europeana
creative

Reuse of digitized collections content by creative industry

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National Museum, Czech republic

NÁRODNÍ MUZEUM

BY SA

National Museum, Prague

WHAT IS THE PURPOSE OF DIGITIZATION?

- **Archiving** and **preserving** the objects in digital format for future generations.
- **Connecting** the digital copy to the electronic **evidence** database.
- Improve **usability** of material through digital manipulation.
- Improving the **access** to the digital collections.
- Extending the possibility for scientific **collaboration** and **research**.
- **Outreach** and **dissemination** of the memory institution through its digital content.

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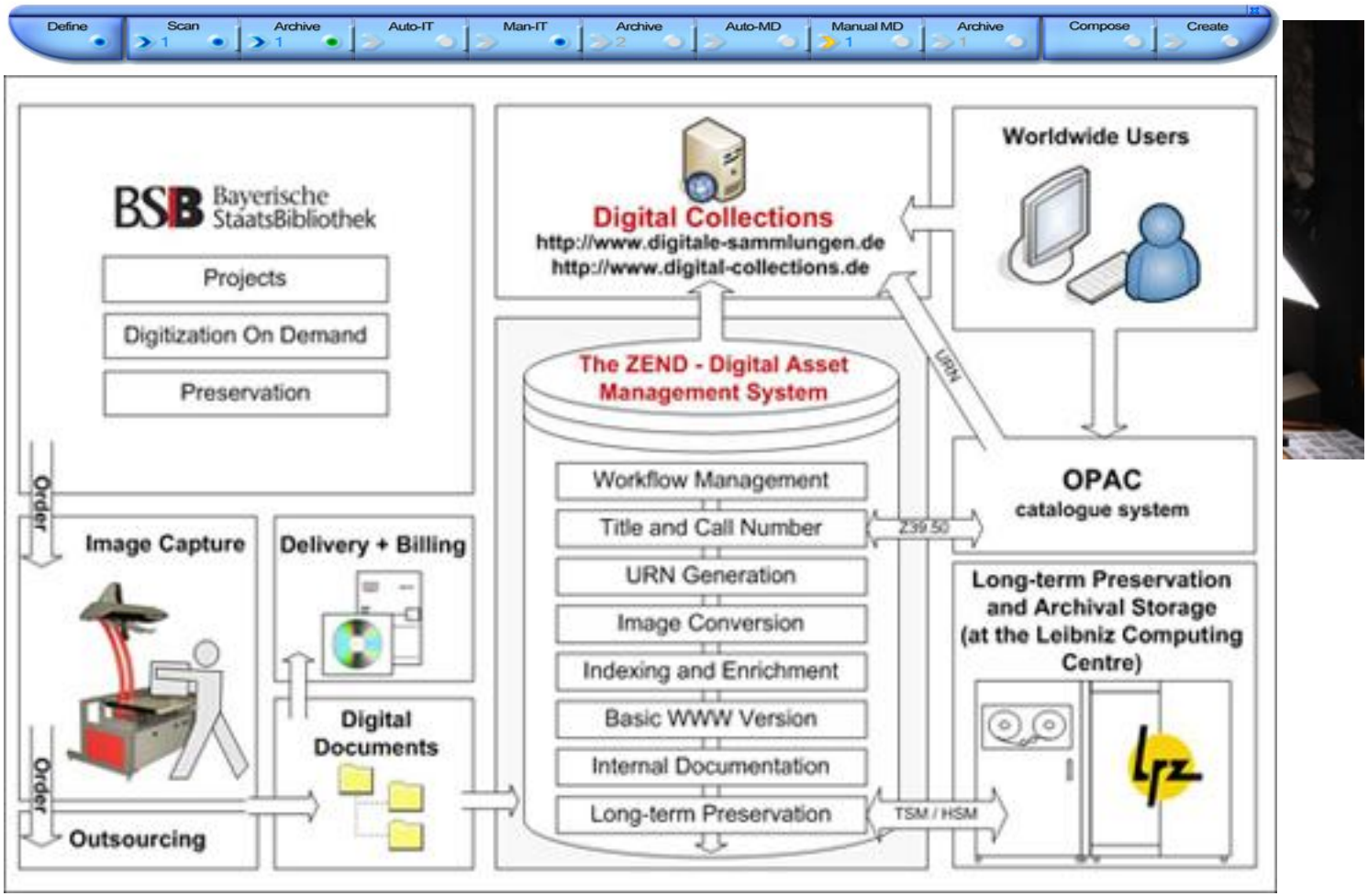
WHAT IS THE PURPOSE OF DIGITIZATION?

