D4.4 – Delivery of the Tourism Pilot

This report describes the progress of the Tourism Pilot, from the co-creation workshop in month 10 until the final delivery of the Pilot in month 24. It includes a description of the Pilot, the content, technical developments as well as the evaluation, business model aspects and a summary of the Challenge event.

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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This deliverable contains original unpublished work except where clearly indicated otherwise.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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Executive Summary

Similar to the other Pilots, the starting point for the Tourism Pilot was a creative workshop. The Tourism Pilot team organised two co-creation workshops in two different cities in two different countries: Verdun in France (November 25, 2013) and Mons in Belgium (November 26-27, 2013).

The participants developed a great number of interesting scenarios, most of them offering "functional services" for the tourists or tourism professionals (such as tour guides) before or during the visits. As anticipated in the Description of Work, some scenarios focussed on the use of augmented reality for the visualization of objects and on the creation of itineraries for visitors or virtual guided tours.

The participants developed fewer scenarios offering "emotional services" – but these scenarios were the most popular ones in the evaluation exercise of the workshops. It was also evident that a "curation tool", allowing the simple search and reuse of Europeana items, would be at the centre of the future Challenge phase, as it was very likely that other scenarios would require such a tool.

The concept "VanGoYourself" - a website for art lovers that lets them take photos re-enacting old paintings – was chosen as the most promising scenario for a tourism prototype. VanGoYourself is a genuinely different and deeply engaging way for visitors to interact with cultural heritage, based on emotion, playfulness and curiosity. Visitors can recreate a painting or historic photo with friends, then upload and share the photograph, twinned with the original, for others to enjoy. The service, programmed on WordPress, is free and very simple to use by everyone with a smart phone, tablet or desktop computer. VanGoYourself is a simple responsive web application in which the user chooses an artwork to recreate. Once the new picture is taken by the user, the service twins it with the original. The user can then share it through his own existing digital channels such as Facebook, Twitter, Pinterest, Tumblr, etc.

The service can be especially valuable to tourist offices, museums, cities, tour guides in promoting specific destinations, sites and events.

"VanGoYourself.com" was successfully launched during the Museums at Night / International Museums Day on May 15, 2014, and introduced to the world through three VanGoYourself (VGY) events organised with the help of Culture24 and Plurio.net in the UK and in Luxembourg.

At the time of launch users could recreate more than 50 paintings from 12 collections. Most of the items are on Europeana. The VanGoYourself events played a crucial role in the successful launch of VGY and the media response to the launch of VGY was overwhelming: there were around 40 articles published about VGY in outlet such as BBC, Telegraph, Newsweek and artsnet. It also went viral on social media with, according to tweetbinder stats, a twitter reach of around 5 million potential users during the launch weekend.

The Tourism Pilot encountered challenges related to content and content sourcing. For the development of the prototype, several requirements were identified including meaningfulness,

high resolution of the image and the term of re-use. During the scoping phase, issues arose concerning the content available via Europeana being fit to these requirements: often it is only a few, in many cases only one to three masterpieces that have built the fame of a huge collection. Unfortunately, this "last one percent" is often not accessible via Europeana or the items have no rights statements allowing re-use. This hampers considerably the re-use of these items in touristic services, which generally focus on the promotion of "cultural highlights" for the mass market.

But the tremendous success of the Tourism Pilot helped Europeana to "build a case" in order to showcase the benefits of "opening up a collection" for the reuse by creative industries and the tourism sector. Interesting items from collections have been identified and the Tourism Pilot provided a priority list to the Europeana content sourcing team for renegotiating user rights and/or opening existing collections in Europeana. This was accomplished, for example, with the Thyssen-Bornemiza collection. In addition, it was a major benefit for Europeana and Europeana Creative to learn more about the re-use requirements for content from the Creative Industries.

On a technical side, the Tourism Pilot was built in WordPress. The Austrian Institute of Technology (AIT), as consortium partner, implemented the *Image Twinning* module as a Wordpress plugin responsible for managing the image upload and image processing needs of the Pilot. An enhanced version of the plugin was provided to the open source community as an official plugin available on the WordPress website.

The Challenge Event for the Tourism and Social Networks themes took place on Tuesday September 23, 2014 in Barcelona. It was hosted at the World Mobile Centre and showcased the best of the creative industries from the Europeana Creative Project. The selected projects were inspired by the Tourism Pilot and promising spin-offs are currently being developed.

In January 2015 the "Embed VanGoYourself On Your Site" widget was launched. It allows a user to embed either a single re-creation or choose a feed of VanGo'd images. The target group of the widget is collection holders whose objects are on VanGoYourself and who want to reach out to new touristic audiences. It is also envisaged to promote the widget to tourist offices, blogs or other networks.

A VanGoYourself-Shop has been set up on the CafePress-platform where VGY merchandising articles are to be sold in the upcoming months. Currently, the Tourism Pilot team Plurio.net and Culture24 are negotiating promising partnerships with museums all over the world (Munch Museum, Oslo, Norway; Bowes Museum, UK; Waikato Museum, New-Zealand; Israel Museum, Jerusalem) and with city marketing initiatives (Mons2015).

1. Introduction

The Tourism Pilot is developed within the Europeana Creative project. The project aims to demonstrate creative re-use of Europeana resources by developing test applications in five thematic areas: History Education, Natural History Education, Tourism, Social Networks and Design.

This deliverable summarises progress and the delivery of the Tourism Pilot, which was developed between month 10 and month 24 of the project. It gives insight in the product that has been made, but also the process by which it has been developed. This included the co-creation process, the long-term viability and business plan behind it, and the spin-off to other initiatives.

The name of the developed prototype is **"VanGoYourself"**. The abbreviation is VGY. Both, name and abbreviation are being used in this document.

 "VanGoYourself" seeks to engage visitors with heritage, based on emotion, playfulness and curiosity. A responsive web application helps users to recreate a painting with friends and family then upload and share the photograph, twinned with the original, for virtually everyone with access to the Internet to enjoy.

The Pilot has been developed in collaboration with Europeana Network members. Cooperating with the tourism and online publishing sectors for many years, project partners Plurio.net and Culture24 know that it is crucial to understand the changing needs of the online tourist in order to be successful. Representatives from the tourism sector were mobilised via the Plurio.net network and were very closely involved in the co-creation workshop. They have significantly contributed to the development and success of the idea for VanGoYourself.

The design of VanGoYourself has been developed in close and very fruitful cooperation with the team of "Spild Af Tid" (SAT). As sufficient resources were lacking in the partner consortium for the actual development of the web application, the external service provider "Surface Impression" from Brighton, UK, was subcontracted.

In the development phase of VanGoYourself, the help from the project's content experts and from Europeana's content aggregation group, as well as from experts for legal matters from within Workpackage 3 of the project was greatly appreciated.

On the technical side, the Austrian Institute of Technology (AIT) has developed a "twinning tool" for the pairing of images in the service and is responsible for the development of the "curation tool" that allows the easy access to Europeana data.

2. The Pilot

2.1 Co-creation Workshop

Fig. 1: Jane Finnis explaining the VGY scenario in Mons

Similar to the other Pilots, the starting point for the Tourism Pilot was a creative workshop. The Tourism Pilot team organised two co-creation workshops in two different cities in two different countries: Verdun in France (November 25, 2013) and Mons in Belgium (November 26-27, 2013).

These two cities were chosen because of the initial thematic approach (World War I for Verdun and Cultural Capital for Mons). In both cases the participants were representatives of the local or regional tourism sector (tour guides, tourist office managers, regional tourism strategists), the content stakeholders (local or regional museums and collections) and creative industries. In total, more than 35 external participants have contributed with their knowledge and expertise.

The actual scenarios were developed November 25 and November 26 in Verdun and Mons. The business model workshop was held on November 27 in Mons, integrating the results.

The participants developed a great number of interesting scenarios, most of them offering "functional services" for the tourists or tourism professionals (such as tour guides) before or during the visits. As anticipated in the Description of Work, some scenarios were focussing on the use of augmented reality for the visualization of objects and on the creation of itineraries for visitors or virtual guided tours.

The participants developed fewer scenarios offering "emotional services" – but interestingly enough, these scenarios were the most popular ones in the evaluation exercise of the workshops. But the need for a "curation tool"[1] that enables the easy selection and integration of objects from Europeana in new applications, where they would be contextualised, geo-localised or just simply reused and displayed in new ways, was in the centre of every single scenario. In part this was based on the constraints created by the workshop organisers, who made the assumption that integration of digital heritage objects described in the Europeana federated repository would be part of the eventual solution.

The need for such a great curation tool was unanimously identified as the biggest task for the Pilot on a technical level and in some extent on the design level when it comes to the UX design of the tool. It was also evident that the curation tool would be at the centre of the future Challenge phase, because it is very likely that other scenarios, then developed, would require such a tool.

Out of the different scenarios, the workshop participants voted to further develop into wireframes the four following concepts:

- Europe Tour: following footsteps of famous artists or European routes with geo-located information (audio, video, images etc.),
- Van Gogh Yourself: A website for art lovers, who can take photos re-enacting old paintings,
- Build your own tour: App/website, which allows to prepare a city tour,
- Mons mood tour: Visitors of a city could download carefully expert-curated "mood tours" to explore the city through emotions, because emotions enable experience.

The concept "VanGo(gh)Yourself" was chosen as the most promising scenario for a prototype because it will allow the Pilot partners to focus on the development of this curation tool, and because it showed the most promise of mass audience appeal.

