpunt voor Cultureel Erfgoed/Flemish Support Center for Cultural Heritage):
- FARO: <http://www.faronet.be/nieuws/oproep-daguerreotypieen-gezocht>
- This call was repeated by:
 - ETWIE (expertisecentrum industrieel erfgoed/knowledge center industrial heritage) <http://www.etwie.be/nieuws/daguerreotypie%C3%ABn-gezocht>
 - Depotwijzer: <http://www.depotwijzer.be/nieuws/oproep-daguerreotypie%C3%ABn-gezocht>
 - BAM (Instituut voor beeldende, audiovisuele en mediakunst/Insitute for visual, audio visual and media art): <http://bamart.be/nl/news/detail/9827/0/0/0>

Beneficiary 2 – Stichting Nederlands Fotomuseum (NFM)

Period 1

- Presentation of Daguerreobase at NFM
- Presentation of Daguerreobase at Restauratiebeurs 's Hertogenbosch (NL), April 19, 2013.
- Presentation of Daguerreobase at International Conference St.-Petersburg
- Blog articles on Daguerreobase

Period 2

- Europeana Projects Group Assembly, September 25, 2013. Den Hague.
- Networking, CoMa conference Brussels (October 30, 2013)
- Workshop Daguerreotypes, Rosphoto St Petersburg (October 20-24, 2013)
- Paris Photo (November 2013, Paris): attending the conference organized by
- ARCP
- Visit new to found museum for genealogy in the Netherlands, discuss presentation of daguerreotypes and use of Daguerreotype booklet in Dutch
- Meeting and Presentation in Skopje, Macedonia (December 8-11, 2013) Conference Oslo, NB (January 7-8, 2014)
- Conference: "Sølv, speil og lysbilleder". Fotohistorisk seminar om daguerreotypi
- "Silver, mirrors and light pictures". Photo historical seminar on the daguerreotype.
- National Library, Oslo, Norway (January 7-8, 2014). Presentation by Herman Maes
- Attending AWR Meeting Prague (January 22, 2014) to meet candidate content providers
- Europeana Virtual Exhibition: install working group, brainstorm structure and defining target groups

Beneficiary 3 – ARCP

Period 1

- Preparation of Dissemination activity at Paris Photo – November 2013 (Period 2)

Period 2

- Symposium of the Daguerreian Society, Bry sur Marne, France, October 9-14, 2013. Networking.
- Paris Photo (World top Photo Fair, Paris, France, November 14-17, 2014). Organisation of Conférence Daguerreobase, chaired and moderated by Anne Cartier-Bresson from ARCP. Invited guest speaker was Patrick Bailly-Maître- Grand, contemporary photographer and daguerreotypist.

Beneficiary 4 – Museum Ludwig Köln/Stadt Köln (MLK)

Period 1

- Presentation of Daguerreobase-project of picture archiving experts (Bildarchivare), May 17, 2013.
- Presence at Clubs Daguerre (meetings of private collectors, at several places at North-Rhine Westphalia (NRW)).

Period 2

- Article about Daguerreobase for Photoantiquaria (Club Daguerre), published in December
- Organization for inserting the leaflet into the “Rundbrief Photographie”
- Envisaged to publish an article in “Rundbrief Photographie” together with TSD. Article planned for edition of June 2014

Beneficiary 5 – Landeshauptstadt Dresden (TSD)

Period 1

- Presentation of the Daguerreobase project during the “long night of sciences” in TSD on July 5 and 13, 2013

Period 2

- Coordination of the planned implementation of the official daguerreobase leaflet into the journal Rundbrief Fotografie (specialized in the field photography and conservation) together with MLK
- Research for virtual exhibition.

Beneficiary 6 – Ministère de la culture (CNA)

Period 1

- No dissemination activities in period 1 because of maternity leave of Hélène Kaizer from April until September 2013. In period 2 Mrs Kaizer returns and will take up again her activities for Daguerreobase.

Period 2

- Presentation planned in June 2014 in Luxembourg.

Beneficiary 7 – Institut für Papierrestaurierung Schloss Schonbrunn (IPR)

- No activities in period 1 because of focus on content aggregation.
- Presentation of the Conservation project of Daguerreotypes in the Albertina Museum at the awareness meeting “Images of the Past, Reflection in the Present” in Prague (January 22-23, 2014).