HOW CAN WE DIGITIZE OUR CONTENT?



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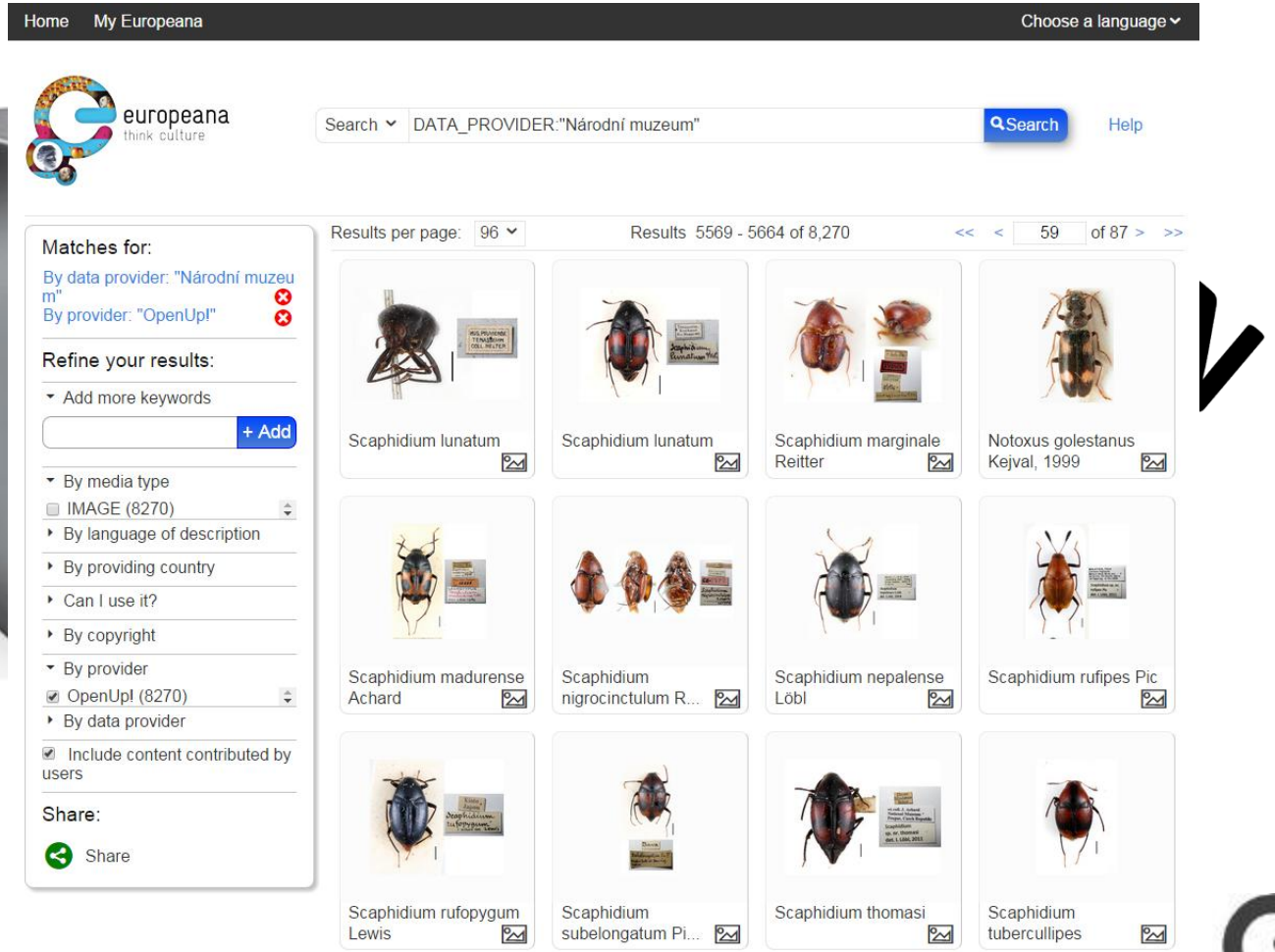
WHAT IS THE PURPOSE OF DIGITIZATION?