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[1] The term "curation tool" has replaced the term "scrapbook" that was used in the Description of Work of the project. It seemed to be more understandable for the participants. The Tourism Pilot has adopted this term.

2.2   Pilot Concept

Fig. 2: The recreation of the Last Supper by the Tourism Pilot team in Mons in the evening of November 27, right after the workshop, caught in the spirit of the moment.

The Pilot started with the general hypothesis that tourists are interested in cultural heritage and that tourism in general is seeking for specific heritage content to promote destination[2]. This defined the generally demand driven approach for the entire Tourism Pilot.

Hence the Pilot team was also determined to fully rely on the co-creation workshops as the moment where the actual idea for a scenario should be born.

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[2] You find a detailed description of the motivation and behaviour of cultural tourists in the "Moving Targets" report" which has been published by Culture24 in the framework of the Europeana Awareness project. Download here: http://weareculture24.org.uk/projects/europeana-awareness/moving-targets/, accessed February 2, 2015.

In the preparation phase of the co-creation workshops, the key findings of the Europeana Awareness report "Moving Targets"[3] published by Culture24 in 2013 were the starting point for identifying the specific user requirements for the Tourism Pilot.

From that starting point, Culture24 has defined criteria for the assessment and structuring of the scenarios that should be developed in the co-creation workshops.

The key elements of the evaluation are focussing entirely on the end user (in this case a visitor or tourist), his needs and his requirements including user motivation, user behaviours, information needs, information time and information behaviour.

This was put into a grid and used during the co-creation workshops (Table 1):

Table 1: Criteria for assessment and structure scenarios

Persona Variable	Parameters		
TOURISM MOTIVATIONS & BEHAVIOURS	Niche Interest, Serendipitous, Sightseer, Classic Museum Visitor, Cultural Professional, Tourism Professional, Other Professional, Family Focused		
INFORMATION NEEDS	**Functional** Learning Planning Recommending	**Emotional** Feeling Innovating Imagining Sharing	
INFORMATION TIME	**Before Trip**	**During Trip**	**After Trip**
	One or more		
INFORMATION BEHAVIOURS	**Digitally Active**	**Digital Part Timer**	**Digitally Reluctant**
	Usage re Search, Social Media, Smartphone, Apps, Paper Guidebooks etc		

"VanGoghYourself" was selected in a Skype call of the Pilot partners (December 20, 2013) as the most feasible and promising scenario for a prototype because:

● It could allow the technical Pilot partners to focus on the development of a curation tool (AIT),

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[3] http://weareculture24.org.uk/projects/europeana-awareness/moving-targets/, accessed February 2, 2015.

- The Front End development could be kept relatively light weight due to the use of existing platforms (Wordpress) and a very simple overall concept for a user journey (select a painting, take a photo, pair it with the painting, publish it).
- Other scenarios were more demanding in terms of workflow organisation or needed the implication of third parties and aimed in general for a bigger complexity of the service, leading to a higher technical and design challenge
- The VanGoYourself scenario also left enough room for improvement for the Challenge phase where more complex scenarios should be explored.
- It was also felt that this concept represented a fun presentation of cultural heritage and would be likely to attract a good audience.
- It was clear how this application could be deployed in specific contexts such as "Museums at Night", which offered a stronger route-to-market than some other concepts.

The Pilot partners concluded that the simplicity of the concept was ideal for the testing and promotion phase of the prototype.

The concept for VanGoYourself was also inspired by the local and seasonal circumstances of the workshop in Mons: Mons 2015 is planning a Van Gogh exhibition and is producing a biographical movie about Van Gogh's time in Mons. The movie includes the participation of the inhabitants of the city and features a "look alike" actor in the role of Van Gogh. Another element was the popular "ElfYourself" application (http://www.elfyourself.com/[4]) that was somehow mentioned in a brainstorming moment. And then the idea was born rather quickly and further deepened in the co-creation process.

VanGoYourself is a genuinely different and surprisingly deep way for visitors to engage with heritage, based on emotion, playfulness and curiosity: recreate a painting or historic photo with your friends, then upload and share your photograph, twinned with the original, for others to enjoy. The service will be used by tourist offices, museums, cities, tour guides, etc. to promote specific destinations, sites and events.

The service, programmed on WordPress, is free and very simple to use by everyone with a smart phone, tablet or desktop computer: VanGoYourself is a simple responsive web application in which the user chooses an artwork to recreate. Once the new picture is taken by the user, the service twins it with the original. The user can then share it through his own existing digital channels such as Facebook, Twitter, Pinterest, Tumblr, etc.

VanGoYourself's inherent sociability, playfulness and photographic output also support the behaviour of a network of friends via ongoing conversations recommendations and sharing.

The idea for VanGoYourself is the fruit of careful preparation. It involved the analysis of the requirements of the targeted audiences (visitors, tourists), the demand of involved sectors

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[4] accessed January 23, 2015.

(tourism, creative industries) and the requirements regarding meaningful content. Hence, the Tourism Pilot has always pursued a perfectly demand driven approach.

2.2.1   Target Groups

Above all, the touristic sector seeks to provide a "great time" or a "great experience" to its clients and visitors in order to get them to return to a destination or to tell friends and family about it in a positive way. The concept idea of "VanGoYourself" is to focus on encouraging users to have fun by recreating scenes from historical art and photography, and then to share with a community or just to keep the new image as a memory.

Potentially the concept can address either the B2C (Business to Consumer) or / and the B2B (Business to Business) approach.

The B2B targets

- Tourist Offices or public tourist bodies (from local to national / cross border), i. e. Mons Tourist office and Mons 2015 promotion campaign will use VGY to promote their destination during 2 weekends in March 2015.
- Museums and other content providers or cultural venues, i. e. three museums at the launch weekend (The Royal Pavilion in Brighton, The Herbert Gallery in Coventry, The Villa Vauban in Luxembourg City), as well as a couple of museums during the testing phase, as well as an after-works event in Luxembourg.
  Several museums have declared interest in a "white-labelled version" of VGY. Plurio.net and Culture24 are currently working with the Munch Museum in Oslo, Norway, to create a white label version of VGY for this museum.

The B2C targets

The end user – or client – for the service is a tourist or visitor who is digitally active. It is aimed at a wide group of tourists who may want to engage with paintings, images and photos, but don't simply want to look and learn in very formal ways – either because they are ***not interested*** in it OR because they ***already know a lot*** about a destination. The fun nature of the activity means that even people with a deeper interest in a place or historical subject will still find the activity diverting and pleasant, while deepening the awareness of and engagement with culture for the more casual audience.

Specific targets are:

- Young audiences (kids, teenagers, school classes)
- Families
- Niche audiences with a very deep and specific interest in a destination, eg. WW1, gardening, art nouveau, etc.

- City breakers[5] and tourists with a relatively shallow interest in cultural content
- Tourist groups (recreating a painting instead of the "usual memory shot" in front of the bus)

2.2.2 Media Response and User Analysis

"VanGoYourself.com" was successfully launched during the Museums at Night / International Museums Day on May 15, 2014, and introduced to the world through three VanGoYourself (VGY) events organised with the help of Culture24 and Plurio.net in two museums in the UK (The Royal Pavilion and Museum, Brighton; The Herbert Gallery, Coventry) and one museum in Luxembourg (Villa Vauban, Luxembourg). The visitors were encouraged to recreate paintings from the collections, but also to recreate other works from VGY.

At the time of launch users could recreate more than 50 paintings from 12 collections. Most of the items are on Europeana (and links are stored in the back-end of VGY). Usage rights statements are displayed with every single item, according to the requirements of the image provider. The newly created twinned images are licensed by default under CC-BY-SA, following the Europeana recommendations for UGC. The legal framework for UGC established by Europeana has been integrated in the terms of use for users of VGY.

The VanGoYourself events played a crucial role in the successful launch of VGY. Within the first days of the launch of the website an almost 24-hour monitoring of the website and continuous monitoring and validation of the submitted images was necessary in order to keep high-value and appropriate content prominent on the site, as due to the large volume of created images, VanGoYourself.com only shows the "best of" recreations. All the created images can be seen in the VanGoYourself.tumblr.com feed which has been launched in parallel to the website.

The media response to the launch of VGY was overwhelming (BBC, Telegraph, Newsweek, artsnet, etc.) with around 40 articles on VGY (see Annex I and some examples below). It also went viral on social media with, according to tweetbinder stats, a twitter reach of around 5 million potential users during the launch weekend.

A post about VGY on the Van Gogh Museum Facebook page was shared more than 1,900 times and liked more than 800 times, which contributed significantly to the success of VGY.

Overall the website VanGoYourself.com was looked at 45,000 times during the launch weekend.

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[5] City breakers are tourists who spend just a couple of days (weekend!), usually in a big city or metropolis. Only a minority of them seeks deep engagement with cultural heritage. Most of them just "check" the major landmarks and spend the rest of their time seeking fun.

