



Statens Museum for Kunst
National Gallery of Denmark



slideshare.net/meretesanderhoff
@msanderhoff

What's the social impact of open digital cultural heritage?

Bulgarian cultural heritage in a digital world, 30 May 2018
Europeana national workshop with Bulgarian Ministry of Culture
and Pencho Slaveykov Public Library





National gallery of Denmark
Western art from 1300 to present
350,000 visitors a year
260,000 artworks
Two thirds in the public domain



Statens Museum for Kunst
National Gallery of Denmark

NORDEA
FONDEN

SMK Open

Making art available for everyone



THE VIZGU APP

SMK OPEN INFO AT SMK.DK



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Statens Museum for Kunst
National Gallery of Denmark

NORDEA
FONDEN

SMK Open

Making art available for everyone

2016-2020

Open up the SMK digitised collection
and knowledge
at scale to the public

THE VIZGU APP

SMK OPEN INFO AT SMK.DK



Follow





We're not alone in this



MK&G MUSEUM FÜR
KUNST UND GEWERBE
HAMBURG

RIJKS MUSEUM



LIBRARY
BRITISH



LACMA
LOS ANGELES COUNTY
MUSEUM OF ART



THE
ART
WALTERS
MUSEUM



FINNISH
NATIONAL
GALLERY

GETTY
THE GETTY





Show filters

43183 search results

With image

Date (oldest first) ▾



Artemis and Ifigenia

Date: Circa 125 BC
Inventory number: KAS2207
Location: Stuen, baghus
To be viewed by appointment



Ubekendt italiensk 1300-tallet
Christ as Man of Sorrows, Virgin and Child

Date: 14th century
Inventory number: DEP63



NCG 1230 Ubekendt
Date: 1301-1400
Inventory number: DEP59



CC0 | Public Domain

Ubekendt græsk virksom 1301-...
The Priest Zachariah is slaughtered at the Command of King Herod

Date: 1301-1400
Inventory number: KMS3747



Mesteren fra Citta di Castello
The Virgin and Child

Date: 1305-1320
Inventory number: DEP3

FEEDBACK

Enter search phrase



28,000 images

Show filter

43183 search results

With image Date (oldest first) ▾



Artemis and Ifigenia

Date: Circa 125 BC
Inventory number: KAS2207
Location: Stuen, baghus
To be viewed by appointment



Mesteren fra Citta di Castello

The Virgin and Child

Date: 1305-1320
Inventory number: DEP3



FEEDBACK



We know this
matters to people



WIKIPEDIA
en frie encyklopædi















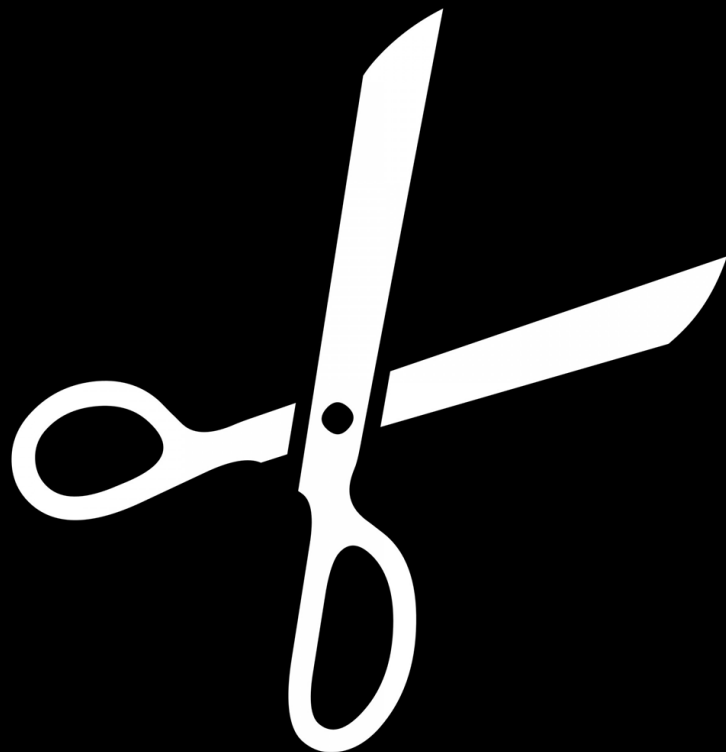




But we're not sure
how much
or how exactly



Meanwhile...



