

EUROPEANA FASHION

disclosing European fashion
heritage online

in a nutshell

Marco Rendina
Europeana Fashion
International Association

@eurfashion
@mrendina

Collezioni digitali aperte: iniziative italiane ed europee
Roma, 20 giugno 2017



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fashion

Connected to



EUROPEANA FASHION in a nutshell

- **General introduction**
who we are and what we do
- **Our partners**
the composition of our aggregator
- **Our activities**
the portal, the editorial activities, **edit-a-
thons**





Who we are

The **Europeana Fashion International Association** is a non-profit organisation established in 2014 in order to bring together and engage fashion institutions (both GLAMs and creative industries) in the valorisation and exploitation of fashion heritage online. It has now **29 supporting members**, of which 21 GLAMs institutions and 8 professionals.



Our aims and activities

- **Aggregate**, enrich and curate fashion digital content, creating a specialised access point for fashion heritage
- **Build** consensus and raise awareness on best practices (digitisation, metadata, IPR, social media)
- **Develop** business models for the exploitation of digital fashion material





The composition of our aggregator

The Europeana Fashion aggregator gathers more than **one million** digital fashion items coming from more than **40 public and private institutions** from **13 European countries**, which represent the leading European institutions and collections in the fashion domain.

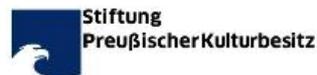




Our main partners



RIJKS MUSEUM



WIEN MUSEUM





Our main partners



Private Archives



MISSONI

PITTI IMMAGINE



ROSSIMODA
VENEZIA 1947



Fondazione Gianfranco Ferré

BENETTON
GROUP

Technical Partner



National Technical
University of Athens

Europeana Fashion data model (EDM- fp)

Main features:

- EDM profile
- Added fashion-related elements (e.g. color)
- Suitable for non-object entities (e.g. exhibition)
- Use of specific relationships (e.g. between a dress and an exhibition)
- Use of controlled vocabularies



Europeana Fashion Thesaurus

The Europeana Fashion project has created **a multilingual thesaurus** in 12 languages, for fashion and fashion-related concepts.

We structured it in a faceted way:
Materials, Techniques, Object types and Colors.

The thesaurus has been developed:

- as an **aid for data entry**
- as a **knowledge base** (open to internal and external users)
- as a **search enhancement tool**

The Europeana Fashion Thesaurus is based on the **Art and Architecture Thesaurus (AAT)**