HOW CAN WE DIGITIZE OUR CONTENT?

WHAT CAN WE DO WITH THE DIGITIZED DATA?



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What is the purpose of digitization?
How can we digitize our content?
What can we do with the digitized data?
What is the potential of those digitized data?

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Europeana Creative

- enables and promotes greater re-use of cultural heritage resources by creative industries.
- sets the stage for collaborations between content-providing cultural heritage institutions and creative industries stakeholders in the education, tourism, social networks and design sectors represented in the project by 5 pilots.
- is to develop products in each pilot to prove this collaboration and motivate other stakeholders and institutions outside of the project consortium.

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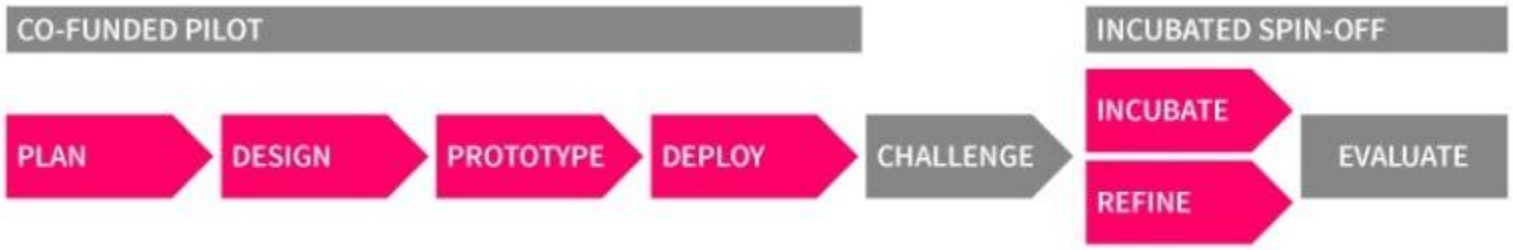

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Europeana Labs

A playground for remixing and using your cultural and scientific heritage.
A place for inspiration, innovation and sharing.

This is your code, this is your heritage, these are your labs.

GET STARTED

Get your API key.

Sign up for your free API key and get started!

Email address:

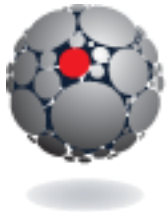
Sign up

NATURAL HISTORY EDUCATION PILOT

NÁRODNÍ MUZEUM

museum für naturkunde berlin

exozet



SEMANTIKA

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Natural History Education Games

