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Revision	Date	Author	Organisation	Description
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V0.2	2014-11-05	Maria Teresa Natale	ICCU	Peer review
V0.3	2014-11-11	Maria Śliwinska	ICIMSS	Final draft
V1	2014-11-17	Maria Teresa Natale	ICCU	Formal check

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This deliverable contains original unpublished work except where clearly indicated otherwise.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 all 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 of the two issues planned in the AthenaPlus project framework will be devoted to “Digital Exhibitions”. This choice was a consequence of the work carried out by the AthenaPlus Digital Exhibitions working group and the MOVIO tool for virtual exhibitions being under development within WP5 activities.

The call for articles has been opened and as a results of this call 20 AthenaPlus partners declared the intention to contribute with papers to the issue. The titles are listed in the next paragraphs.

2 INTRODUCTION

The *Uncommon Culture* journal issue devoted to Digital Exhibitions was planned as one of the best way to promote the work done in the framework of the AthenaPlus project. The second planned issue of the journal will be devoted to Digital Culture and Creativity and is expected at month 30.

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 has been obtained:

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

Each issue is devoted to a specific topic dealing with culture and relating to 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** (in print)

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 is under finalisation within the Europeana Photography 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
- Christophe Dessaux, Ministry of Culture and Communication, Paris, France
- Antonella Fresa, Promoter, Pisa, Italy
- Monika Hagedorn-Saupe, Institute for Museum Research, Berlin, Germany; ICOM
- 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
- Michal Znaniecki, Grand Theater, Poznan, 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, 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, The International Center for Information Management Systems and Services
- Adam F. Kola, Nicholas Copernicus University, Toruń; ICIMSS, Poland
- Piotr Kożurno, 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 Kożurno, 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 responsible for collecting the content and guaranteeing the high level of the articles.

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: one based on content available in Europeana or planned to be delivered to Europeana by the project partners [month 20], and the second issue presenting the best practices of the AthenaPlus allowing access to cultural resources with ICT [month 30].

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 will be devoted to Digital Exhibitions and it will include the results of the work done on this topic within WP5 and WP6 activities. Professor Monika Hagedorn-Saupe, from Stiftung Preussischer Kulturbesitz and Chair of the Digital Exhibitions Working Group, as well as leader of the Athena Plus Dissemination Work Package (WP7), is the leading editor of the issue devoted to Digital Exhibitions. Immediately after this decision, the Call for articles was opened to all project partners, followed by a few reminders. As a result 20 authors declared to write articles for this issue.

The aims of this issue is to give an overview of programmes for digital exhibitions, illustrate some practices and present achievements and problems people encountered when working on digital exhibitions; relations between real and digital exhibitions.

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 when creating a digital exhibition.

Relationship with WP5 is visible through the tool MOVIO, developed by WP5 (task 5.3b Development of the SMCM for realizing virtual exhibitions). This tool is a Semantic Content Management System that enables the building of digital exhibitions. It has a set of core functionalities and building components. It is an open-source software distributed with the MIT Licence. Many AthenaPlus partners are experimenting it and some results will be described in the *Uncommon Culture* issue devoted to digital exhibitions.

Relation to WP6 are very huge, considering that this WP is coordinating the evaluation methodology for the pilot services and collecting feedbacks on the experience gained during the test of the pilots.

3 Uncommon Culture Vol. 6: Digital exhibitions

Deliverable 7.4 - First Issue of the Uncommon Culture Journal was planned to be delivered in month 20 as an issue devoted to the content all project partners delivered to Europeana. However after the first Plenary Meeting, all the partners agreed to modify the title of the issue, dedicating it to Digital Exhibitions, that in some cases include also stories about collections delivered to Europeana.

As a result of the Call, several partners answered and in the following subchapter we anticipate the preliminary table of content of this issue.

3.1 Provisional Table of Content

This is the table of content foreseen for the *Uncommon Culture* issue on Digital Exhibitions. The provisional titles and topics were given by partners contributing to the issue.

Structure	Country Partner	Author	Theme
Foreword			
Introduction			
Main Articles	Romania BAR	Cristian Ciurea	Virtual Exhibitions and Mobile Devices
	Germany SPK		Digital exhibitions working group
	Belgium KMKG	Eva Coudyzer	Europeana Exhibitions
Interviews & Projects			Interview: Europeana digital exhibition, Anna Vandebroek
Short Articles			
.	Belgium OKV	Peter Wouters	Virtual exhibitions "Vlaamse Kunstcollectie" www.vlaamsekunstcollectie.be
.	Belgium PACKED	Barbara Dierickx	VIAA http://viaa.be/en/ and their approach to opening up digital cultural heritage material to education
.	Belgium KIK-IRPA	Griet Van Eyck	Da Vinci's Last Supper (copy) in an abbey in Flanders http://balat.kikirpa.be/object/81495-
.		Erik Buelinckx	photographs of late 19th – begin 20th century by t'Serstevens (special collection) – article ready by Oct.
.	Bulgaria CL-BAS	Rosen Petkov	The Invisible Serdica: How Old Books Could Be Integrated in Mobile Multimedia http://invisibleserdica.org/index.php
	Croatia MUO	Vesna Lovrić Plantić, Petra Milovac	Digital exhibition: A Century of the Wristwatch & MOVIO
	Czech Republic NM	Pavel Douša	Students-generated virtual exhibitions on eSbirky.cz and their educational impact
	Germany UNIMAR	Thomas Brandt (brandt@fotomarburg.de)	Historic photographs digitized and researched in the frame of a DFG project .
.	Israel Judaica	Dov Winer	Linked Data Storytelling
Reminder sent	Italy, Belgium, Spain ICCU, META, PACKED, i2CAT	Maria Teresa Natale, Sam Minelli, Barbara Dierickx, Marc Aguilar	MOVIO - needs and solutions for museums and galleries
	Latvia		
	Lithuania LAM	Danutė Mukienė	Online Virtual Exhibitions of Lithuanian Museums
	Russia ADIT	Olga Kissel	First Internet Festival of Museum Multimedia 'Museum Geek' (http://www.gmir.ru/eng/)
Reminder sent	Spain i2CAT	Marc Aguilar	A framework for user-centred design of virtual exhibitions
	Spain SGDAP	David Iglésias Franch	The virtual Museum of Photography in Girona (MFGi) http://www.girona.cat/sgdap/cat/MFGi.php
	Sweden RA	Sanja Halling	introduction of Digisam on coordination of digitisation issues for cultural heritage
Book Reviews			
Conference Reports			

By the end of October, several articles have already been delivered and are in the reviewing phase (content review and English language check).

Several authors requested more time to write a high quality paper on relevant content, and a new deadline was fixed at the end of November.

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, 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)

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, 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

Even if we were not able to publish the first of the planned issues of the *Uncommon Culture* at month 20, the editorial board already received several articles which are now under revision. We expect to receive the missing articles by the end of October in order to work at the production phase from month 22 to month 24. An updated version of this deliverable will be delivered when all the content will be edited and the table of content finalised.