30 %



25 %



15 %

8 %

SMK

Statens Museum for Kunst
National Gallery of Denmark



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Review: 'Stranger Things' Returns. More Familiar but Still Fun

Fats Domino, Early Rock 'n' Roller With a Boogie-Woogie Piano, Is Dead at 89

PAID POST: THAI AIRWAYS Find Frequent Flying 'Drainings' Seasoned Flyers Share Tips

Dutch Arts Scene Is Under Siege

By NINA SIEGAL JAN. 29, 2013



The Radio Chamber Philharmonic, part of the Netherlands Broadcast Music Center in Hilversum van der Vliet

Arts funding cut 30% in spending

Review sees Arts Council England shorn of almost a third of its budget, sums expected to maintain free entry policy

Analysis on the arts funding cuts



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European arts cuts: Italy's cultural memory under threat

Budget squeeze at state archives puts future of thousands of documents all over the country in doubt



uden kvalitetstab. (Foto: ASTRID DALUM © Scarpio)



Regeringen vil spare knap 600 millioner på museer og teatre

Kulturminister Bertel Haarder lægger op til, at landets kulturinstitutioner de næste fire år skal spare to procent om året.



04. SEP. 2015 KL. 07:12 OPDATERET 04. SEP. 2015 KL. 10:18

Teatre, museer, kunstneriske uddannelser og andre statslige kulturinstitutioner skal spænde livremmen ind.

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home > culture film tv & radio music games books

Culture

Culture cuts blog

Counting the true cost of the arts cuts

Unions launch 'Lost Arts' website to record in detail everything we're losing because of the arts cuts

46

Mark Brown

Wednesday 15 June 2011 15:06 BST

25% cut

Advertisement

Leder du efter et fly?

Fly til Milano Fly til Milano

Bestil nu Bestil nu



Since 2016,
Danish public cultural
institutions are cut
2 % every year.

No end date.

Free entrance to the national gallery



Free entrance to the national
gallery





“ If these 2 % budget cuts continue, the SMK will close down in 2034.

“

Mikkel Bogh, Director of SMK



50 % of the Danes
would cut culture budgets first



We have to prove
we're worth it

GANIZ
R THE
RTS
Association
S'
Y
1913

ARTS & CULTURE

ARE VITAL TO OUR

COLLECTIVE

WELLBEING

FUND
THE
EA

ACTORS
FOI



Google Analytics





“ Measure what is important,
don't make important
what you can measure
”

Robert McNamara



Introducing:

IMPACT PLAYBOOK

For
Museums, Libraries
& Archives



What is impact?

Changes that occur for stakeholders in society,
as a result of activities for which the organisation is accountable.

DEEPER UNDERSTANDING

SOCIAL & CULTURAL

ECONOMY



IMPROVED WELFARE

DASHBOARD

- ... STORIES
- ... 'LIKES'
- ... 'SHARED' COLLECTIONS

CONNECTED PEOPLE

STORIES & DIGITIZED CONTENT



FAMILY HISTORY ROAD SHOW

MISSION: TRANSFORM THE WORLD WITH CULTURE!

