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V0.2	2014-11-05	Maria Teresa Natale	ICCU	Peer review
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V1	2014-11-17	Maria Teresa Natale	ICCU	Formal check
V2	2015-06-30	Arlene Peukert, Maria Sliwinska	SPK ICIMSS	Revision after the issue publication

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This deliverable contains original unpublished work except where clearly indicated otherwise.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

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 Koźurno, The International Center for Information Management Systems and Services
- Maria Teresa Natale, Union Catalogue of Italian Libraries, Italy
- Alicja Saar-Kozłowska, Nicholas Copernicus University, Toruń; ICIMSS, Poland
- Maria Śliwińska, The International Center for Information Management Systems and Services
- Edward J. Valauskas, Chief Editor, First Monday; ICIMSS, United States

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

Editor-in-Chief

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

Co-Editor-in-Chief

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

Electronic Version Editor

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

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

Book Review Editor

Susan Hazan, Israel Museum, Jerusalem

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

Conferences Editor

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

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

Links Editor

Maria Teresa Natale, Union Catalogue of Italian Libraries, Italy

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

Copy Editor

John Favaro, ICIMSS

Art Editor

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

Design

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

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

Each planned issue is discussed among the Advisory Board members and presented at the project plenary meetings, where all partners are invited to contribute. Each issue has a dedicated editor 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.

The current issue of Uncommon Culture produced in the context of the AthenaPlus project is one of two scientific peer-reviewed publications that aim at looking into relevant fields of digital cultural heritage. The first AthenaPlus issue of Uncommon Culture deals with the topic of Virtual Exhibitions. In the age of digital reproducibility concern has been uttered by many museum professionals that digitized artworks available online as well as digital exhibitions will keep people away from visiting the actual, real museum. Experiences of the last years have proven though, that the contrary is the case. The digitized objects spark the interest in seeing the real artworks and physical exhibitions.

The AthenaPlus issue of Uncommon Culture dedicated to Virtual Exhibitions therefore sets out to explore ongoing theoretical and practical approaches in the sector of digital exhibition realization, highlight exemplary projects, pilots, and successful online exhibitions, present interesting interviews with online exhibition curators and book reviews, feature reports from a wide range of museums, libraries and archives from many European countries, and promote the advantages of digital exhibitions and the services to realize them.

A special focus of the journal at hand is on the AthenaPlus creative tools such as MOVIO. MOVIO, an open-source software tool offering sets of attractive applications allows cultural institutions to realize digital exhibitions showcasing their collections' treasures and present interesting facts and stories connected to the objects. In one of the main articles of the journal AthenaPlus consortium members involved in the development of creative open-source tools illustrate the approaches proposed by the AthenaPlus project in valorizing digital cultural heritage resources through the use of software applications such as MOVIO and City Quest.

In another main article AthenaPlus project partners who volunteered in experimenting with digitized content by creating pilot exhibitions were given space to report on their experiences in setting up cultural narratives using MOVIO.

The Digital Exhibitions Working Group presents its research findings of the past years as well as recommendations on how to create a digital exhibition in a third main article. The main articles' section is made round by a fourth article reflecting the topic of virtual exhibitions and their long term preservation from a more theoretical point of view.

In the "Interviews & Projects" section of Uncommon Culture readers are presented with noteworthy reports and statements of people involved in the creation and realization of digital exhibitions. In the "Short Articles" section a wide range of different topics related to digital and virtual exhibitions is featured. Authors from Belgium, Bulgaria, Croatia, the Czech Republic, Germany, Hungary, Lithuania, Romania, Spain, and Sweden report about recent developments in the field of digitisation and online exhibition creation in their countries, inform about promising projects, address the opportunities digital exhibitions offer for education and learning in museum environments and beyond, and compare tools and applications for the creation of online exhibitions.

This AthenaPlus issue of Uncommon is completed by book reviews, conference and exhibition reports.