Fig. 3: BBC Breakfast TV presenters VanGoing themselves as part of a live TV interview with Jane Finnis on Saturday May 17, 2014.
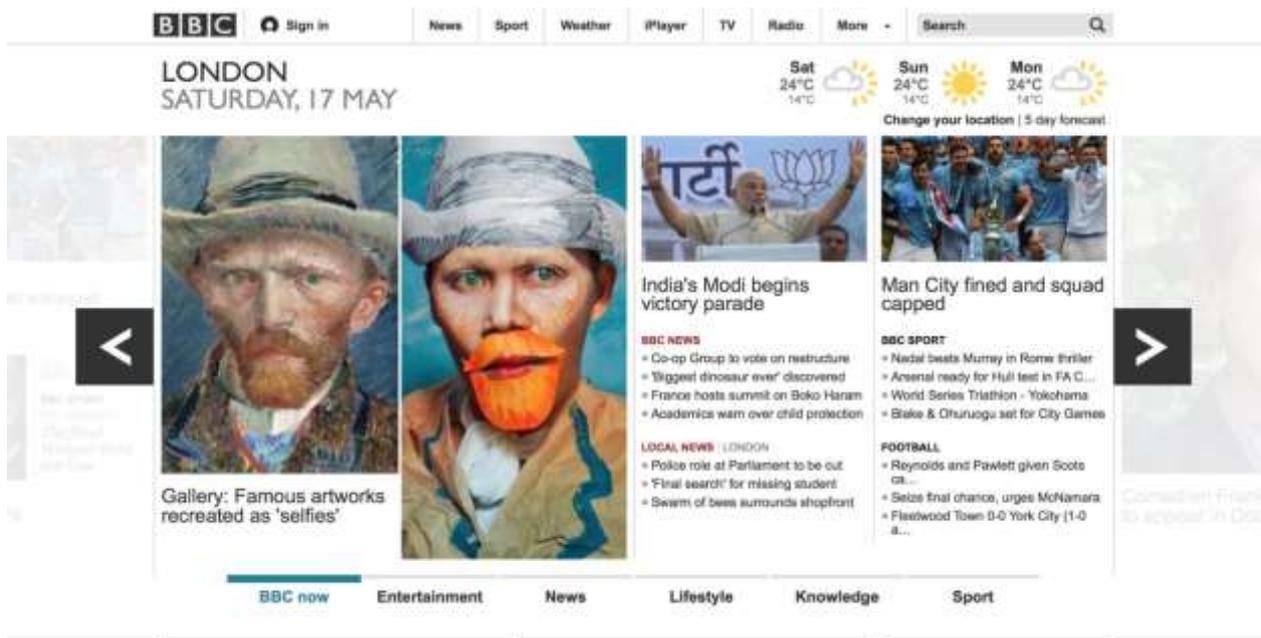
Fig. 4: VanGoYourself project featured briefly on the homepage of the BBC.co.uk main site.

Fig. 5: Tweet discussing the VGY article that appeared in The Telegraph Newspaper.

Fig. 6: VanGoYourself featured on the homepage BBC Arts website.

Fig. 7: Article in "Helsingin Sanomat"; triggered great interest for VanGoYourself of users in Finland.

Fig. 8: Article and radio feature about VanGoYourself by RTL in Luxembourg.

The users have done more than 800 recreations. There are three types of interaction to be identified:

- The Cultural Selfie
- The Recreation
- The Re-interpretation

1. **The "Cultural Selfie":** this term has been coined by the media (BBC, Telegraph) to describe VGY activities – and many users are just doing this: they upload a selfie and twin it with a painting that they like very much. The concept is not necessarily a portrait – it is just "me and my favourite painting". The Van Gogh self-portraits are by far the most popular for cultural selfies. The project publishes most of them only on the Tumblr feed of VanGoYourself, because the actual website shall show more creative works.

The user engagement with the painting is relatively shallow, because it is not a "proper" recreation but only the juxtaposition of a selfie with a painting. Nonetheless, the emotional connection to the painting is not necessarily shallow, as the users seem to select paintings that they love. Here some examples of typical "cultural selfies" from the Tumblr feed:

- http://vangoyourself.tumblr.com/image/92814176291
- http://vangoyourself.tumblr.com/image/92703231041
- http://vangoyourself.tumblr.com/image/91077933666
- http://vangoyourself.tumblr.com/image/87898836056
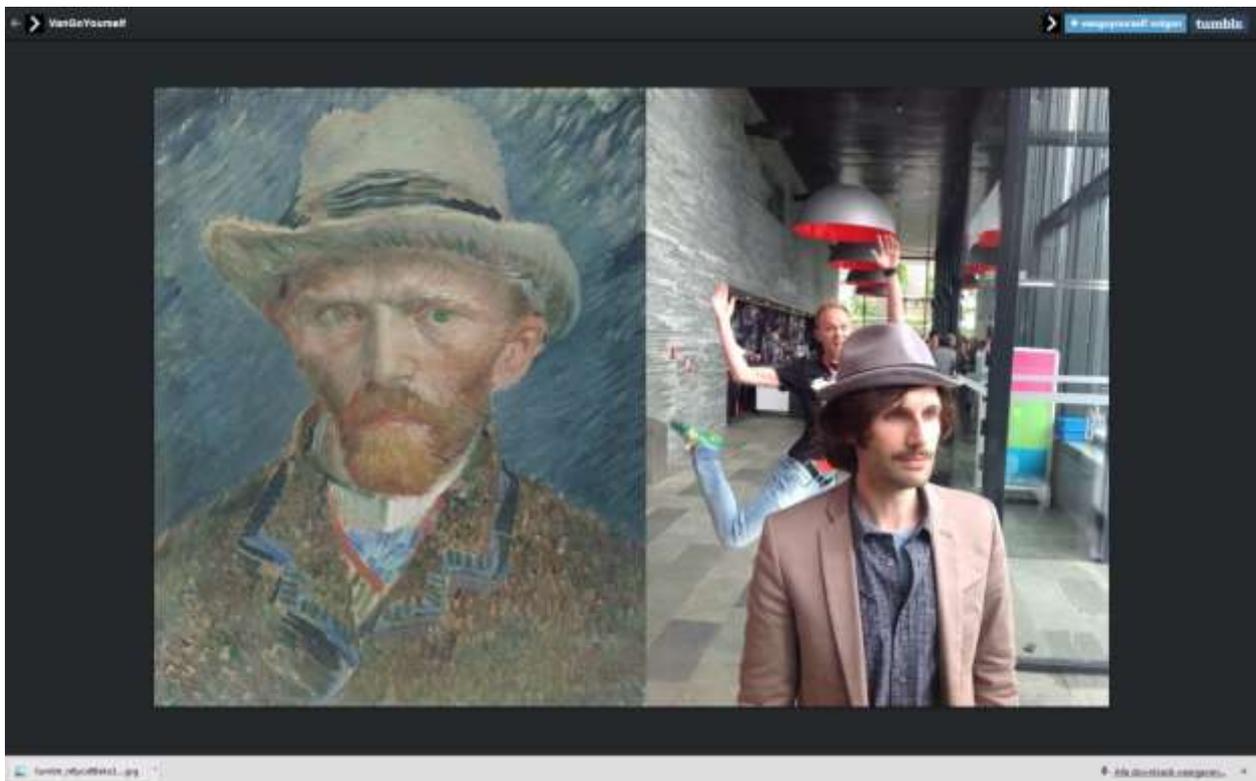
Fig. 9: Cultural selfie' from the VanGoYourself Tumblr feed.
Van Gogh 1887 Self-Portrait, Vincent van Gogh (1853-1890) vanGo'd by Lotte, Ashley, Jesse, 5 June 2014. License of this image CC-BY-SA.

2. **The Recreation**: the users try to recreate the original setting and atmosphere of the painting with great care (deep user engagement). It is interesting to see, that lesser known paintings are not necessarily less often recreated. As it is not always easy to find the right props, the users are very inventive to replace them with other objects.

Examples:

- http://vangoyourself.com/vango/the-milkmaid-jan-vermeer-1632-1675-vangod-by-m-bradford/
- http://vangoyourself.com/vango/the-visitation-jacopo-da-pontormo-1494-1557-vangod-by-anra/
- http://vangoyourself.com/vango/group-of-blue-women-oskar-schlemmer-1888-1943-vangod-by-team-saarlandmuseum/
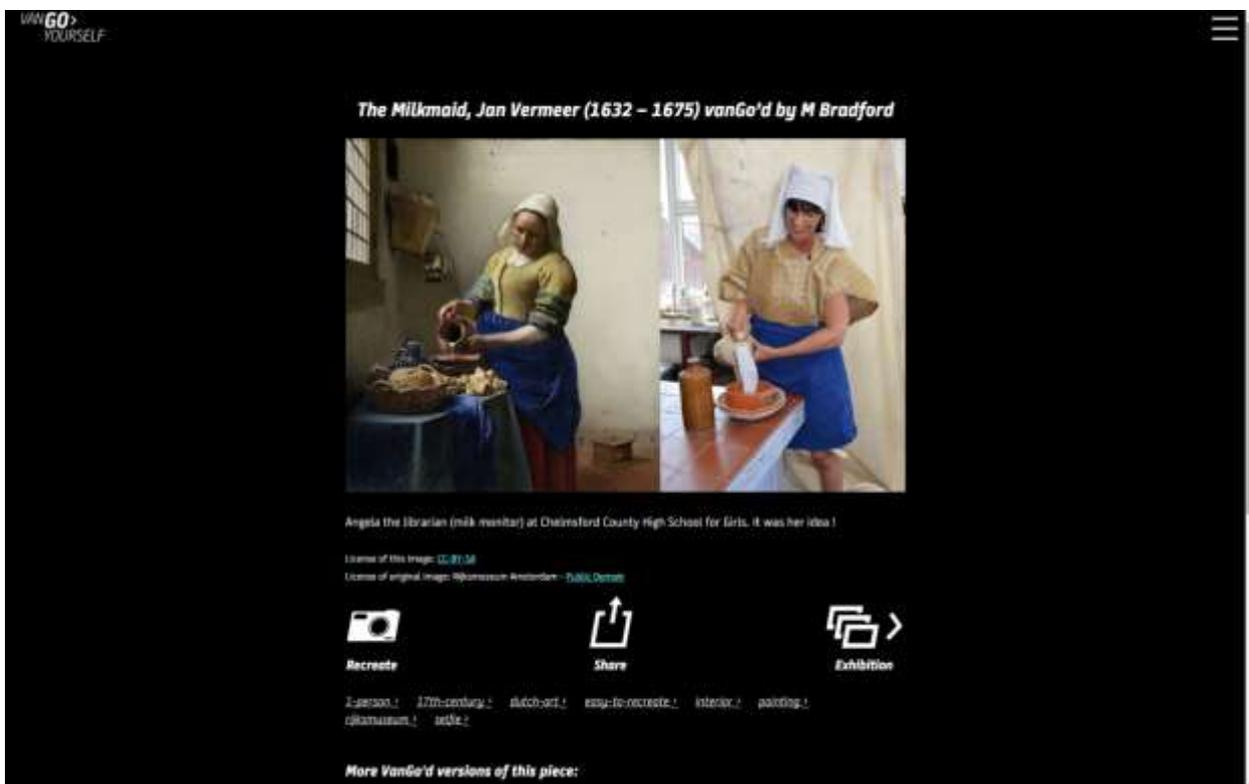
Fig. 10: A 'recreation' by Angela the librarian