INCUBATION SERVICES



APP



NEW BUSINESS CREATIVES & CONTENT PROVIDERS

DASHBOARD

- ... APPS SOLD
- ... € EARNED
- ... EXPOSURE COLLECTIONS

ACTIVITY

OUTPUT

OUTCOME

MONITORING

IMPACT

CONTENT RE-USE FRAMEWORK

STANDARDISATION

CONNECTIVITY & INTEROPERABILITY

DASHBOARD

- ... ADOPTION BY INSTITUTIONS
- ... RE-USABLE CONTENT

INNOVATIVE & INFLUENTIAL NETWORK



NETWORK & INNOVATION

“

Cultural participation opens up new, unprecedented possibilities of economic and social value creation in so many different spheres that fall outside culture's conventional sphere of action and impact.

“

Pier Luigi Sacco, Culture 3.0



Spillover effects of cultural participation

Innovation
Welfare
Sustainability
Social cohesion
New entrepreneurship models
Lifelong learning
Soft power
Local identity

pier luigi sacco - professor of cultural economics



How can we measure such things?



Introducing:

IMPACT PLAYBOOK

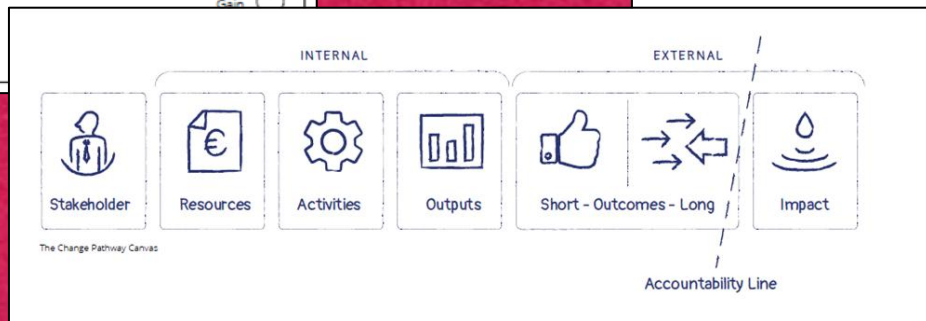
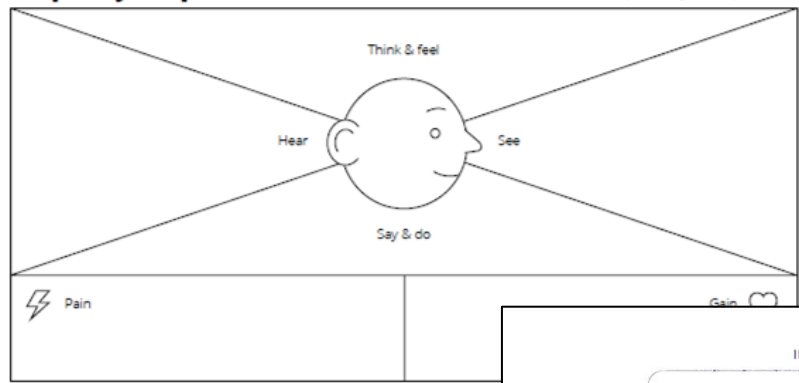
For
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& Archives