Europeana Fashion Thesaurus

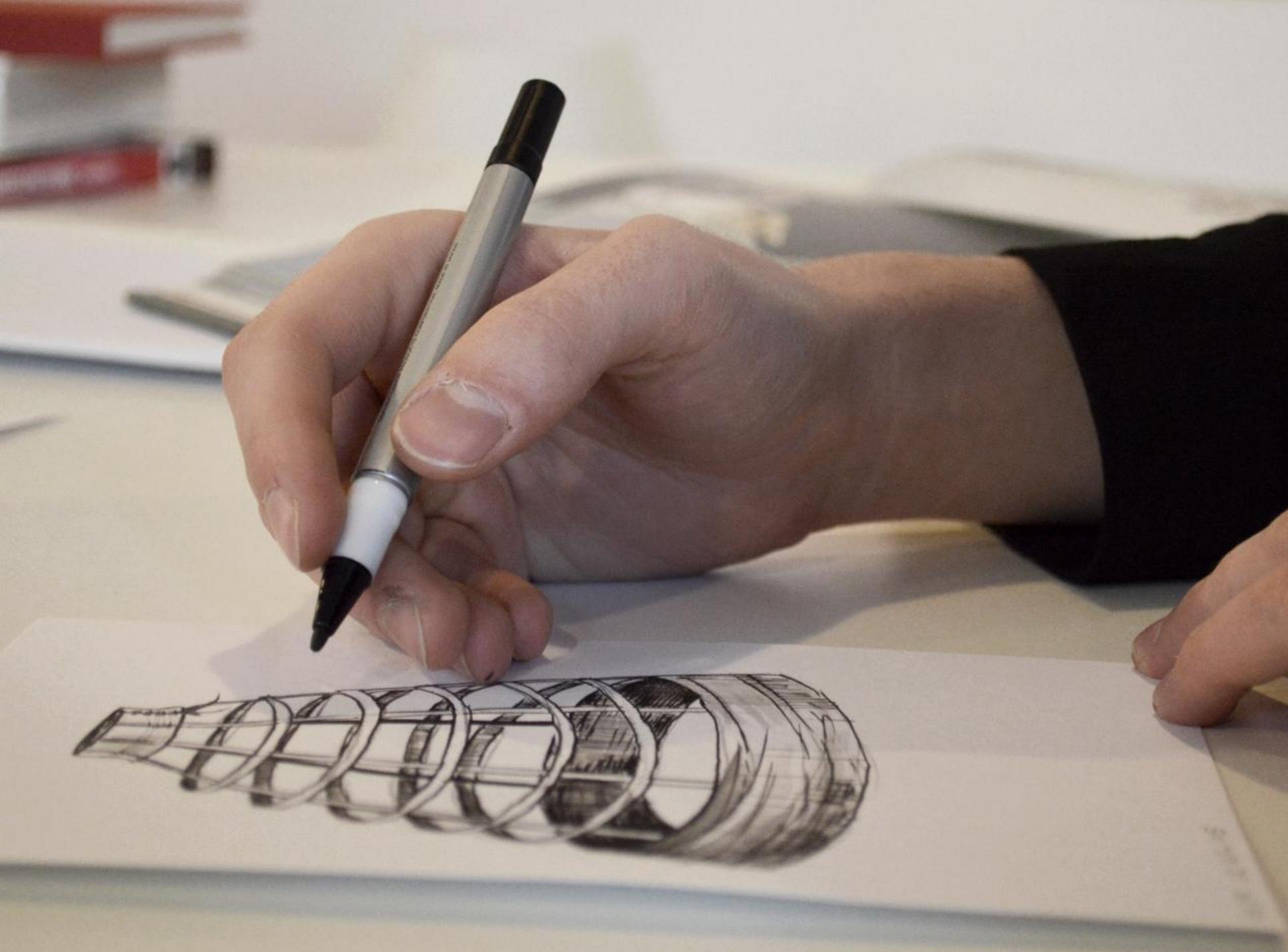


Managing Multilingual Terms & Contents



SAPATOS DE BAITO ALTO
ZAPATO DE SALÓN
SALONKE CIPELE
DECOLLETÈ
ESCARPIN
נעלי עקב
ΓΟΒΕΣ
PUMPS







10015 JEWELRY



10016 LAMBREDA



10003 HALTER A



T TRAIN



10501 EPALLETTE



10004 BANVAN



Fashion Collection website



EUROPEANA FASHION

DESIGNER



Emilio Pucci



Yves Saint Laurent



Chanel



Valentino



Christian Lacroix



Christian Dior



Givenchy

TECHNIQUE



Weaving Techniques



Embroidery

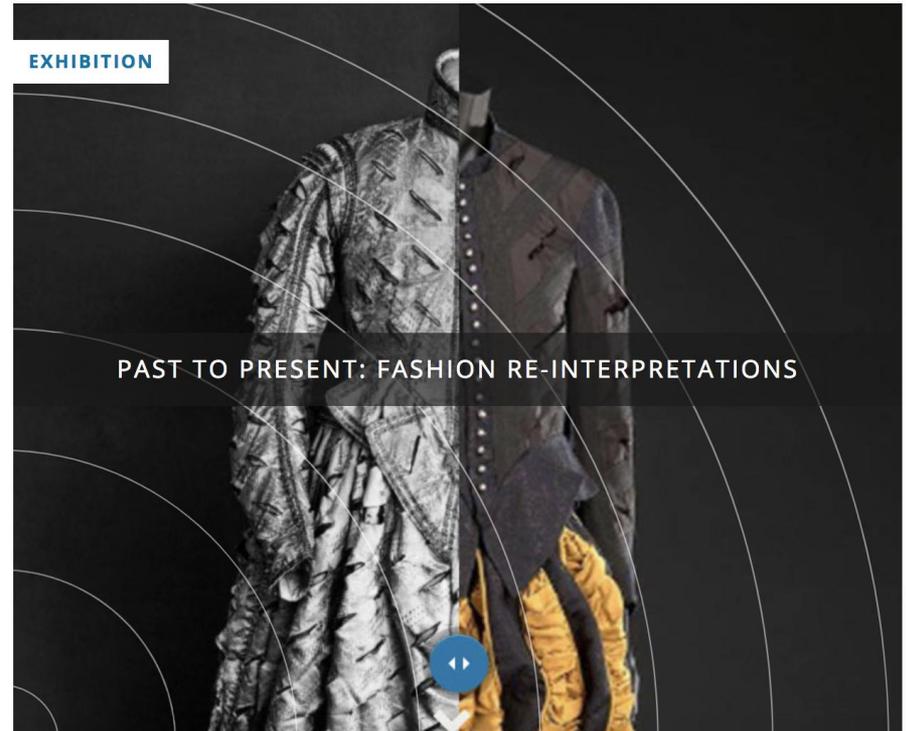
Explore fashion - historical clothing and accessories, contemporary designs, catwalk photographs, drawings, sketches, plates, catalogues and videos - from museums and archives across Europe.