Beneficiary 8 – Suomen Valukovataiteen Museon Saatio Stiftelsen (FMP)

Period 1

- Preparation of Awareness Raising Meeting in 2014.

Period 2

- Awareness Raising Meeting, Helsinki, Finland, April 2014.

Beneficiary 9 – Nasjonalbiblioteket (NB)

Period 1

- Preparatory work for an awareness raising meeting in Norway (workshop, seminar).

Period 2

- Conference: "Sølv, speil og lysbilleder". Fotohistorisk seminar om daguerreotypi "Silver, mirrors and light pictures". Photo historical seminar on the daguerreotype National Library, Oslo, Norway. Conference (January 7, 2014) and workshop (January 8, 2013). Presentations by Herman Maes (NFM), Wlodek Witek (NB) and Jens Petter Kollhøj (NB).
<https://www.nb.no/Hvaskjer/Arrangementer/Kalender/%28calendar%29/6674/%28name%29/Soelv-speil-og-lys-billeder-.-Fotohistorisk-seminar-om-daguerreotypi>
- Wlodek Witek appeared in television/web broadcasting, local newspapers, national radio broadcasting (only in Norwegian):
Kulturnytt: <http://radio.nrk.no/serie/kulturnytt-radio/nmag02000314/06-01-2014#t=17m56s>
- Østlandssendingen: <http://www.nrk.no/ostlandssendingen/det-eldste-bildet-av-oslo-noensinne-1.11457660>
- Drammens tidende (newspaper, closed to non-subscribers):
<http://www.dt.no/pluss/enestaende-foto-av-oslo-1.8243778>

Beneficiary 10 – Universitetet I Bergen (UiB)

Period 1

- Awareness planning meeting in Oslo (April 10, 2013)
- Public lecture at Bergen Museum lecture series (Solveig Greve: "Marcus Selmer, Daguerreotypist and Bergen's first photographer)
- Writing paper on local daguerreotype
- Meeting with director of Bergen University Museum
- Meetings, public lectures and paper written

Period 2

- Solveig Greve: Public lecture at Bergen City Museum (November 19, 2013)

- Attending Conference and workshop (Nasjonalbiblioteket, Oslo, Jan. 7-8, 2014).
- Solveig Greve and Morten Heiselberg (see beneficiary 9, Nasjonalbiblioteket)

Beneficiary 11 – Picturae BV (PIM)

Period 1

- Publication of article about Daguerreobase-project on www.picturae.com (English and Dutch)
- Preparatory work on Daguerreobase 4-monthly Journal.
- Delivery of design template of leaflet (colours and fonts)
- Writing a paper for the Digital Heritage Congress (Fall 2013). The paper is selected for a poster presentation during the Congress.

- Period 2

- Digital Heritage Conference October 29, 2013 (Marseille, France)
- New standards for describing daguerreotypes, Europe's earliest photographs
<http://digitalheritage2013.sched.org/>

Beneficiary 12 – Expertisecentrum eDAVID (eDAVID)

- Newsletters of FelixArchief Antwerpen and eDAVID.

Beneficiary 13 – Ortelée Marinus Jan (MOCED)

- Presentation at Paris (Photoclub Paris Val de Bièvre, May 9, 2013)
- Preparatory meeting format 4-monthly Journal
- Setting up social media (Facebook, ...)

Beneficiary 14 – S.M.P Di Petrillo Sandra Conservazione E Restauro di Fotografie (SMP)

Period 1

- Public presentation of the Daguerreobase project at:
 - Salone del Restauro di Ferrara, March 23rd 2013
 - Cantieri SISF (Società Italiana per lo Studio della Fotografia), University of Bologna, Campus of Ravenna (May 31st, 2013)
- Contacts with conservators, public and private institutions with photographic collections, private daguerreotype collectors, universities, private associations, publishers specialised in conservation and restoration (Nardini Publisher). Organization of Awareness Raising Meeting in October 2013 and contacting institutions in Greece, Croatia and Portugal.
- Press relations for awareness raising meeting with press department of host ING
- Writing an article for Kermes, the Restoration Review
- Creation of newsletter DagneWS on www.smp-photoconservation.com