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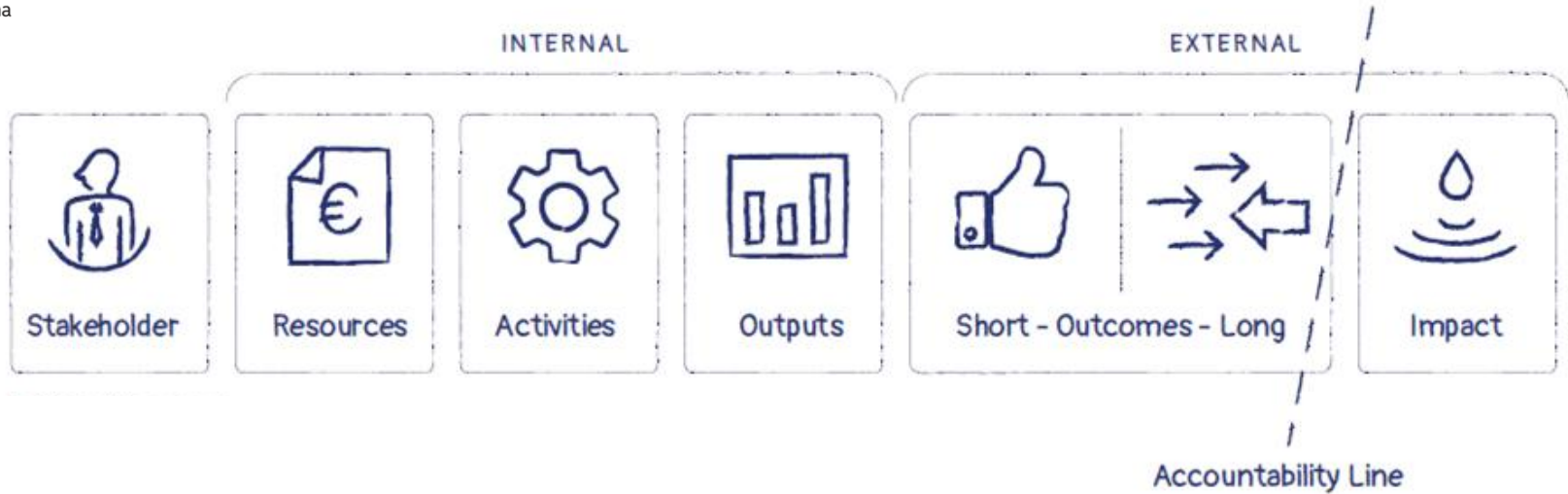
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Empathy Map

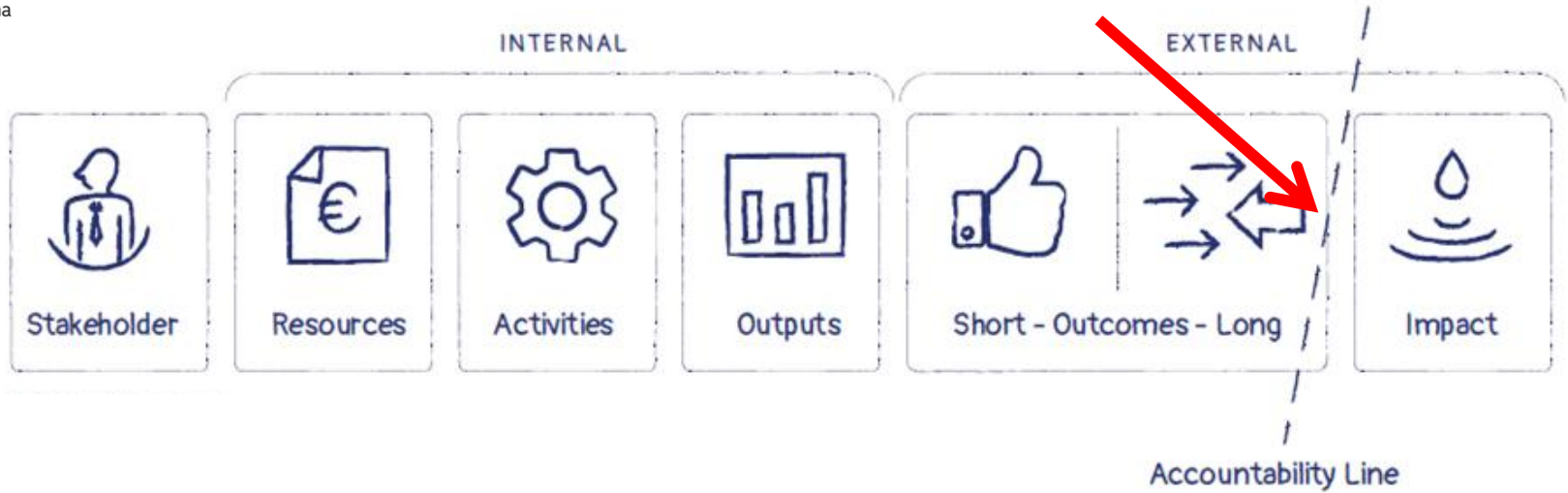
Part of the Europeana Playbook Impact - 2017