Europeana Fashion - launched with a new look in May 2017 - brings together the digitised collections of more than 30 European public and private institutions.

CURATED BY

Europeana Fashion International Association [↗](#)

EXHIBITION



PAST TO PRESENT: FASHION RE-INTERPRETATIONS



GALLERY



BLOG



GALLERY

Fashion Galleries

FASHION



Clothes for the Ballroom



13 images



FASHION



Flowergems



9 images



FASHION



Eccentric Fashion



20 images



FASHION



FASHION

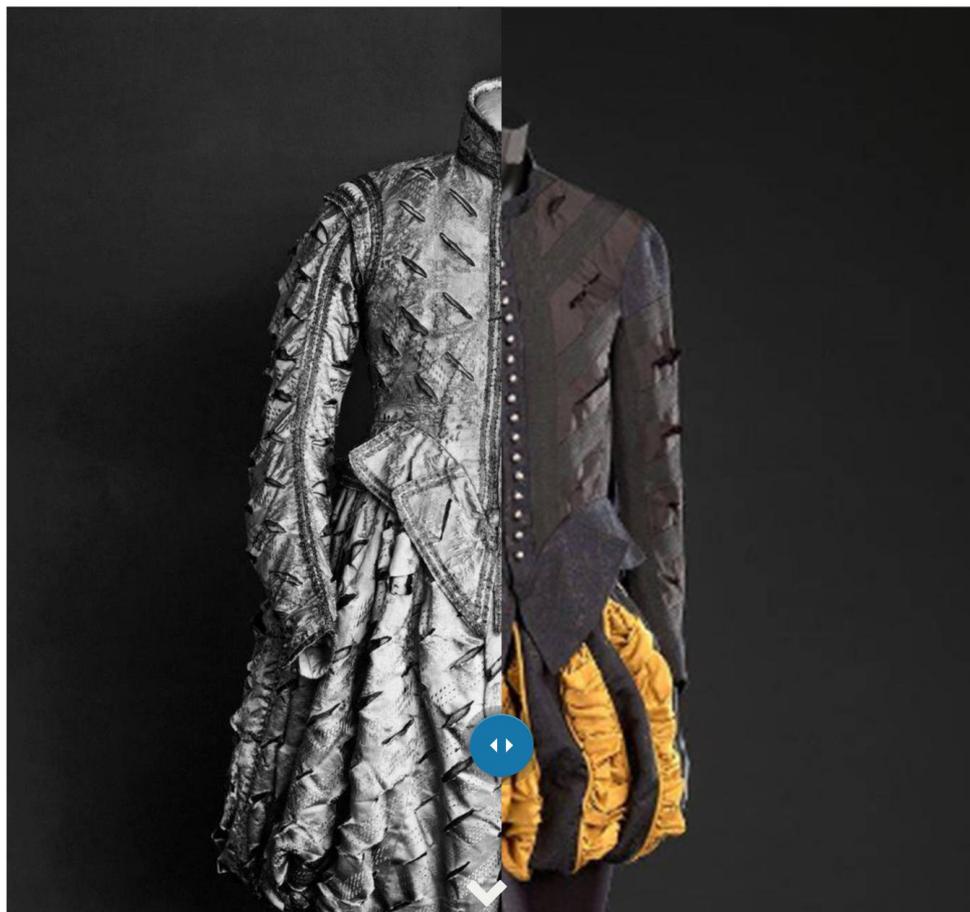


FASHION



Fashion virtual exhibitions

time and space, this exhibition draws directly from the collection and showcases some of the most interesting and iconic items illustrating the bond between past and present. Crossing many collections from a number of European institutions, the exhibition also wants to demonstrate how influences and inspirations are able to cross both physical and chronological barriers.