Period 2

- Symposium of the Daguerreian Society-25th Anniversary, Bry sur Marne, France, October 9-14, 2013. Presentation about Daguerreobase on October 11, 2013 (Musée des arts forains).
- Organisation of Awareness Raising Meeting, Rome, Italy, October 22, 2013. “Quando la fotografia era una lastra d’argento/When photography was a silver plate”. Full day program at Istituto Nazionale per la Grafica with presentations by Maria Antonella Fusco, Rosa Caffo, Luigi Tomassini, Sandra Maria Petrillo, Sabine Cauberghe, Tamara Berghmans, Maria Francesca Bonetti, Giovanni Fiorentino, Dessy Griva, Hrvoje Grzina, Luids Pavao and a demonstration by contemporary daguerreotypist Jerry Spagnoli. Exhibition of Daguerreotypes during Awareness Raising Meeting.
 - www.beniaminoterraneo.com/site/.../invito_bassa.pdf
 - www.sisf.eu/shared/20131022_programma.pdf
 - http://www.beniculturali.gov.it/mibac/export/MiBAC/sito-MiBAC/Contenuti/MibacUnif/Comunicati/visualizza_asset.html_272026358.html
- Lecture for students in conservation (Estonian Academy of Art, Tallin, Estland, November 2, 2013)
- Awareness Raising Meeting, Paris Photo, November 15, 2013. Networking.
- Awareness Raising Meeting in Prague, Czech Republic, January 22-23, 2013.
- Networking with content providers from Slovenia, Serbia and Czech Republic.
- Regular updates and new articles of Dagnews: newsletter on www.smp-photoconservation.com

Beneficiary 15 - Museum Conservation Services LTD (MCS)

Period 1

- Writing of article on Daguerreobase for the Photographic Materials Group of the
- Institute of Conservation
- Networking activities in Ireland and Greece
- Writing of an article for the Museums Journal
- Promoting Daguerreobase through social media

Period 2

- July 12, 2013. Article for British Photographic History: European daguerreobase.org moves forward
- November 23, 2013. Article for British Photographic History: Daguerreobase photographic Heritage project
- Attending the Symposium of Daguerreian Society (25th Anniversary) at Bry-sur-Marne, France (October 9-14, 2013)

Beneficiary 16 – Narodni Technicke Muzeum (NTM)

Period 1

- Publication of Daguerreobase press release
- Publication of informative text in printed and electronic magazines
- Preparatory work on Awareness Raising Meeting in 2014.
- Creation of national dissemination plan

Period 2

- Daguerreobase – sdílení nejstarších evropských fotografií (Slovak National Museum, Bratislava, Slovakia, November 19, 2013.
Presentation and lecture by NTM and Petra Trnkova (accompanying programme of the Daguerreotypes exhibition organized within the Month of Photography festival)
Exhibition title: Zrkadlo s pamäťou. Najstaršie portrétne fotografie na Slovensku 1840-1850 (30.10.2013 – 20.1.2014)
www.snm.cz
- Awareness Raising Meeting Daguerreobase, konference k projektu Daguerreobase, Narodni technicke museum, Prague, Czech Republic, January 22-23, 2014. Organization of a two day program.
<http://www.ntm.cz/aktualita/22-231-2014-konference-k-projektu-daguerreobase>

Links to Daguerreobase

- <http://www.ephoto.sk/fototechnika/novinky-tlacove-spravy/daguerreobase/>
- <http://www.artalk.cz/2013/09/20/daguerreobase-vyzva-k-ucasti-na-projektu-celoevropske-databaze-daguerrotypii/>
- <http://www.sam-magazine.sk/daguerreobase/>
- http://www.ifotovideo.cz/rubriky/praxe/vyzva-k-ucasti-na-projektu-celoevropske-databaze-daguerrotypii_5838.html

Distribution of Daguerreobase leaflet on both events.

Beneficiary 17 – Universitat Politecnica de Valencia

Period 1

- Publication of press release to national and international press.

Period 2

- Presenting the new Daguerreobase website at our Web site from the MA in photography we run, from our research laboratory and other Facebook pages, etc..
- Conference at Fondacion Mapfre (Madrid, Spain, date)

- Distributing and sending brochures to the possible content providers, by post and email.
- Prepare content for the Daguerreobase-Journal
- Organizing an exhibition of Spanish Daguerreotypes next January 2015 in Valencia.
- La Nau. Starting to program a workshop and conferences for the event.