(milk monitor) at Chelmsford County High School for Girls (license of this image CC-BY-SA)

3. **The Re-Interpretation**: the users do not aim to recreate the original setting of the painting, but they are inspired by the "sujet", the meaning or the message of the painting and express their modern version of it. This "modern twist" can just meant to be funny. But in the majority of the cases it expresses cultural criticism (often a reinterpretation of gender stereotypes in former times), irony (often related to religious paintings) and even satire, like illustrated by figure 11 below. In some cases the lack of props seem to encourage reinterpretation: the users turn to modern objects thus charging their reinterpretation with a contemporary view on the original painting

- Irony: http://vangoyourself.com/vango/dying-adonis-hendrik-goltzius-1558-1617-vangod-by-jordan-assi/
- Modern props underscore the identification of the journalists with the imprisoned revolutionaries in the painting: http://vangoyourself.com/vango/prison-scene-johann-velten-1807-1883-vangod-by-wochenspiegel-trier/
- Very subtle but poignant gender criticism: instead of the bird, the recreation features a T-Rex doll in the golden cage: http://vangoyourself.com/vango/bella-and-hanna-christoffer-wilhelm-eckersberg-1783-1853-vangod-by-juliette-oleary/
- Satire: http://vangoyourself.com/vango/christ-as-the-suffering-redeemer-andrea-mantegna-1431-1506-vangod-by-dahupp/

Fig. 11: A 'representation' named Lucky

about the Joy After a intensive sunbath (license of this image CC-BY-SA)

Just after the launch of VGY, the Pilot team received a large number of "cultural selfie"-type recreations, due to the press coverage using this term and due to the fact that twinned images were shared via Facebook and that friends just repeated the same exercise.

Since June 2014, though, the quantity of recreations has dropped, but the average quality of the works has significantly improved: the amount of cultural selfies has dropped, so that recreations and reinterpretations stand out more. This is perceived as a much deeper user engagement with the material.

The analysis of the profiles of VGY users shows that the service is reaching the intended target audiences defined in the original co-creation workshop for the Pilot:

- **Young audiences** (kids, teenagers, school classes): many kids and teenagers are recreating paintings "just for fun". But teachers in the UK have also discovered VGY as school class activity, for example:

  - http://vangoyourself.com/vango/michiel-de-ruyter-and-his-family-juriaen-jacobson-1625-1685-vangod-by-dancematters/
  - http://vangoyourself.tumblr.com/post/88484826536/judith-beheading-holofernes-caravaggio-merisi

- **Families**

  - http://vangoyourself.tumblr.com/post/87322150416/agnes-block-sybrand-de-flines-and-two-children
  - http://vangoyourself.tumblr.com/post/86049305476/the-last-supper-leonardo-da-vinci-1452-1519

- **Niche audiences** with a very deep and specific interest in a theme:

  - http://vangoyourself.com/vango/oedipus-and-the-sphinx-gustave-moreau-1826-1898-vangod-by-denys-eugenie-olenka/
  - http://vangoyourself.tumblr.com/post/90741033171/card-and-backgammon-players-theodoor-rombouts
  - http://vangoyourself.com/vango/portrait-of-marie-jeanette-de-lange-jan-toorop-1858-1928-vangod-by-karen-lebentz/

- **City breakers, groups and individual tourists** with a relatively **shallow interest** in cultural content

  - http://vangoyourself.com/vango/a-group-of-danish-artists-in-rome-constantin-hansen-1808-1880-vangod-by-russell-hills/
  - http://vangoyourself.com/vango/the-last-supper-leonardo-da-vinci-1452-1519-vangod-by-gonzalo-sieiro-ortega/

As of January 2015 the site counts 813 VGY recreations in total submitted by 701 email addresses from which 107 email addresses were either invalid (e.g people deliberately didn't leave an address or it was incorrect in some way) or bounced back.

A communication campaign was launched to reach out to these "VanGoers" and it was possible to get successfully in contact with 594 users.

144 people have subscribed to the mailing list and the first of the new monthly email newsletter was sent out on December 16, linked to view it here. The open rate was 33.01%, (industry standard is 21.2%) with a 4.9% click rate (industry standard is 3.1%).

The VGY-Facebook account counts 242 followers and Twitter counts 407 followers.

A Pinterest account is launched by the end of January 2015:
http://www.pinterest.com/vangoyourself/

From January 2015 on, the Pilot team will start a promotional push to reach out to these subscribers and followers in order to expand the VGY community. A Valentine's Day Campaign reaches out to national UK newspapers and their supplements, as well as to some women's magazines and dating sites. It launches a „romantic competition": Couples are asked to submit a recreation of one of the paintings tagged „romantic". The best will be featured in a gallery on Culture24 and the couple who submit the very best recreation will win a bottle of champagne and two mugs with their masterpiece printed on them.

2.3 Content Used

The service started with 50 images from 12 collections. Items from Europeana have been tagged in a specific My Europeana account that has been set up by the content sourcing team and used by the Pilot. Two thirds of the selected items were from Europeana, most of the items from the Rijksmuseum and the Amsterdam Museum.
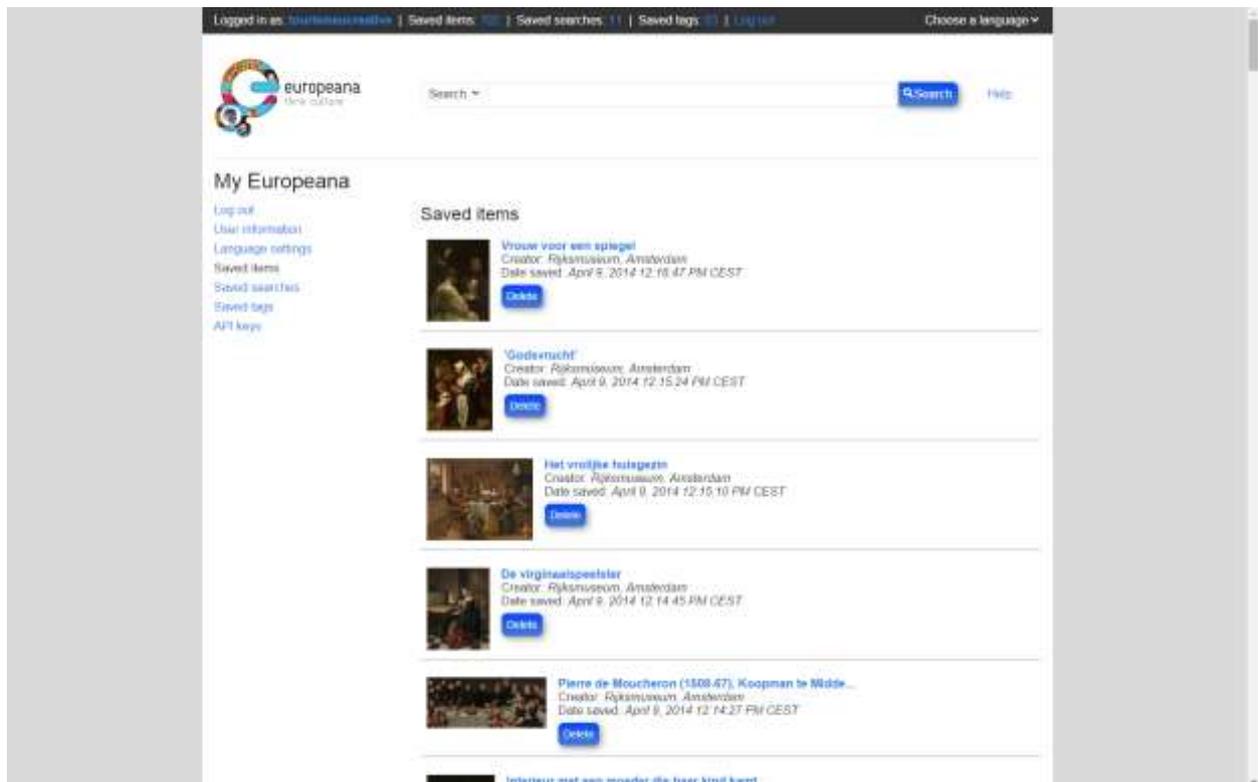
Fig. 12: Screenshot of the shared MyEuropeana account for VanGoYourself.