New **Tumblr curations** have been published every month and curated by our partners.



Follow @europeanafashion

Follow @europeanafashion

Segui europeanafas

Segui europeanafashion

tumblr.

Install Them



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fashion



Model wearing shirt, trousers, belt and necklace all by Emilio Pucci, 1950/1951. The silk shirt is printed with Pucci's design "Scorci Capresi". See more on Europeana Fashion: <http://bit.ly/1PmbztS>.

Collection Pucci Archive. All rights reserved.



A detail of the Emilio Pucci Pilot Collection by Massimo Giorgetti (June 2015).

Sketches of the print "Tourists in Florence". All rights reserved.



Emilio Pucci Pilot Collection by Massimo Giorgetti (June 2015)

The print on the dress is "Tourists in Florence", from an original sketch of Emilio Pucci "Tourists in Capri". Pic by Alessio



New **Pinterest curations** have been published, synchronized with other social media activities.



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 Europeana Fashion

Smetti di seguire 

Curation | Children's Clothing



‡ 22



Smetti di seguire

Fashion | Backstage



‡ 8



Smetti di seguire

What is Europeana Fashion?



‡ 24



Smetti di seguire

Share with the Communit...

PROMOTE FASHION EVENTS

Click on this pin & find out how Modeconnect can help you.

Please Re-Pin

‡ 61



Segui

Fashion | Pocket Watches



‡ 21



Smetti di seguire

Curation | Eastern Inspirations



‡ 28



Smetti di seguire

Fashion | Space Age!



‡ 23



Smetti di seguire

Curation | Couture



‡ 27



Smetti di seguire

Curation | Ethnic Fashion



‡ 16



Smetti di seguire

Fashion | Portrait of a Man



‡ 21



Smetti di seguire

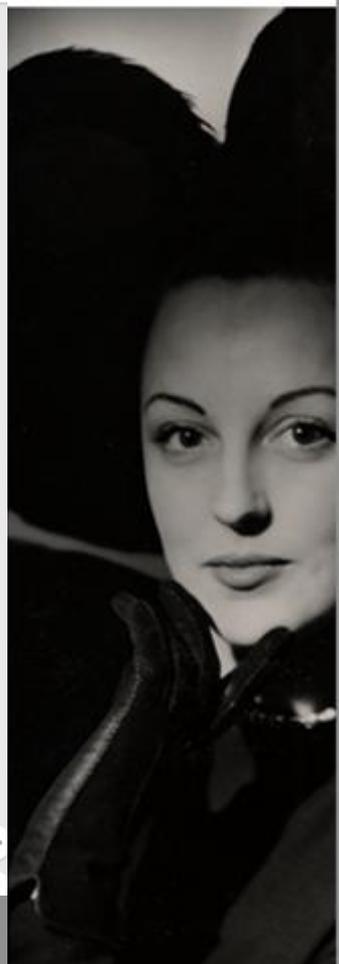
Fashion | Performances



Fashion | Winterwear



Curation | SPK Museum



Twitter activity has been increased with a frequency of more than 3 tweets per day.



TWEET 1.889 FOLLOWING 1.515 FOLLOWER 1.769 PREFERITI 1.039 LISTE 4

Modifica profilo

Europeana Fashion
@EurFashion

#EurFashion brings together over half a million fashion and costume items from the collections of Europe's leading museums and archives on europeanafashion.eu