The issue is available at the following URL
<http://uncommonculture.org/ojs/index.php/UC/issue/current/showToc>
All contributions are downloadable in PDF.

500 printed copies will be distributed during the final AthenaPlus events, including the final conference, and via partners professional channels.

3.1 Table of Content

This is the table of content for the *Uncommon Culture* issue on Digital Exhibitions.

Foreword

Leontine Meijer-van Mensch

Introduction

Monika Hagedorn-Saupe

Main Articles

The Digital Exhibition – Considered in the Long Term

Susan Hazan

Innovative Approaches for Narrating Tangible and Intangible Cultural Heritage: the AthenaPlus Creative Tools

Sam Habibi Minelli, Maria Teresa Natale, Barbara Dierickx, Marc Aguilar Santiago

New Ways of Presenting the Past | Work, Research, and Findings of the International Digital Exhibitions Working Group

Monika Hagedorn-Saupe, Arlene Peukert

Interviews & Projects

Europeana Exhibitions: A Virtual Trip through Europe's Cultural Heritage, Interview with Anna van den Broek

Eva Coudyzer, Anna van den Broek

"Places of Transition" --- An Online Exhibition about the First World War

Thorsten Siegmann, Thomas Meyer

1933. The Beginning of the End of German Jewry – Jewish Museum Berlin, Interview with Aubrey Pomerance and Henriette Kolb

Inés Matres, Aubrey Pomerance, Henriette Kolb

Museums' Experiences in Creating Cultural Narrations Using the AthenaPlus Tool Called MOVIO

Sam Habibi Minelli, Iva Meštrović, Petra Milovac, Orsolya Veress, Donatas Snarskis, Jovita Vilimaitiene, Linnéa Karlberg Lundin, Karin Glasemann, Piot Kożurno, Marek Wiczorek

Short Articles

Belgium: Virtual Exhibition from the Flemish Art Collection

Peter Wouters

Belgium: Leonardo da Vinci's Last Supper in Belgium: Traces of Humanism Preserved in a Once Flourishing Abbey

Griet Van Eyck

Bulgaria: A Virtual Challenge to a Library: Multilingual Template to Display Digitised 19th-Century Books Online

Ekaterina Dikova

Croatia: Digital and Virtual Exhibitions – A Glance at the Situation in Croatia
Iva Meštrović

Czech Republic: The Usage of Virtual Exhibit in Project Based Learning
Eva Dytrychová, Zdeňka Kulhavá

Germany: Virtual Exhibitions in the “Deutsche Digitale Bibliothek”
Manuela Fischer, Silke Röckelein, Frank von Hagel

Hungary: Structuring and Visualising Information in Digital Story-Telling Applications. Use of Two ICT Tools in Hungarian Museums: MOVIO and HOMM
Júlia Katona

Lithuania: Virtual Exhibitions of Lithuanian Museums
Danutė Mukienė

Romania: Developing Virtual Exhibitions on Mobile Devices for the Educational Sector
Cristian Ciurea, Gabriela Dumitrescu

Spain: MFGI : A Virtual Photographic Museum for Archives Masterpieces
Joan Boadas i Raset, David Iglésias Franch

Sweden: Coordination of Digitisation as a Prerequisite for Digital Exhibitions
Sanja Halling

Book Reviews

Dziekan, Vince. *Virtuality and the Art of Exhibition. Curatorial Design for the Multimedial Museum*. Chicago, IL: University of Chicago Press, 2012.
Werner Schweibenz

Conference Reports

The Forgotten Genocide. The Fate of Sinti and Roma Digital Exhibition: <http://www.romasinti.eu/>
Arlene Peukert

AthenaPlus MOVIO workshop in Lithuania, instructed by PACKED (Belgium) Vilnius, May 22, 2014 | Lithuanian Art Museum (LAM)
Arlene Peukert

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

Bibliographic description standard for Uncommon Culture:

Book

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)

- 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