THE
SECRET
LEGACY
RESUME
NEW GAME
HELP
ABOUT
CREDITS
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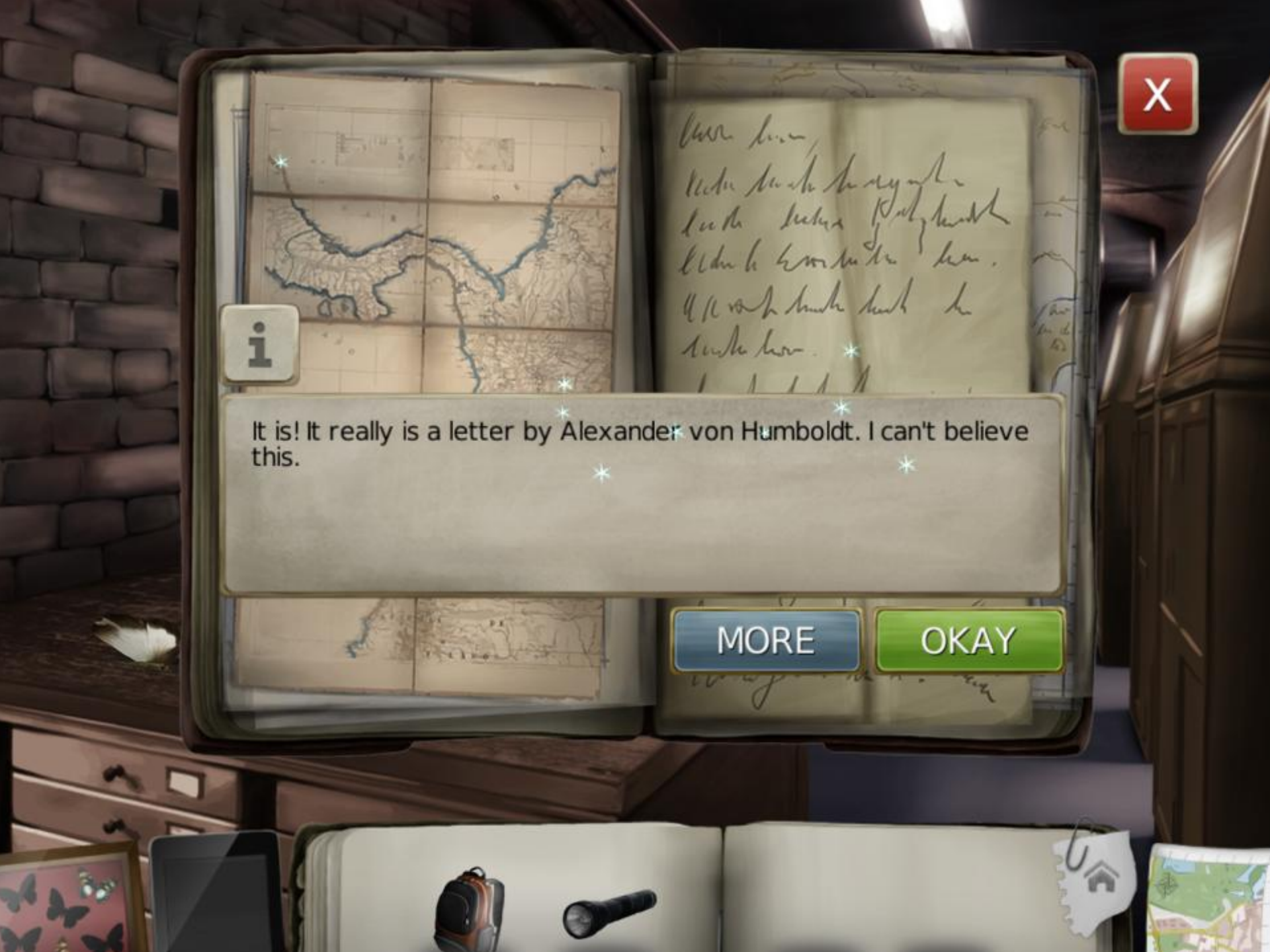
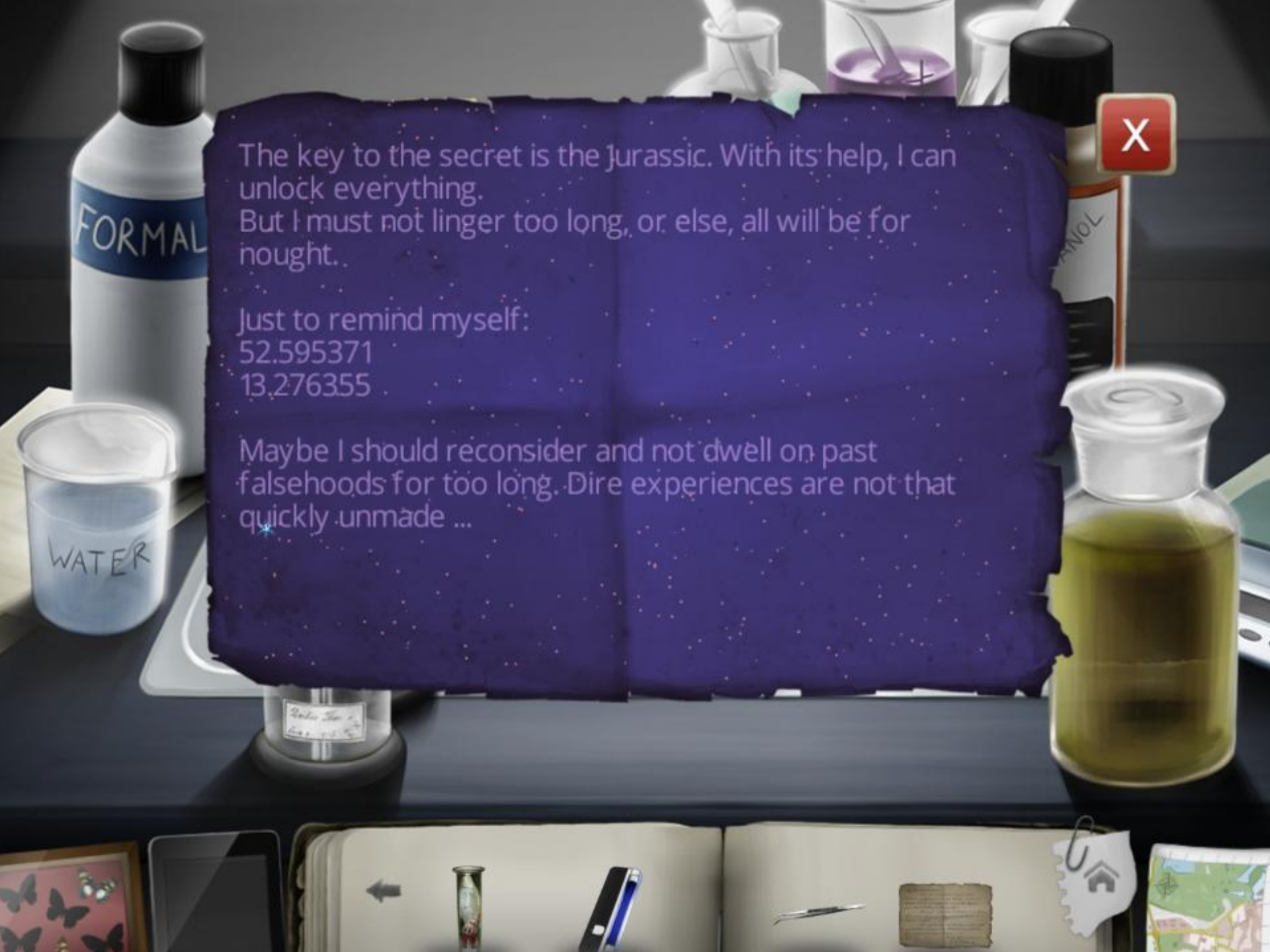