The service started with paintings with a great impact on the user. The criteria have been defined by the task leader, according to the overall demand-driven approach of the Tourism Pilot and to provide content that is fit for touristic purposes. The criteria were shared with the Pilot team who applied them throughout the sourcing activities.

General criteria are:

- Great classics (impact = recognition of famous painter, famous painting, i. e. Last Supper from Leonardo Da Vinci)
- Famous scenes, people or "sujets" (impact = recognition of the scene, i. e. Last Supper, but from another painter than Leonardo; portraits of famous kings and queens, etc.)
- Lesser known images, painters or scenes / sujets with a surprising element that trigger an impulse to recreate it (because it's fun / weird / challenging)

Other significant aspects to consider are:

- Different numbers of people, from portraits of 2 – 3 people, to larger groups of people, which supports a variety of social contexts for VGY activity.
- People of different ages, sex, ethnicity, for the same reason and to demonstrate the diversity of art history
- Great diversity in periods: antiquity, middle ages, renaissance, baroque, classical, romantic, symbolists, impressionists, expressionists, surrealists)
- Great diversity in provenance: from Italy to Scandinavia, from Spain to Greece, from Russia to the UK
- Great diversity in subject: interior, exterior, day, night, dawn, allegories, mythology, Christian, pagan, European, extra-European.

The following legal format and metadata elements are considered:

- All the images of paintings must be licensed CC0, CC-BY, CC-BY-SA or be in the public domain.
- There must be a short URL (to retrieve painting) or the image as file
- Name of painting (if known)
- Name of artist (if known)
- Period of painting or date (if available)
- Name of collection / museum where painting can be found
- Fairly good resolution, high res if possible

Later on, more collection items were added in order to expand the variety of offered material. The acceptance of the new material by the audience was tested during VanGoYourself-Events. As there was a demand for artworks other than paintings, photography and sculpture were also added to the VGY-list of items and today, approximately 70 artworks can be recreated by the users.

With regard the providers and artworks:

- There are total of 21 content providers represented on VGY.
- 4 providers are on Europeana and VGY, with a total of 26 works on Europeana
- 37% of works on VGY are also on Europeana
- 19% of providers are on Europeana

As of January 2015 the following providers are contributing to VGY:

- Ägyptisches Museum Berlin (1)
- Amsterdam Museum   (5) - *Europeana provider*[6]
- Byzantine and Christian Museum (1)
- Chiesa di San Michele (1)
- Compton Verney Art Gallery (3)
- Fondazione Federico Zeri - Università di Bologna (1) - *Europeana provider*[7]
- Freer and Sackler Galleries, Smithsonian Institution (5)
- Galleria Nazionale d'Arte Antica at Palazzo Barberini (1)
- Herbert Art Gallery and Museum (3)
- Musées royaux des Beaux-Arts de Belgique (1)
- Museo Nazionale Etrusco di Villa Giulia (1)
- New York Metropolitan Museum of Art (1)
- Rijksmuseum Amsterdam (17) - *Europeana provider*[8]
- Royal Pavilion, Museums and Libraries (2)
- Sistine Chapel, Vatican (1)
- Stadtmuseum Simeonstift Trier (7)
- Statens Museum for Kunst / National Gallery of Denmark (8)
- Stiftung Saarländischer Kulturbesitz - Saarlandmuseum (2)
- Thyssen-Bornemisza Museum (3) - *Europeana provider*[9]
- Van Gogh Museum (3)
- Villa Vauban (3)

Workpackage 4 encountered some problems related to content and content sourcing. For the development of the prototype several requirements were identified including meaningfulness, high resolution of the image, and the term of re-use.

During the scoping phase, issues arose concerning the content being fit to these requirements:

- A lack of meaningful items with sufficient resolution allowing the use under PD, CC-BY or CC-BY-SA.

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[6]

http://www.europeana.eu/portal/search.html?query=DATA_PROVIDER%3A%22Amsterdam+Museum%22&qf=PROVIDER%3A%22Digitale+Collectie%22, accessed January 23, 2015.

[7] http://www.europeana.eu/portal/search.html?query=*:*&qf=PROVIDER:Federico+Zeri+Foundation, accessed January 23, 2015.

[8] http://www.europeana.eu/portal/search.html?query=*:*&qf=PROVIDER:Rijksmuseum, accessed January 23, 2015.

[9] http://www.europeana.eu/portal/search.html?query=*:*&qf=PROVIDER:Thyssen-Bornemisza+Museum, accessed January 23, 2015.

- Rights statements are sometimes mislabelled by providers in Europeana. This meant that the Pilot needed to check the rights statements with original collections holders for those items.
- Many local or regional collections and museums are simply not connected to Europeana. For the touristic promotion of these destinations, local collections play a crucial role as they are in the centre of touristic marketing strategies that aim mainly for the promotion of the local cultural heritage.

Generally it can be stated, that the "top 1%" of the collections that are interesting for tourists and visitors are simply not re-usable via Europeana: often it is only a few, in many cases only one to three masterpieces, that have built the fame of a huge collection. For example, the Louvre is visited by thousands of people because they want to see the Mona Lisa, the Venus of Milo and the Winged Victory. The rest of the collection has a much lesser touristic impact. Unfortunately, this "last one percent" is often not accessible via Europeana or the items have no rights statements allowing re-use. This hampers considerably the re-use of these items in touristic services, which generally focus on the promotion of "cultural highlights" for the mass market.

For this reason Europeana included these lessons learned and observations of the Tourism Pilot to the definition of "Europeana Tourism Policy Recommendations[10]", especially regarding the recommendations for cultural institutions how to create content which is "fit for purpose" of the tourism sector. In addition, interesting collections items have been identified and the VGY Pilot leader reported to the Europeana content sourcing team, with a priority list for renegotiating user rights and/or opening existing collections in Europeana and to invite the identified content providers to contribute to Europeana.

2.4 Technical Developments

During the first meeting of WP4, following the co-creation workshops, the team assessed the lack of resources for the development of a content management system that would allow the easy management of the future service and that would connect the different components developed by the partners. Following budget adjustments, Plurio.net took over a budget for external subcontracting in order to bridge this gap in the consortium and to make sure that the Pilot will be developed on schedule.

The Europeana Creative consortium partner Spild Af Tid (SAT) and the subcontractor "Surface Impressions" have been associated for the development of the front-end of the prototype VGY.

The Brighton-based digital media development company Surface Impressions was tasked to develop the website as a mobile-first responsive design (following the design of project partner

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[10] http://pro.europeana.eu/documents/858566/858665/Tourism+Policy+Recommendations, accessed February 2, 2015.

Spild Af Tid) on the open source platform WordPress. The project build was managed by Culture24 using a lightweight iterative approach based on an initial scoping document that was informed by the original idea. The actual service was then iterated in a specification workshop on February 17, 2014 bringing together SAT, Surface Impression, Plurio.net and Culture24. The project management tool Basecamp was used to manage communication and track progress.
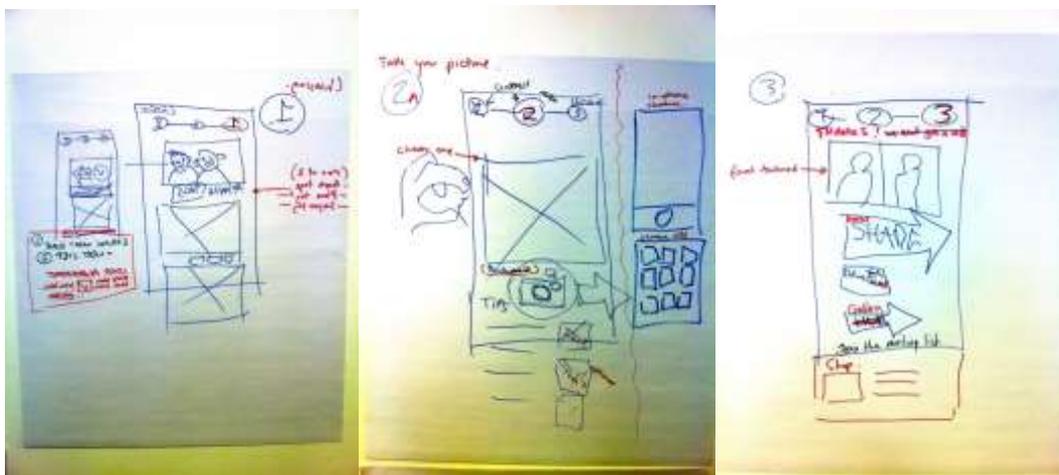

Fig. 13: Drawing of the initial user journey showing the three stage process. From the specification meeting in Brighton February 2014.

AIT, as consortium partner, implemented the *Image Twinning* module as a Wordpress plugin responsible for managing the image upload and image processing needs of the VGY Pilot. It offers the functionality for uniting the original cultural heritage images with the re-enactments created by the application users. There are no restrictions imposed on the re-enactments images, therefore the layout of the images (landscape or portrait) and the adjustment of the image size to original is automatically performed. Finally, the twinned images are saved in original and thumbnail size, in order to support their best usage for various purposes like fast access on mobile devices, projection on large screens or creation of merchandise materials.

An enhanced version of the plugin was provided to the open source community as an official plugin available on WordPress website[11].

