

OPEN CULTURE DATA: HOW A DUTCH NETWORK  
OPENED CULTURE AND STIMULATED RE-USE

Mai-Tagung 2013

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museums  
and the  
internet

t: @OpenCultuurData | #opencultuurdata

## CHALLENGE

### Access & Innovation!

- Applications are not very innovative
- End users are often limited in re-using the data (view-only)
- Data is technically locked in the institutions (own website)

## STEP 1. NETWORK

1. Open up culture data from cultural institutions in NL, including galleries, libraries, archives and museums
2. Encourage the development of valuable arts & culture applications for various re-use scenario's



## STEP 2. DEFINING OPEN CULTURE DATA

1. Open Culture Data is knowledge and information of cultural institutions, organisations or initiatives about their collections and/or works
2. Everyone can consult, use, spread and re-use Open Culture Data through an open license or by making it available in the public domain
3. Open Culture Data is available in a digital (standard) format that makes re-use possible
4. The structure and possible applications of Open Culture Data are documented, for instance in a 'Datablog'
5. The provider of the Open Culture Data is prepared to answer questions about the data from interested parties and respects the efforts the open data community invests in developing new applications

## STEP 3. OPEN UP DATA

- From ad hoc to structured in a Creative Commons masterclass for cultural institutions with 17 hands-on participants and growing learning network
- 37 datasets of 23 Dutch institutions available (and counting)!

**Check: [www.opencultuurdata.nl/datasets](http://www.opencultuurdata.nl/datasets)**

## RISKS OF OPEN DATA

- Loss of attribution
- Loss of control
- Loss of potential income
- Loss of brand value
- Privacy

## BENEFITS OF OPEN DATA

- Public mission
- Data enrichment
- Increasing channels to end users
- Increasing relevance
- New customers

## STEP 4. COMPETITION

Which apps can bring the best out of culture?

- Apps that expand audience reach and engagement (online, offline, onsite) of arts and culture;
- Apps that can reach audiences/ communities in new and innovative ways;
- Apps that connect different datasets.

**Check: [www.opencultuurdata.nl/competition](http://www.opencultuurdata.nl/competition)**



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## AWARDS

Award	Total
Gold	€ 3.000
Silver	€ 1.250
Bronze	€ 750
Nationaal Archief-award	€ 2.500



Bron foto: Collectie Nederlands Instituut voor Beeld en Geluid. Set De Taal van de Machine (VPRO) d.d. 13 november 1958. Licentie: Creative Commons Naamsvermelding-Gelijk delen (<http://creativecommons.org/licenses/by-sa/3.0/nl/>).

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## STEP 5. HACKATHON



Photo: Illustir



## STEP 6. (KILLER) APPS

- 27 Apps participated in the Open Culture Data competition, winners: Muse App, Histogram, SimMuseum
- Types of apps: making collections better searchable, data enrichment, social media integration (e.g. Facebook, Twitter, Spotify, Layar etc.), games, mobile & tablets, creative re-use, etc.

**Check: [www.opencultuurdata.nl/apps](http://www.opencultuurdata.nl/apps)**

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The screenshot shows a web browser window with the address bar displaying [www.museapp.org](http://www.museapp.org). The website has a dark background. In the top right corner, there is a 'muse' logo and three orange circular buttons with the following text: 'Take me to the App-Store', 'Download presskit || zip', and 'Download how it works || pdf'. On the left side, there is a vertical navigation menu with three orange circular buttons: 'About', 'Video', and 'Gallery'. The main content area features a large, ornate golden frame containing a digital painting of a monk standing in a landscape with mountains and a full moon. Below the frame, the text 'moench am meer' is displayed. At the bottom of the page, there is a link that says 'See what other Muse-Appers are making'.

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Browser window: Histogram | Maak ansichtkaarten op basis van oud-Nederlandse foto's  
www.frontwise.nl/lab/histogram/

**HISTOGRAM** Beta

*Maak ansichtkaarten op basis van oud-Nederlandse foto's*

**1** *Haal foto's op voor jouw onderwerp*

Zoek foto's

Populaire onderwerpen: [Jaarwisseling](#), [Vuurwerk](#), [Sneeuw](#), [Koud](#)


**2** *Kies jouw foto*

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SimMuseum

simmuseum.haykranen.nl

Budget: € 1.000.000 Januari 2013 (beurt 1)



## Stedelijk Museum 's-Hertogenbosch

locatie : Den Bosch  
budget: 1.000.000  
bezoekers afgelopen beurt: 0  
inkomen afgelopen beurt: € 0  
uitgaven afgelopen beurt: € 0  
collectie

Koop kunst Volgende beurt Geluid uit

## FROM EXPERIMENT TO SUSTAINABLE BUSINESS

- How can ad hoc collaborations between internet entrepreneurs and cultural institutions grow into real relationships
- How can we develop businessmodels that can benefit both cultural institutions and entrepreneurs in new ways?
- What kind of support system is needed to enable experiments grow into sustainable businesses?

## LESSONS LEARNED

- Start small and with data that is out of copyright and/or of which you are the copyright owner, learn from your peers
- Invest in a community of developers / hackers and go outside of your buildings! Don't be afraid...
- Track and measure the impact of open data so you can make more informed decisions about your online strategy



# OPEN CULTUUR DATA

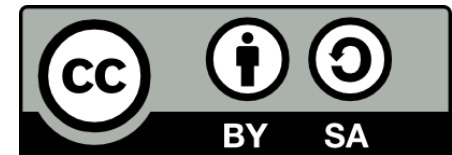
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THANKS

Join us!

[www.opencultuurdata.nl](http://www.opencultuurdata.nl)

@OpenCultuurData



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**BUNDESKUNSTHALLE**



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