Tweet Tweet e risposte Foto e video

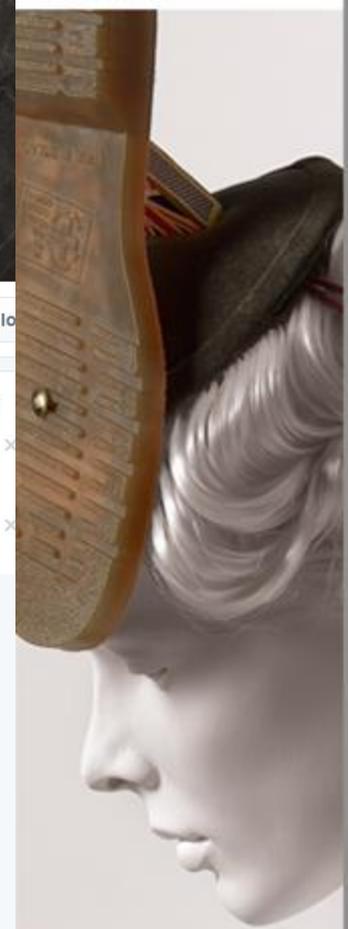
Europeana Fashion @EurFashion · 24 min
Europeana Fashion workshop at #MUDEMuseum #EFworkshop
modelisboa [instagram.com/p/9TfWGwtOue/](https://www.instagram.com/p/9TfWGwtOue/)

Europeana Fashion @EurFashion · 20 ott
Have a look at the new theme selection of watches on #EurFashion! bit.ly/1KIL9mP
Photo @V_and_A CC-BY-SA

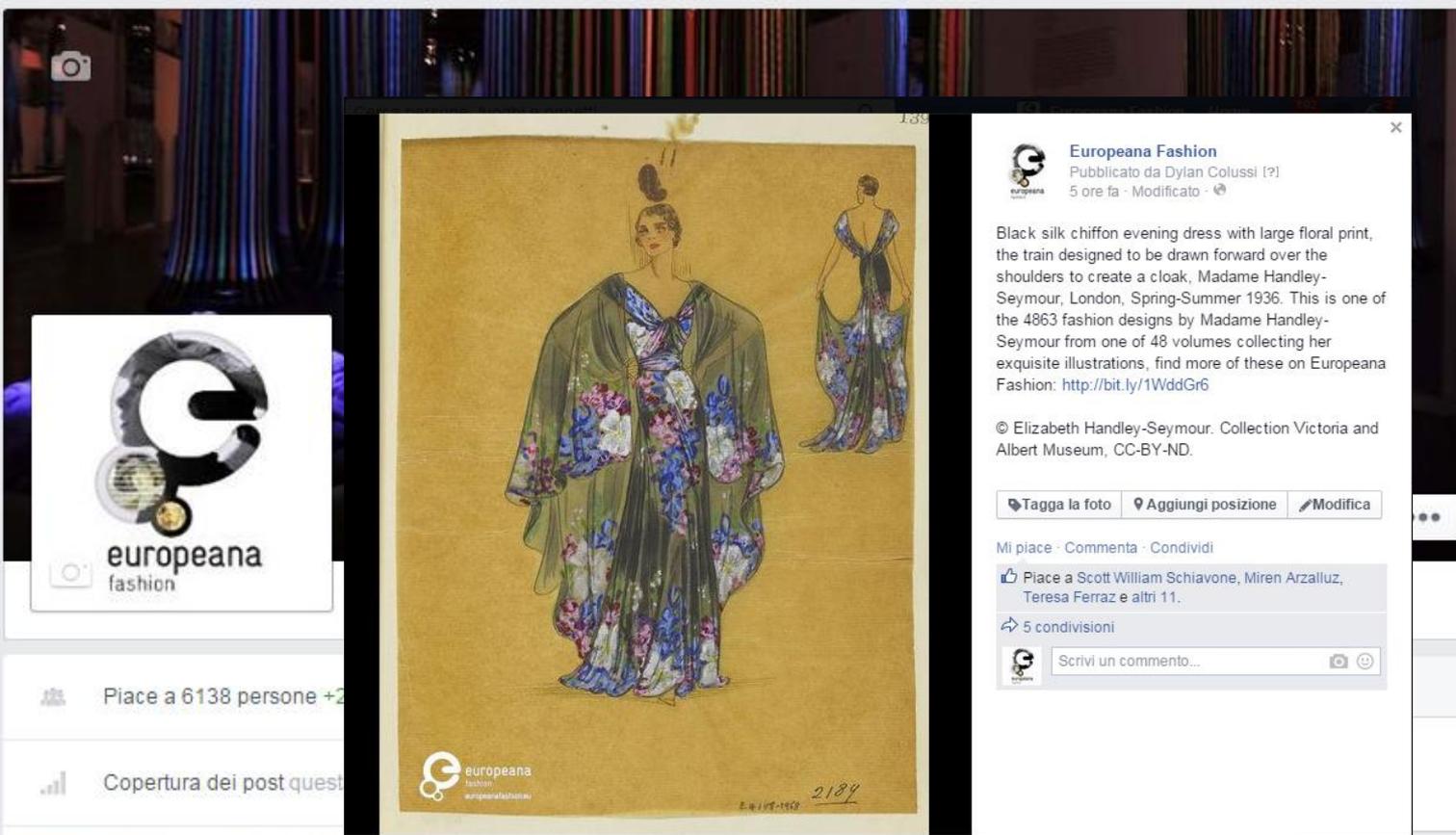
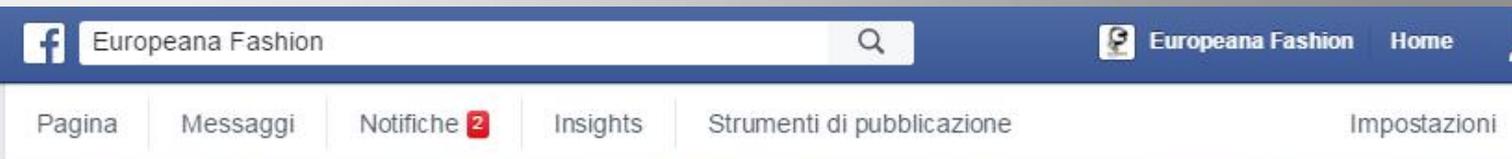