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[11] https://wordpress.org/plugins/image-twinning/, accessed January 23, 2015.
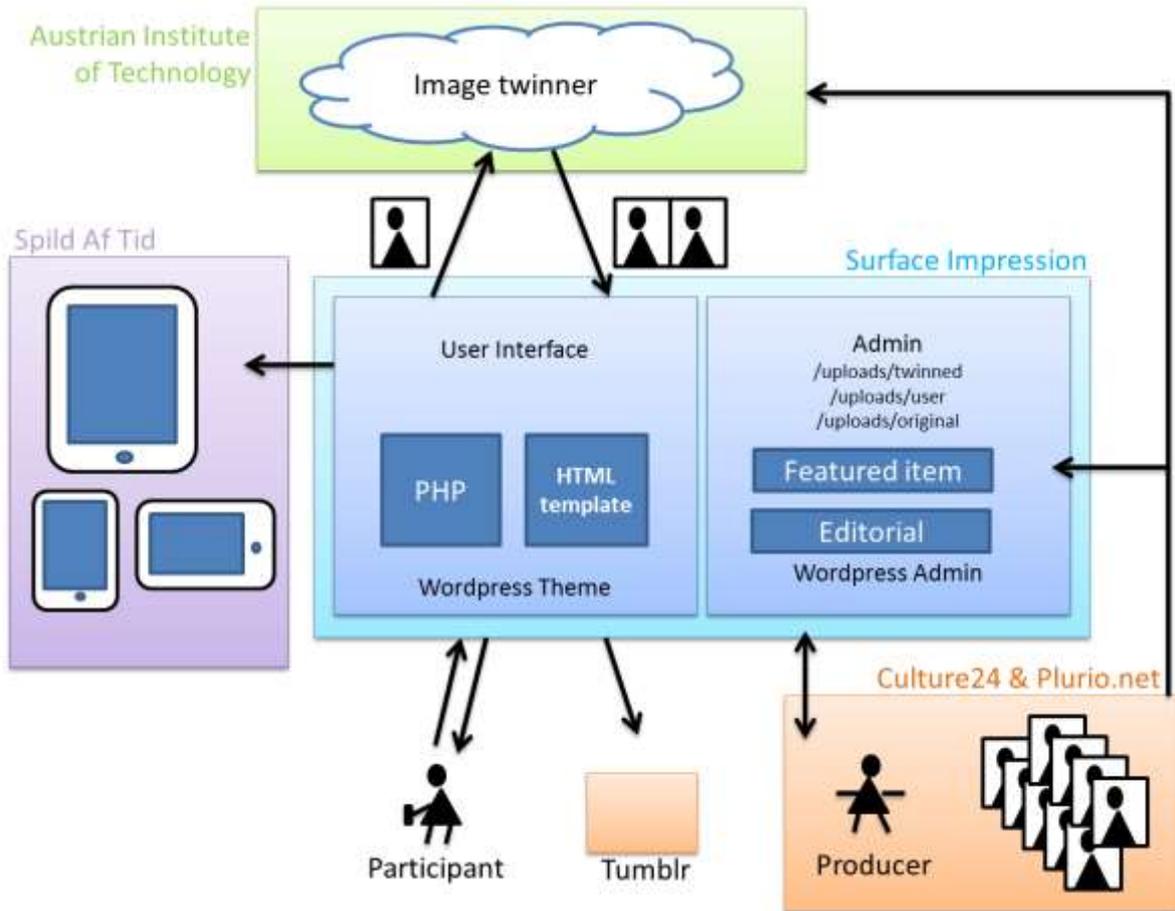
Fig. 13: Diagram showing how the various components of VGY, that were each developed by a different organisation, fit together.

Continuous improvements to the VanGoYourself site were made based on evaluation by Pilot partners Plurio.net and Culture24 as well as the user testing performed by Workpackage 6. (See also chapter 2.6 for further details).

Fig. 14: Embed VanGoyourself on your website widget page.

In January 2015, one particular new service was launched: the "Embed VanGoYourself On Your Site Widget ". The widget was built by Surface Impressions. It allows to embed either a

single re-creation or choose a feed of VanGo'd images. The feed is selected based on what tag the user wants to use. So the user could have a feed that is based around a single institution, a mood (e.g. romantic), how many people are involved etc.

The main target in a way is collection holders whose objects are on VanGoYourself. It's a new way for them to display their content on their website. It is also envisaged to showing the widget to tourist offices, blogs or other networks. So for instance, a Van Gogh blog/website might be interested in having a feed of Van Gogh images. But basically, anyone can use it.

2.5 Business Model

The initial Business Model for VanGoYourself was conceived during the Business Planning workshop as part of the co-creation workshop in November 2013. The plan has since been updated in the *White Paper: Business Models for Tourism*, released July 2014.[12]

The planned product related to this concept is addressing people who want more engagement than just looking at historical pictures. It encourages people, in a participatory way, to have fun with an application and at the same time get in touch with historical content.

Potentially the concept can address either the B2C (business to consumer) or / and the B2B (business to business) approach (see target description above).

The VanGoYourself website is a well-designed, responsive web application with a great sense of focus, a strong call to action and a straightforward user journey. It clearly exists as a web application, rather than "just another web site". The easily usable interface and its freemium character offer a high level of attractiveness to potential users. The application provides the opportunity to create souvenirs and memories, which could inspire a community. At the same time user get aware of a variety of cultural heritage content.

This idea could be used:

- To engage tourists in paintings relating to a specific destination

- To re-experience historical events that happened at a specific place

- To create tangible and extraordinary souvenirs and memories of the trip.

- To support the creation of additional memories after the trip, for example recreate images that have been discovered during the trip with the family.

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[12] http://pro.europeana.eu/documents/1538974/72184be9-2573-4bea-ace4-c397f50fac10, accessed January 22, 2015.

Revenue streams and earning models

The Unique Selling Point (USP) of the product to the B2B and B2C target is its uniqueness and simplicity. Its key service and added value is the easy twinning of a recreated image with the image of the original painting. The added value for the end-user (=client) is precisely this. He or she could do the same with Photoshop or another editing tool – but the service does it for him or her in an easier way, and provides additional benefits around social sharing.

Regarding the B2B target, the USP are again the uniqueness and simplicity of the service for a deeper engagement of visitors with cultural heritage, based on emotion. Its added value is the white labelling potential and easy integration of the service in existing marketing schemes.

According to the idea of the freemium model, which is based on a free responsively designed web application, two ways of generating revenues in a paid version are possible:

- paid partnerships of tourist offices or content stakeholders who want to promote the cultural assets of their destination
- development of a genuine mobile application that offers additional services to the end user, i. e. image processing tools, filters, etc.

Another revenue stream can be created with the sale of merchandise articles like canvas prints, cups or badges with user-generated pictures (e.g. www.cafepress.com[13]).

By the end of 2014, the project partners Culture24 and Plurio.net are actively pursuing the implementation of a CafePress store where they wish to sell merchandising articles with the VGY brand (items developed by SAT).

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[13] accessed January 23, 2015.

Fig. 15: One of the samples for the VGY-Merchandise in the Café-Press-Shop.

The application offers the chance to be set in different contexts (e.g. touristic organisations can enrich the visitors experience with gamification elements).

Finally, the organisation of "VanGoYourself" events for museums or tourist offices is a way to generate revenues, as well as the opportunity to place advertisements on the website which promote destinations and touristic services.

The creation of a genuine mobile application has been evaluated by the project partners but is no longer actively pursued. The reason is mainly the fact that it is very unlikely that an application will generate enough turnover to break even: One would assume that paid-apps offer the best monetisation strategies on this market. But a study of the University of Cambridge found out that 73% of the Google Play Apps are for free and that 80% of the free apps are monetized via in app advertisement strategies. In addition to that, free apps are much more popular in downloads and only 20% of the paid apps are downloaded more often than a 100 times. Good turn over can only be achieved from 10.000 and more downloads on. Yet, this is

only achieved by 0,2% of the paid apps[14]. In app purchases or in app advertisement need significant user engagement to break even with the development costs.

B2B customers might pay for:

- Branding through VGY: being part(ner) of VGY (images of collections/museums/destinations are part of VanGoYourself)
- Organisation and promotion of VGY events
- "White labelled"[15] products (websites, applications)
- Advertisement on VGY page

B2C customers might pay for merchandising products.

Generally speaking, the Pilot team also figures that VanGoYourself would need a separate entity and most notably working capital to spin off into widespread use. VanGoYourself could be considered as a proof of concept that even successful Pilots would need second-stage investment in order to scale.

2.6 Pilot Evaluation

The final and detailed evaluation results of the Pilot will be delivered within Workpackage 6 at a later stage in D6.3 "Pilot and Infrastructure Evaluation Report". This chapter summarises the approach and the core findings until now. Since the adapted agile "Scrum" development framework has shown its functionality after some adjustments in year one, one of the main focus of activity has been to keep on participating in regular feedback calls during the development of the prototypes on the one hand, and on the other hand to organise UX testing sessions like in the case of the previous Pilots (History Education and Natural History Education)[16].

The UX testing on the working Tourism Pilot took place in August 2014 in the Platoniq office in Palma and at MFG headquarters in Stuttgart, where two separated teams interacted with the desktop and mobile (responsive design) of the VanGoYourself application. Participants had to solve a specific task with the product on their own, summarising them on cards related to the usability indicators (see table below). Specifically, they had to recreate two art pieces of their own choice, activating different options available in the interface.

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[14] http://onlinemarketing.de/news/app-monetarisierungs-strategien-fuer-2013, accessed February 2, 2015.

[15] A white-label product or service is a product or service produced by one company (the producer) that other companies (the marketers) rebrand to make it appear as if they had made it. In our case: a museum or tourist office could for example use the VanGoYourself platform and add its own logo to "customise" it.

[16] See Evaluation chapter of D4.2 and D4.3 for more details about usability indicators criteria.