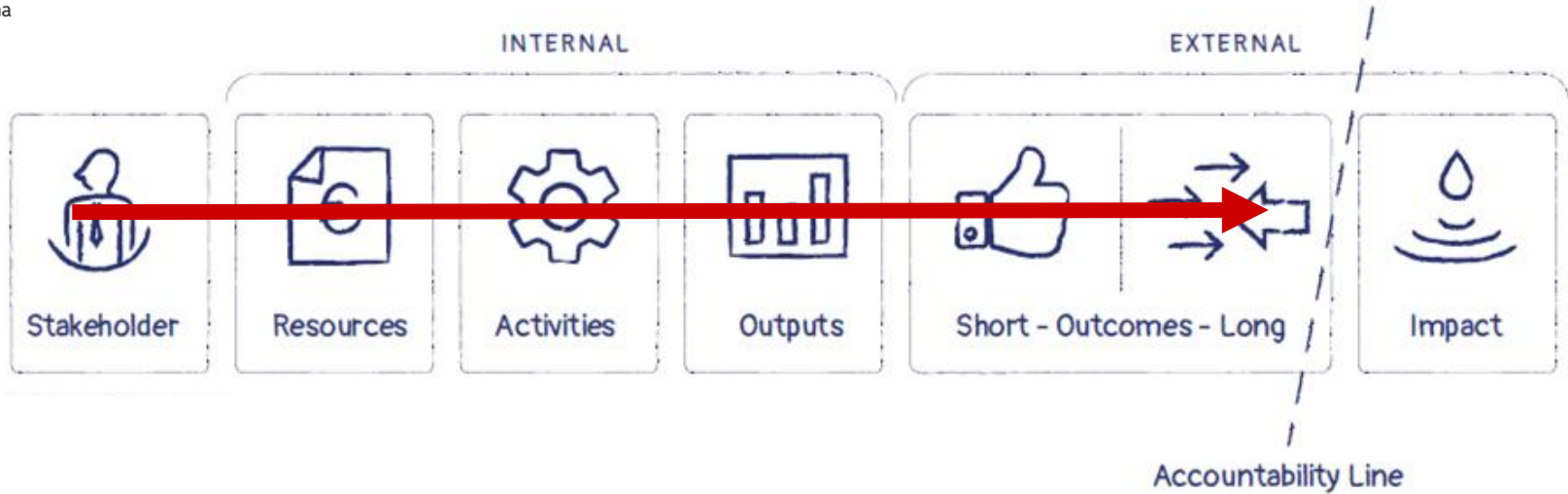
The change pathway



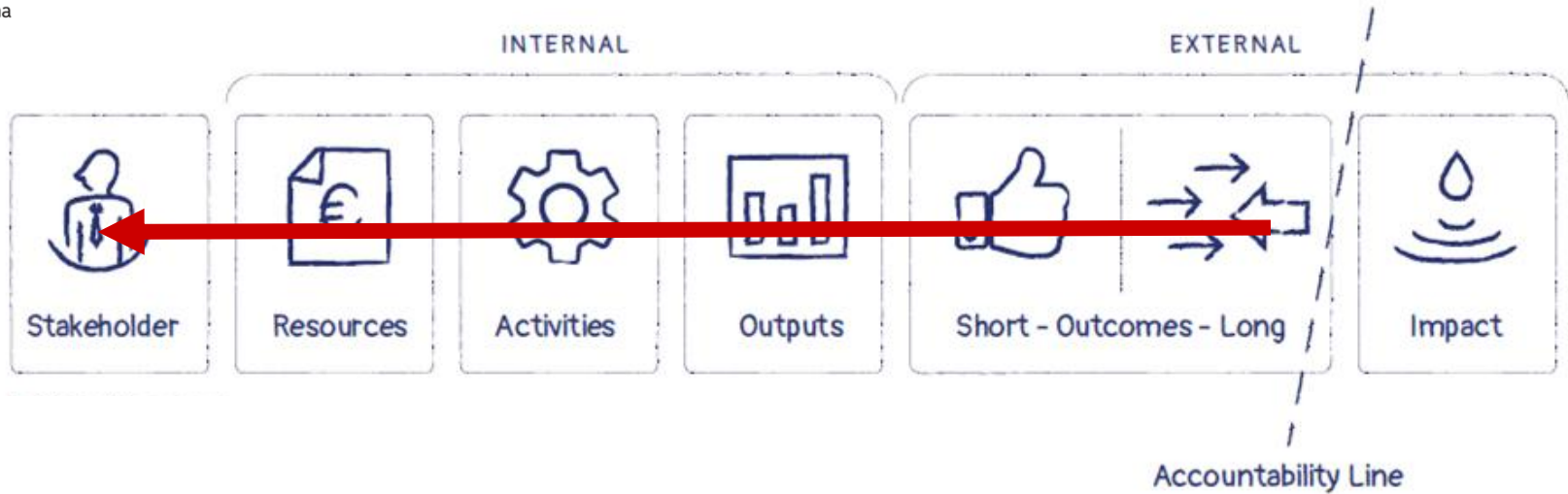
Accountability line



Measure impact



Plan for impact





A quick look at Wiki Labs Culture


WIKIPEDIA
den frie encyklopædi



The logo for SMK (Statens Museum for Kunst) is located in the top left corner. It consists of the letters 'SMK' in a bold, white, sans-serif font, with a small 'dk' in a circle to the right. Below the letters is a white rectangular frame containing a small, dark image of a building.

SMK^{dk}

Statens Museum for Kunst
Nyttemuseet i København

A photograph of a group of people sitting at a long table in a modern office or meeting room, working on laptops. The scene is dimly lit with warm, ambient lighting. In the foreground, a woman with dark hair and a blue patterned scarf is focused on her laptop. Next to her, a man with glasses and a beard is also working. In the background, other people are visible, some looking at their screens and others in conversation. On the table, there are several items: a black thermal mug, a carton of water, a glass of water, and a small plate of snacks.