Chi seguire · Aggiorna · Visualizza tutto

-  **Bruno Nogueira** @Corpodor...
+ Segui
-  **João Manzarra** @Manzarra
+ Segui



Our **Facebook** page is daily populated with items from the Europeana Fashion collections.



Europeana Fashion since July 2015 is on **Instagram** with daily upload of items from the Europeana Fashion archive.

Instagram

Cerca

Esci



europeanafashionofficial

MODIFICA IL PROFILO

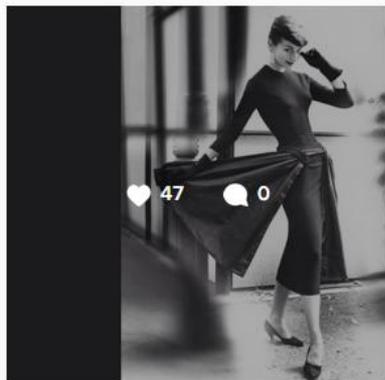
Europeana Fashion Official Europeana Fashion shows over 700.000 costume and fashion items from Europe's most prestigious institutions and brands.

www.europeanafashion.eu

124 post

360 seguaci

73 persone seguite



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Setting up a collaboration with Wikipedia

- We've set up a direct collaboration with **Wikimedia Chapters** in various European countries
- We organised a number of so-called **GLAM-WIKI** events around Europe



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What is an edit-a-thon

An edit-a-thon is “a scheduled time where people edit Wikipedia together, whether offline, online, or a mix of both; typically focused on a specific topic, such as science or women's history” *

* https://en.wikipedia.org/wiki/Wikipedia:How_to_run_an_edit-a-thon





Wiki loves FASHION



For Wikimedia these events bring:

- more and diverse content to the encyclopedia;
- domain experts to contribute knowledge;
- and hopefully new editors (skilled Wikipedians)



FASHION loves back

For Europeana Fashion, there are several good reasons to organise these events:

- they are meant as a mean of promotion for Europeana Fashion;
- they improve public knowledge about fashion history on Wikipedia;
- they offer context to the beautiful materials we bring online;
- they connect different communities and bring them together around a shared passion.



Edit-a-thon handbook



FASHION
EDIT-A-THON
HANDBOOK FOR GLAMS



<http://bit.ly/fashion-editathon>

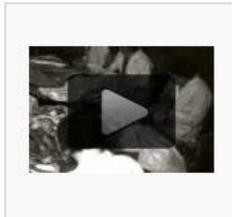
Europeana Fashion content on Wikimedia Commons



Media in category "Europeana Fashion"

The following 200 files are in this category, out of 443 total.