After solving the tasks the groups discussed their experience and enriched the written feedback when needed. Once the prototypes were tested the results from the working stations were discussed in a focus group with the participants of the workshop. Among the main areas of improvement identified, the most relevant ones were:

- Related to starting screen: indications about how the starting screen is engaging but could be experienced as too much content (overload), title separate from the paintings seemed more attractive for users, and mobile version of the starting page was experienced as well designed.
- Related to accessibility: indications about how different mobile versions show different responsiveness, IE 9 browser did not open the website properly while Chrome and Mozilla were working quite good, how some long loading frequencies and required log-in were a little bit disturbing, and how website accessed through a computer had no option to use the webcam.
- Related to navigation: indications about easy navigation but sometimes misunderstandings, "go back" function not self explaining (or some buttons not clearly identifiable), missing a working search & select function, principle of tagging paintings as search help was not clear, and "learn more" option allows scrolling of the background but not of the text.
- Related to design and layout: indications about how "learn more" category needed bigger font, letters should be readable clearly without picture background, and legal notice was not easy to find / identify.
- Related to efficiency: indications about how tourism relation is not evident but other use cases are imaginable (workshop opener, teaching arts, etc), high fun factor, more functions may be required for a long term user (transparent picture adjusting function), possibility for an option to download or send the twinned image for oneself, clear search function can optimise the potential, and event focus was not clear for some testers.
- Related to help options: indications about how more help options were missing, the "Learn more" function is prominent, information is reducing with app progress, and content of tips and tricks was sometimes missing.

Table 2: Usability Indicator

Criteria	Explanation
● *Starting screen*	The test person has a positive first impression and is willing to start using the product. It is clearly visible what kind of actions can be initiated. The screen displays the purpose of the application and raises awareness on the value proposition.
● *Accessibility*	The applications pricing is transparent. The test person can easily access the content. The user control and navigation matches the requirements of the application and its hardware. Important fields to fill in are labelled with terms that match the real world.
● *Navigation*	The status within the application is visible and test persons are aware of it. The navigation is consistent and standardised. Test persons can recognize easily how to navigate to a desired destination. Links and buttons are described in a manner that allows test persons to identify the purpose clearly.
● *Design & Layout*	The design follows aesthetic criteria, addresses the target audience and is consistent through the whole application. Relevant content is identifiable and displayed accordingly.
● *Efficiency*	The application can be used by a broader audience than the target group. Expected objectives can be reached by the application.
● *Help options*	During the use of the application the test person is provided with hints (e.g. error prevention), search and help options.

The execution of the testing was planned in two steps, offline and online, since the combination of both methods allows getting a broad feedback on the products. The offline testing was realised as described above and detailed in MS21, while the online testing is about to be conducted when writing this report, following the same procedure as described for previous

Pilots and the same range of questions described above for this Pilot. This second testing will be compiled by asking the same participants to test the final prototype online by applying the same principles, like in the offline UX testing workshop, and indicating their feedback through an online survey.

Both the regular calls following the Scrum framework and the UX testing sessions results have resulted in a continuous shared feedback and discussion process with the Pilot development team, in order to enable improvements to the prototype at adifferent stage.

These are important points of UX-improvement:

- Recreated images of the same painting are now also visible on painting page and the recreated painting. Users can now directly see what has been done by other users

- Content: Adding of new types of content: photography and sculptures. The new content fits seamlessly in the overall VGY experience

- Improvement of the user journey

- Improvement of the taxonomy: the tagging has been revised and "streamlined" so that the tags are all coherent now

- Texts, links etc. have all been double checked and improved

3. Challenge for Tourism Theme

3.1 Challenge Event

The Challenge Event for the Tourism and Social Networks themes, the Apps&Culture Demo Party, took place on Tuesday September 23, 2014 in Barcelona, Spain. It was hosted at the World Mobile Centre and showcased the best of the creative industries from the Europeana Creative Project but also the local Barcelona based initiative, Apps&Cultura "Hack at Home"[17], creating a celebration of cultural and digital entrepreneurial projects from all over Europe.

In addition to the applicant pitches from the Challenges, the Pilot Applications from the Tourism and Social Networks categories were also showcased during the event ensuring exposure for the Pilot prototypes but also engage in an open dialogue with the audience on what happened during their development. Frank Thinnes from VanGoYouself presented the concept of the Tourism Pilot prototype, the co-creation process, the innovative nature of the prototype, why it's successful & its design process and he also elaborated on the decision to develop for a responsive design website rather than a phone application. All presentations of the event were

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[17] http://appscultura.hackathome.com/es/anuncios/europeana-creative-challenge/, accessed January 23, 2015.

recorded and are available for viewing on the Europeana Vimeo Channel. The VanGoYourself presentation is available here: https://vimeo.com/108767254.[18]

Additionally, participants were invited to remix works of art themselves during the event as part of a mini VanGoYouself event which included the possibility to recreate paintings from a Barcelona collection recently ingested into Europeana. Here are some of the new recreations & remixes created that evening; http://bit.ly/1r0xqtJ and http://bit.ly/1zGhPVo visible on the VanGoYourself portal and below in Figure 16 and Figure 17.

Fig 16: "**Hercules at the Court of Omphale, Hans Cranach (1513-1537) vanGo'd by Hercules Challenger.**"

License of this image: CC-BY-SA. License of original image: Thyssen-Bornemisza Museum.

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[18] accessed January 23, 2015.

Fig. 17: "**Two Women from Naples, Guillaume Bodinier (1795-1872) vanGo'd by 2 Ladies from the North.**"

License of this image: CC-BY-SA. License of original image: Villa Vauban.

More information about the Challenge Process, Challenge Results and Challenge event will be reported in D5.4 "Challenge and Incubation Support Final Reviews".

4. Conclusion

The success of the Tourism Pilot "VanGoYourself" is based on three factors:

- **The user comes first.**
- **Keep it simple.**
- **Make noise.**

The user comes first: the overall demand driven approach of VanGoYourself

The stringent, demand driven and user focussed approach is most certainly the most important factor for the success of VanGoYourself. Right from the start, i.e. during the co-creation workshops, the Pilot put user needs first by using the "Tourist Behaviour Grid" (Table 1) to evaluate scenarios. VanGoYourself was chosen not only because of its feasibility, but most importantly because of its great potential to reach out to specific audiences and to create considerable user value.

The design of the web application, the selection of the content, the user journey and technical requirements were entirely developed from a user point-of-view. There was no place for curatorial vanities, no place for content which was not fit for purpose, no place for designers' allures and no place for pointless gimmicks. VanGoYourself was simply developed according to the basic rules for success in the creative industries: be fast and focus on your user.

It will be interesting to see how future Europeana projects follow this approach and develop new, more user focussed products, in which a carefully selected set of digital objects is at the centre of the service, but the user is at the centre of interest.

From a touristic perspective, there is also a great potential for unlocking the "power of the last 1%" – meaning: investing in efforts to make the top 1% items of the collections fit for the reuse by creative industries, i.e. in high resolution and with reliable rights statements which allow for free reuse of the objects. With VGY the Tourism Pilot team together with Europeana helped showcasing the benefits of "opening up a collection" for the re-use by creative industries and the tourism sector.

Keep it simple: A low barrier for user engagement

When a user comes across VanGoYourself, for example in a Facebook post of a friend or an article on a news website or a VanGoYourself event in a museum, he can immediately engage with the service with the device he is using right now or – in the case of the event – with the smartphone which he is most likely carrying in his pocket. No application download or complicated sign-up procedure is needed. VanGoYourself is ready for use in a matter of seconds. We think that keeping the barrier for using products low is crucial to facilitate user engagement with cultural content – which is generally already an obstacle *per se*.

Make noise: A good marketing campaign

Another important element of its success is most certainly the way the service has been launched by Culture24 and Plurio.net: "piggy-backing" on the International Museum Day, VanGoYourself was able to generate momentum and reach out to an impressive number of end users, mostly via social media buzz (viral twitter campaign) and the great media coverage (VGY on the BBC homepage). More buzz could have been generated after the start, however. Unfortunately, the resources for an on-going "proper" marketing campaign were not foreseen in the project. The Pilot team has given its best to keep the interest up, but it would have been great if resources for a significant marketing campaign were available. The team suggests that for future projects, "proper" marketing budgets should be inlcuded, because – from a demand driven perspective – the investment in the service is only valuable if people get to know about the service.

The same is true regarding business model opportunities. The great interest in VGY on a B2B level could have been much better utilised if a proper budget had been available for B2B relationship building activities and marketing, allowing to spin-off VanGoYourself into its own start-up. Future projects should take this into consideration, especially when aiming for spin-offs in the creative industries.