It is! It really is a letter by Alexander von Humboldt. I can't believe this.
MORE
OKAY

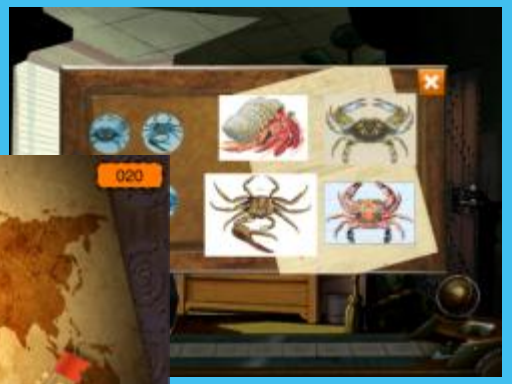
C. Tinea. Lin.
Var aurata.
Deutschl.

FORMALIN
ETHANOL
WATER


The key to the secret is the Jurassic. With its help, I can unlock everything.
But I must not linger too long, or else, all will be for nought.
Just to remind myself:
52.595371
13.276355
Maybe I should reconsider and not dwell on past falsehoods for too long. Dire experiences are not that quickly unmade ...
FORMAL
WATER
X

Adventure Museum Game

- point and click, hidden objects adventure game
- complex game architecture
- strong story line – Alexander von Humboldt
- various puzzles and riddles
- various scenes and locations
- content from different domain and CP
- side quests with specimens collections
- education aspects on various game levels
  - story
  - puzzles
  - hints
  - objects and objects info
  - environment
- broad audience
- primary 12+



MEMORY MATCH
NATURAL HISTORY EDITION
PLAY
CREATE YOUR SET
ABOUT
Powered by Europeana

BACK

SELECT SET AND DIFFICULTY

NEXT

EASY | MEDIUM | HARD | HARDER | EXTREME

BACK

SELECT NUMBER OF PLAYERS

PLAY

1 PLAYER

2 PLAYERS

BACK

PLAYER 1: 8

PLAYER 2: -1

?

BACK

PLAYER 1: 7 PLAYER 2: -2

?

GOOD JOB!

In order to claim this pair, select the right answer to the question

Pyrite has a chemical formula of iron sulfide (FeS_2). What group of minerals does it belong to?

- **Silicates,**
- **Oxides,**
- **Sulfides**

BACK
PLAYER 1: 76
GAME COMPLETE
PLAYER 1 76
BEST SCORE 76

BACK

CREATE YOUR SET

HOW TO CREATE YOUR OWN SET?

1 Use this butterfly to find objects in Europeana
Try these keywords butterfly, mineral, insect, fossil, animal

2 Select between 6 and 42 objects from the results pane to add them to your set

3 Use this button ✓ SAVE to save your set. In the POP-UP name your set (keep it short!) and press Save again

That's it. You're ready to play!

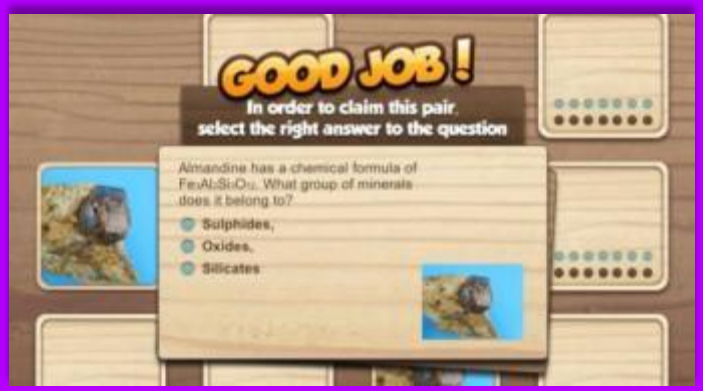
BACK
CREATE YOUR SET
SAVE
butterfly

BACK
CREATE YOUR SET
SAVE
butterfly
SAVE YOUR SET
NAME YOUR SET
Butterflies
CANCEL
SAVE

Unity - Home.unity - EuropeanaMemory - PC, Mac & Linux Standalone
File Edit Assets GameObject Component UnityVS Window Help
Scene
Animator
Game
Inspector
MEMORY MATCH
NATURAL HISTORY EDITION
PLAY
CREATE YOUR SET
ABOUT
Powered by Europeana
Hierarchy
Project
Animation
Background
Europeana_Logo
Home_Title
Main Camera
UI
UI_4_3
Assets ▸ Sprites ▸ Home
Transform
Position
Rotation
Scale
Initialize (Script)
Script
Wide UI
Small UI
Default Font
Add Component

Memory Card Game

- classic memory game with extensions
- using Europeana API to reach the content
  - MyEuropeana and MyData
- users can create their own sets
- quiz questions
- single player, multiplayer on one device
- Leader boards
- various usage
  - family
  - school
  - out of school activities
  - museum lecture
  - museum exhibitions



Thank you for your attantion

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