(previous 200) (next 200)



Vervaardiging van het
bruidstoilet voor HKH
Prinses Juliana
Weeknummer 36-50 -
Open Beelden - 71089.ogv
6.34 MB



Aina Forsberg i samedräkt
som använts som
sportdräkt år 1902 -
Nordiska Museet -
NMA.0060648.jpg
303 KB



Alhambra, restaurang och
teater, på Djurgårdsslätten,
Djurgården, Stockholm -
Nordiska Museet -
NMA.0050962.jpg
309 KB



Anders Fjellner
avporträtterad i helfigur
1871 - Nordiska Museet -
NMA.0040782.jpg
227 KB



Anna Hierta-Retzius,
grundare av Stockholms
arbetsstugor. Arbetsstugan
bildades i januari 1887 -
Nordiska Museet -
NMA.0055552.jpg
206 KB



Annons för Nordiska
Kompaniet. För män som
anger tonen Bekväma
raglanrockar - Nordiska
Museet -
NMA.0035930.jpg
601 KB



Annons för Nordiska
Kompaniet. Välpressade
byxor varje dag - Nordiska
Museet -
NMA.0035929.jpg



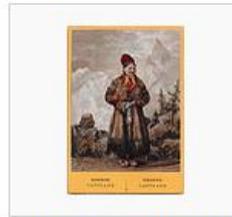
Arild Gyllenstierna, Erika
sitter i trädgården och
dricker kaffe - Nordiska
Museet -
NMA.0057182.jpg



Ateljébild. En kvinna i
samisk dräkt - Nordiska
Museet -
NMA.0056880.jpg
319 KB



Ateljébild. En kvinna i
samisk dräkt med
uppslagen bok - Nordiska
Museet -
NMA.0056882.jpg



Ateljébild. Kvinna i samisk
dräkt - Nordiska Museet -
NMA.0056890.jpg
455 KB



Ateljébild. Man och pojke i
samiska dräkter - Nordiska
Museet -
NMA.0056891.jpg
451 KB

2015 MUSE Award



American
Alliance of
Museums



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Jurors said: *“I feel the experience is both human interaction and online experience and the project as whole looks quite impacting.”*
And *“This is an exciting project altogether from the heritage data point of view. Curating so much of information will surely impact the museum field a lot.”*



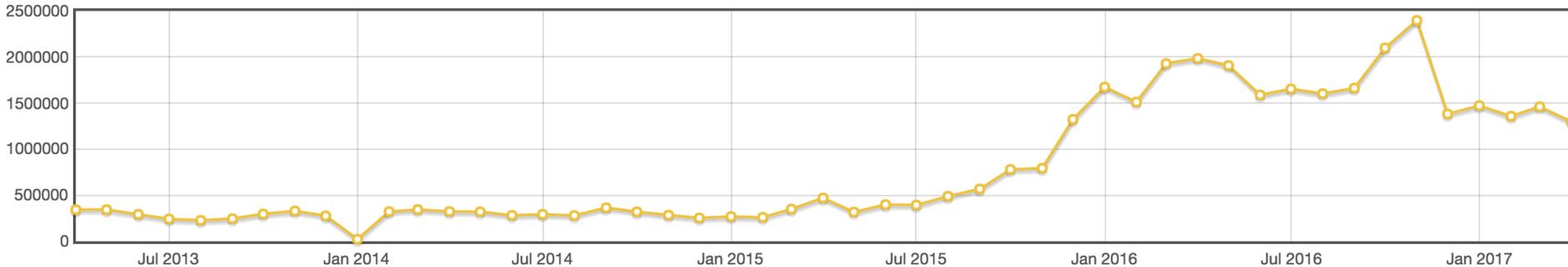
Audience in Wikipedia

<https://tools.wmflabs.org/glamtools/baglama2/index.html#gid=22&month=201601>



Category details for Europeana Fashion

49 months have a data point, with 39,402,936 page views in total. Monthly data for 2017-05 is currently being prepared. Click on individual time points in the graph to see monthly data.



Page views in 2016-11

Total monthly page views: 2,398,050. [Download this table.](#)

Site	Pages	Views
English Wikipedia	Details	120 1,940,858
Swedish Wikipedia	Details	131 113,586
Spanish Wikipedia	Details	22 94,875
Italian Wikipedia	Details	55 50,897
Dutch Wikipedia	Details	45 43,481

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 @EuropeanaFashionOfficial

<http://www.europeanafashion.eu>

mrendina@europeanafashion.eu



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