ANNEX I – VanGoYourself Press Review

Αξιοποιώντας το ψηφιακό πολιτιστικό περιεχόμενο στην έρευνα και τον τουρισμό

Published on 17/07/2014

http://www.ekt.gr/content/display?prnbr=89248

http://www.ekt.gr/content/display?prnbr=89248

Le dispositif VanGoYourself place le public au coeur des oeuvres

Published on 20/05/2014 16:15

http://www.club-innovation-culture.fr/le-dispositif-vangoyourself-place-le-…

http://www.club-innovation-culture.fr/le-dispositif-vangoyourself-place-le-visiteur-au-coeur-des-oeuvres/

VanGoYourself ! Re-visitez les plus célèbres peintures au monde

Published on 15-05-2014

http://www.mons2015.eu/fr/ca-debute-aujourdhui/ex-news/337/vangoyourself/

http://www.mons2015.eu/fr/ca-debute-aujourdhui/ex-news/337/vangoyourself/

Dance school pupils encouraged to 'VanGoYourself' as they recreate famous paintings

By Matthew Gooding | Saturday, May 31, 2014 | 9:03 AM

http://www.royston-crow.co.uk/news/dance_school_pupils_encouraged_to_vangoy…

http://www.royston-crow.co.uk/news/dance_school_pupils_encouraged_to_vangoyourself_as_they_recreate_famous_paintings_1_3622791

VanGoYourself Invites Art Nerds to Recreate Their Favorite Famous Paintings

BY ANDREW LASANE | MAY 16, 2014 | 3:10 PM

http://www.complex.com/art-design/2014/05/vangoyourself-invites-art-nerds-to-recreate-their-favorite-famous-paintings

VanGoYourself: recreate classic paintings

Published on May 16, 2014

http://openglam.org/2014/05/16/vangoyourself-recreate-classic-paintings/

Europeana Creative launches 'VanGoYourself' project for international museums day

NEWS, PROJECTS & CALLS | 16.05.2014

http://www.ne-mo.org/news/article/nemo/europeana-creative-launches-vangoyourself-project-for-international-museums-day/376.html

"VanGoYourself": Wir haben mitgemacht

cn | 23.05.2014

http://www.wochenspiegellive.de/trier/staedte-gemeinden/stadt-trier/nachrichtendetails/obj/2014/05/23/vangoyourself-wir-machen-mit-und-stellen-ein-gemaelde-nach/

Become a Famous Painting with VanGoYourself

Lydia Epp Schmidt, 11 a.m. EDT, Friday, May 16, 2014

http://news.artnet.com/in-brief/become-a-famous-painting-with-vangoyourself-22012

VanGoYourself: fatti un selfie culturale

15 maggio 2014 | - di Redazione -

http://www.tafter.it/2014/05/15/vangoyourself-fatti-un-selfie-culturale/

Tired of looking at paintings? Now you can get inside them

http://www.telegraph.co.uk/culture/photography/10834099/Tired-of-looking-at-paintings-Now-you-can-get-inside-them.html

VanGoYourself.com - Entdecken Sie Kunst auf ganz neue Weise

15.05.2014

http://www.saarland.de/SID-6A7ED0AF-E64A798F/114826.htm

VanGoYourself, un espacio para reinventar a tu manera las grandes pinturas clásicas

26/05/2014 | Laura Fernández

http://www.euskadinnova.net/es/innovacion-social/noticias/vangoyourself-espacio-para-reinventar-manera-grandes-pinturas-clasicas/11775.aspx?utm_source=rss_feed&utm_medium=rss&utm_campaign=accesos_rss

VanGoYourself - новый флешмоб для любителей искусства

19 мая 2014 | 18:05Главная / Культура

http://newsnetwork.tv/kultura/vangoyourself-novyy-fleshmob.html

Gemälde nachstellen - und in sozialen Netzwerken teilen!

14.05.2014

http://www.trier.de/Kultur-Freizeit/broker.jsp?uMen=cee70644-b3c8-6e31-ac03-00753d761716&uCon=10c30e5b-258f-f541-512c-79d4a348b027&uTem=63f7089a-29fc-6c31-e777-d8b132ead2aa

¿CANSADO DE SÓLO CONTEMPLAR CUADROS? ¡PUES MÉTETE EN ELLOS!

Publicado el 16/05/2014 - eCreativeEU

http://www.youcoop.org/es/ecreative/cat/11/p/5/-cansado-de-solo-contemplar-…

Nyt tulevat taidemeitsiet – kuvaa itsesi Van Goghina

26.5.2014 13:43 0 | Kaisa Viljanen | HELSINGIN SANOMAT

http://www.hs.fi/kulttuuri/Nyt+tulevat+taidemeitsiet++kuvaa+itsesi+Van+Goghina/a1401072684457?ref=hs-art-new-1

VanGoYourself: l'iniziativa social per riprodurre opere d'arte famose in uno scatto fotografico

16 maggio 2014 at 17:14

http://noigiovani.it/vangoyourself-liniziativa-social-per-riprodurre-opere-darte-famose-uno-scatto-fotografico/

AUDIO: Projet "VanGoYourself" schléit Wellen

20.05.2014 - 07:20

http://radio.rtl.lu/emissiounen/reportage/266863.html/266863.html

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VIDEO: Putting you in the picture with a restaged masterpiece

http://www.bbc.co.uk/programmes/articles/2r61wKgwMSdGdQST1hyHLLb/putting-you-in-the-picture-with-a-restaged-masterpiece

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VanGo Yourself

02/10/2014

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VanGoYourself recrea el arte clásico

02/10/2014

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Articles by Culture 24 or Plurio.net

Make yourself into a masterpiece: VanGoYourself launches for Museums at Night

By Ben Miller | 15 May 2014

http://www.culture24.org.uk/art/live-and-public-art/art481276-VanGoYourself-launches-during-Museums-Night

BBC launches new ARTS At strand of programming during Museums at Night 2014

25 March 2014

http://www.culture24.org.uk/places-to-go/museums-at-night/art473599-Museums-Night-2014-to-run-exclusively-BBC-television-radio-online

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Kids recreate The Bowes Museum's paintings with VanGoYourself and Culture Street

23 December 2014

http://www.culture24.org.uk/art/painting-and-drawing/art511206-kids-recreat…

Tired of just looking at paintings ? Then, VanGoYourself !

http://www.plurio.net/2/CMSdk,9653/outputlang,en/smid,14/tired-of-just-looking-at-paintings-then,-vangoyourself-!.html

in French, German and English

Tired of just looking at paintings? Now it's time to get inside them! Discover art in a whole new way with VanGoYourself.com

http://www.plurio.net/2/CMSdk,11565/outputlang,en/smid,14/tired-of-just-looking-at-paintings-now-it%92s-time-to-get-ins.html

 in French, German and English

Thanks to the very successful launch of the new platform VanGoYourself.com, millions of people all over the world got to know and to recreate artworks from the Greater Region!

21.05.2014

http://www.plurio.net/2/CMSdk,11725/outputlang,en/smid,14/thanks-to-the-very-successful-launch-of-the-new-platform-van.html

in French, German and English

VanGoYourself – recreate artworks with your friends for Museums at Night!

Posted on January 22, 2014 by Culture24

http://museumsatnight.wordpress.com/2014/01/22/vangoyourself-recreate-artworks-with-your-friends-for-museums-at-night/

VanGoYourself

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Museums at Night coverage this weekend

Posted on May 15, 2014 by Culture24

https://museumsatnight.wordpress.com/2014/05/15/museums-at-night-coverage-this-weekend/

Lassé de contempler les grandes œuvres d'art? Habitez–les! VanGoYourself vous fait voir l'art d'un nouvel œil.

15/05/2014

http://www.culture.lu/fr/58/CMSdk,4067/backTo,1/smid,129/lass-eacute%3B-de-contempler-les-grandes-%9Cuvres-d%92art-habitez.html

in French, German and English

Villa Vauban's paintings, worldwide famous thanks to VanGoYourself

Culture.lu - Zlata Rodionova | 20.05.2014

http://www.culture.lu/en/58/CMSdk,4083/backTo,1/smid,129/villa-vauban%92s-paintings,-worldwide-famous-thanks-to-vangoyo.html

in French, German and English

M@N Coverage

Museums At Night Festival: Experience The Unexpected In Brighton

Wednesday 14 May 2014

http://magazine.brighton.co.uk/Noticeboard/Brighton-News/Museums_At_Night_Festival__Experience_The_Unexpected_In_Brighton_/39_111_4072

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Top five family things to do in Coventry and Wawickshire this weekend

May 16, 2014 11:55 | By Coventry Telegraph

http://www.coventrytelegraph.net/news/coventry-news/coventry-warwickshire-t…

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Herbert Art Gallery & Museum

Saturday 17 May 2014

http://www.theherbert.org/whats-on/events-exhibitions/museums-night

http://www.theherbert.org/whats-on/events-exhibitions/museums-night

Social media highlights

Post by the VanGogh Museum

May 15th, 2014 | Shared +1957 | Liked +835

https://www.facebook.com/VanGoghMuseum/photos/a.179281710596.248976.1271041…

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Europeana Pro Blog Posts

VIDEO: **Europeana Creative Tourism Challenge – create an app or game using Europeana's collections**

http://vimeo.com/101601795

http://vimeo.com/101601795

Hacking cultural tourism with "selfie" reenactments of digital heritage: an interview with the project leaders behind VanGoYourself

14.07.2014

http://pro.europeana.eu/web/europeana-creative/news/-/blogs/hacking-cultura…

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Tired of just looking at paintings? Now it's time to get inside them

15.05.2014 (669 views so far)

http://pro.europeana.eu/web/europeana-creative/news/-/blogs/tired-of-just-l…

http://pro.europeana.eu/web/europeana-creative/news/-/blogs/tired-of-just-looking-at-paintings-now-it%E2%80%99s-time-to-get-inside-them?_33_redirect=http%3A%2F%2Fpro.europeana.eu%2Fweb%2Feuropeana-creative%2Fnews%3Fp_p_id%3D33%26p_p_lifecycle%3D0%26p_p_state%3Dnormal%26p_p_mode%3Dview%26p_p_col_id%3Dcolumn-2%26p_p_col_count%3D1

Tired of just looking at paintings?

20.01.2014 (2285 views so far)

http://pro.europeana.eu/web/europeana-creative/news/-/blogs/tired-of-just-l…