Wikipedians need
open data



Wiki Labs Kultur

Offentlig gruppe

Om

Debat

Chats

Medlemmer

Begivenheder

Billeder

Indblik i gruppe

Administrer gruppe

Søg i denne gruppe



Wiki Labs Bidrag til kulturhistorien



AARHUS
UNIVERSITY



HIRSCHSPRUNG

Medlem

Notifikationer



Del

Mere

Genveje

Wiki Labs Kultur

SMK Open

AB Kirkeskov Allé Huml...

Staka

Koncert med Duo Schm...

20 års Jubilæum fra Årh...

KulturStationen Huml... 3

Bjerre Strand Badelaug 7

Skriv opslag Billede/video Livevideo Mere



Videosammenkomst

Billede/video Meningsmåling Videosamme... More

SENESTE AKTIVITET



Villy Fink Isaksen har delt et link.

17. marts kl. 22:39

Hvordan måler man om en elev af en anden maler er betydningsfuld? Se fx. https://da.wikipedia.org/wiki/C.W._Eckersberg - skal betydningsfulde kunstnere markes med et eller andet i Wikidata?



C.W. Eckersberg - Wikipedia, den frie encyklopædi

TILFØJ MEDLEMMER

Indtast navn eller e-mailadresse

MEDLEMMER

298 medlemmer



Du har 3 nye medlemmer i denne uge. Skriv et opslag for at byde dem velkommen.