Beneficiary 18 – Det Kongelige Bibliotek, Nationalbibliotek og Kobenhavns Universitetsbibliotek

Planned for period 3: Daguerreotype virtual exhibition

| Short name partner / Country reponsible | Name Event / Title Article - News | Source | Type of dissemination activity | Date of event / publication | Target group |
|---|-----------------------------------|--------|--------------------------------|-----------------------------|--------------|
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |

* To complete this table, please if you have events or press releases related to Daguerreobase let us know. We will process this information

6. Monitoring Dissemination Activities

To monitor dissemination activities is obviously one of the most important tools to bring the project to another level, to make it sustainable and to sharpen the business plan. By creating excellent analytic tools we will be able to define the use, the demands and with that we will be able to create a sustainable project even after the lifetime of EU financing

Tools:

Google Analytics: To keep track on amount of visitors, how they find your website, how long they will stay, which pages are frequently visited.

Google Adds: To improve findability, this goes before usability; you can't use a tool that you can't find.

Facebook analyses: To keep track on friends, likes, visited pages and items.

ARM analyses: Measure the effect of these meetings by counting new content providers and users of the database.

Press analyses: Keeping track on articles in the press, not only generated by the consortium partners, but also press attention related to Daguerreobase that we can share.

Journal Analyses: Keeping track on subscribers, can we define what issues are interesting to professionals and what issues to a broad audience.

To be able to measure the impact of the dissemination activities as accurate as possible, also regarding project performance (WP6) and long term sustainability (WP7), two templates are available; one template for events and activities and one for publications. Every consortium partner is requested to issue at least once every month if applicable. It concerns all events and publications, even the ones that are not initiated by the consortium partner but deal with Daguerreobase.

The templates are available on Basecamp.

Dissemination Reporting Form – Activities and Events (TEMPLATE 1)*

*Not to be used for publications.

| | Dissemination Reporting Form – Activities and Events |
|---|--|
| Date ¹ | |
| Short name partner ² | |
| (Co)-organisers ³ | |
| Type of activity ⁴ | |
| Date of activity ⁵ | |
| Summary of the activity ⁶ | |
| Type of audience ⁷ | |
| Size of audience ⁸ | |
| Comments/feedback ⁹ | |
| Additional resources (links, ppt, agenda, fact sheets.....) ¹⁰ | |

1 The date this reporting form is issued

2 Short name as used in the Daguerreobase project

3 (Co) – organisers of the event or activity

4 Type of activity, e.g. conference, seminar, exhibition etc.

5 On what date took the event or activity place

6 What was the event or activity about

7 Type of audience, e.g. general public, conservators, photo historians

8 The approximately number of people present

9 Any comment or feedback regarding the event or activity

10 All kind of digital reference

Dissemination Reporting Form – Publications (TEMPLATE 2)*

*Only to be used for publications.

| | Dissemination Reporting Form - Publications |
|---|---|
| Date ¹ | |
| Short name ² | |
| Author / Title of Publication ³ | |
| Title of Medium ⁴ | |
| Type of publication ⁵ | |
| Publisher / Country ⁶ | |
| Language of Publication ⁷ | |
| Target group ⁸ | |
| URL of Publication or text Attachment (PDF-format) ⁹ | |

1 The date this reporting form is issued

2 Short name as used in the Daguerreobase project

3 The author who wrote the article / The title on top of the article

4 Name of the medium

5 Digital, hard copy or both

6 Publisher and the country it is published in (multiple countries possible)

7 Language of the publication

8 What kind of audience is addressed

9 If the publication is digital available an URL or PDF-file can be added

7. Creating Synergies

In the year 2014 it will be the 175th anniversary of the invention of the daguerreotype. This will cause a significant amount of attention for daguerreotypes and early photography. Daguerreobase can profit from this milestone and profile itself as a main source of information for other media. And thus use this event as an important dissemination tool. This means however that we will have to make sure that we can live up to the high expectations that we create for ourselves. The website must be in the air and bulge with new information. Interesting information must be posted on Facebook and all activities that take place around this event must be monitored carefully. This takes action of all consortium partners.

Looking for partners who have a shared interest in cultural heritage can be a fruitful and meaningful way of bringing Daguerreobase under the attention of a broad audience. We are now connected to Early Photography Europeana of amongst others the university of Leuven. We thank the PO Marcel Watelet and Fred Truyen for their encouragement to work this way.

Europeana is one of the other important partners to work with. By bringing information on Cultural heritage in one tool is important and will help us to bring our own information to a next level.