Skriv opslag

FORESLÅEDE MEDLEMMER

Skjul

Venner



Megan Natas

Tilføj medlem



Anne Katrine Schädler
Villemoes

Tilføj medlem



Jens Carl Sanderhoff

Tilføj medlem

Se mere

BESKRIVELSE

Rediger

SMK images generated
36 million page views in 2017





Statens Museum for Kunst
National Gallery of Denmark



SUSTAINABLE DEVELOPMENT GOALS

1 NO POVERTY 	2 ZERO HUNGER 	3 GOOD HEALTH AND WELL-BEING 	4 QUALITY EDUCATION 	5 GENDER EQUALITY 	6 CLEAN WATER AND SANITATION
7 AFFORDABLE AND CLEAN ENERGY 	8 DECENT WORK AND ECONOMIC GROWTH 	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE 	10 REDUCED INEQUALITIES 	11 SUSTAINABLE CITIES AND COMMUNITIES 	12 RESPONSIBLE CONSUMPTION AND PRODUCTION
13 CLIMATE ACTION 	14 LIFE BELOW WATER 	15 LIFE ON LAND 	16 PEACE, JUSTICE AND STRONG INSTITUTIONS 	17 PARTNERSHIPS FOR THE GOALS 	 SUSTAINABLE DEVELOPMENT GOALS





SUSTAINABLE DEVELOPMENT GOALS

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Open data

Staff hours

Edit-a-thons

Monthly labs

More/better articles on art/culture in Danish Wikipedia

Trustbased collaboration btw institutions and citizens

EXTERNAL

Museums contribute to digital literacy



Cultural heritage professionals

Facebook group

Active community

More wikipedians engage in art/culture

A more critical, enlightened public

Writing articles

Uploading images and data to Commons

Digital cultural heritage is an active resource in citizens' lives

Accountability Line

Vounteer wikipedians

New types of cultural heritage users



Statens Museum for Kunst
National Gallery of Denmark



How To Use This Playbook

Jump to the section that catches your eye. Flick backwards and forwards through the pages following your instinct. When you decide to do an impact assessment, read it cover to cover. The playbook has a clear and simple structure, designed to help you every step of the way.

Type of activity



Homework

Guide to what you need to do to get the most out of the data.



Tools

Templates and resources to help you do the job.



Theory

Introduction to the ideas behind each step of your impact assessment.



Workshop

A step-by-step approach to running your workshops.

What you need



Just you



One team



Whole team

Who?

Who do you need for this exercise?



Why?

What is the goal of this exercise?



Time

How much time do you need?



Sanne

The 'Sanne' story is based on experiences we have had at Europeana.

Resources



Downloads

Direct links to slide decks and tools



Links

Links to external resources

Academic Research

Creative industries

Cultural Heritage
Institutions

Education

Advocacy

Member States

Impact

Campaigns

Standardization

Projects

Join us

Blog

impkt.tools

Europeana Foundation
The Netherlands
 CC BY-SA

IMPACT

"Not everything that counts can be counted, and
not everything that can be counted counts"

- William Bruce Cameron

Feedback 

IT'S TIME FOR THE CULTURAL HERITAGE SECTOR TO HAVE A COMMON LANGUAGE TO
TALK ABOUT IMPACT.

Check out the Impact Playbook, join our community and keep up to date with the latest impact news in our sector.

[DOWNLOAD THE IMPACT PLAYBOOK](#)

HOW DO WE KNOW WE ARE MAKING A DIFFERENCE?





Statens Museum for Kunst
National Gallery of Denmark



Europeana

[slideshare.net/meretesanderhoff](https://www.slideshare.net/meretesanderhoff)
[@msanderhoff](https://twitter.com/msanderhoff)

Thank you.

Bulgarian cultural heritage in a digital world, 30 May 2018
Europeana national workshop with Bulgarian Ministry of Culture
and Pencho Slaveykov Public Library

