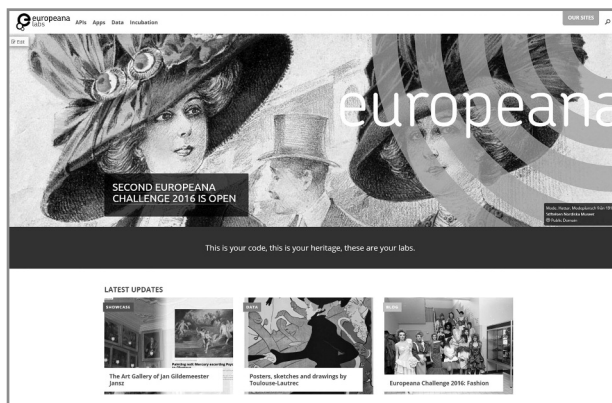


Europeana Labs: a Place for Creativity and Innovation



Europeana Labs is the go-to platform for culturally minded developers and digital innovators. It provides a range of resources and services to get users building with cultural collections as quickly and easily as possible. Moreover, Europeana Labs inspires users by sharing examples of what others have created with Europeana content. We work to grow the Europeana Labs community through blog posts, events and business support.

Europeana Labs (labs.europeana.eu) was launched in April 2014 as an online platform with openly licensed cultural content, free technology (APIs and tools), and incubation services to support cultural heritage developers and digital innovators in their creative projects. In the last two years, we have been continuously improving the Labs website by adding more data resources, offering new services, and showcasing the best examples of re-use of digital cultural content. We have also supported our growing community through an online tech forum and knowledge sharing (blogs, events).



Europeana Labs homepage. Europeana CC BY-SA.

What we offer

Those interested in using digital cultural content for their creative projects can access and benefit from the following resources and services:

Unique, openly licensed content

Europeana Labs currently features nearly 90 thematic datasets. Together, they contain more than one million openly licensed and directly accessible items on topics from art, design, architecture to First World War. Users can refine their data search through a range of filters that show the number of datasets in each category, for example 12 datasets on Art. Taking into account that image quality is a critical factor for creative re-use, all datasets featured in Labs have a minimum width of 800 pixels. Each dataset entry in Labs offers a short description of the presented material, source credits for the providing institution, and a link to the Europeana portal for further exploration.

⁹ <http://demo.e-isbn.pl/>

¹⁰ <http://www.bn.org.pl/programy-i-uslugi>

¹¹ <http://www.bn.org.pl/wielkawojna-2014>

Europeana Labs datasets are an excellent source of inspiration and materials for various creative projects. Just look at one of the latest datasets featured in Labs: a *collection* of more than 200 posters, sketches and drawings by celebrated post-impressionist artist Henri de Toulouse-Lautrec. Provided by the library of Institut national d'histoire de l'art (INHA), this set contains colour and black-and-white artworks portraying 19th century Parisian nightlife.

Free technology (APIs)

We currently offer four free to use APIs:

- REST API
- Europeana Linked Open Data service
- Europeana OAI-PMH Service
- Europeana Annotations API

The *REST API* is our key resource and also the most used API. It enables developers to search and retrieve over 50 million digital records available on Europeana.eu. They can filter the data on anything: from the metadata submitted by our content providers (such as date, creator, etc.) to the metadata that we extract from the linked media files (such as image size or video duration). The API allows developers to integrate digital cultural content in a huge variety of apps, tools and websites.

The *Europeana Linked Open Data* service lets creative professionals explore, access and download metadata through the SPARQL endpoint provided by Europeana. With the *Europeana OAI-PMH* service, users can harvest the entirety, or a selection, of all Europeana metadata, so that it can be integrated into other services or applications. And last, the *Europeana Annotations API* allows users to generate, update and retrieve short descriptions for objects in our collections (annotations). By involving users in improving and enhancing our data, the Annotations API creates connections across Europeana, facilitating the search and discovery of items in our systems.

As for future API developments, Europeana is currently working on the Entity API: a resource that will enrich the search experience by providing an entity page on Europeana Collections for topics, people and places. The entity autosuggest will be available to users by the end of 2016.

Anyone can register for a free Europeana API key to get started with our APIs. It is an easy and fast registration process that only requires an email address and basic info. Users can also read our extensive API documentation, which is regularly updated. For API support, developers can get in touch with us via our dedicated email (api@europeana.eu) and join the *Europeana API discussion group*. There they can get regular updates about the Europeana APIs, send their feedback and discuss API-related issues with their peers.

Inspirational examples

Europeana Labs inspires visitors by promoting examples of applications that have re-used openly licensed Europeana content. The Europeana Labs gallery features almost 170 examples of cultural heritage focussed apps and tools, separated into two categories:

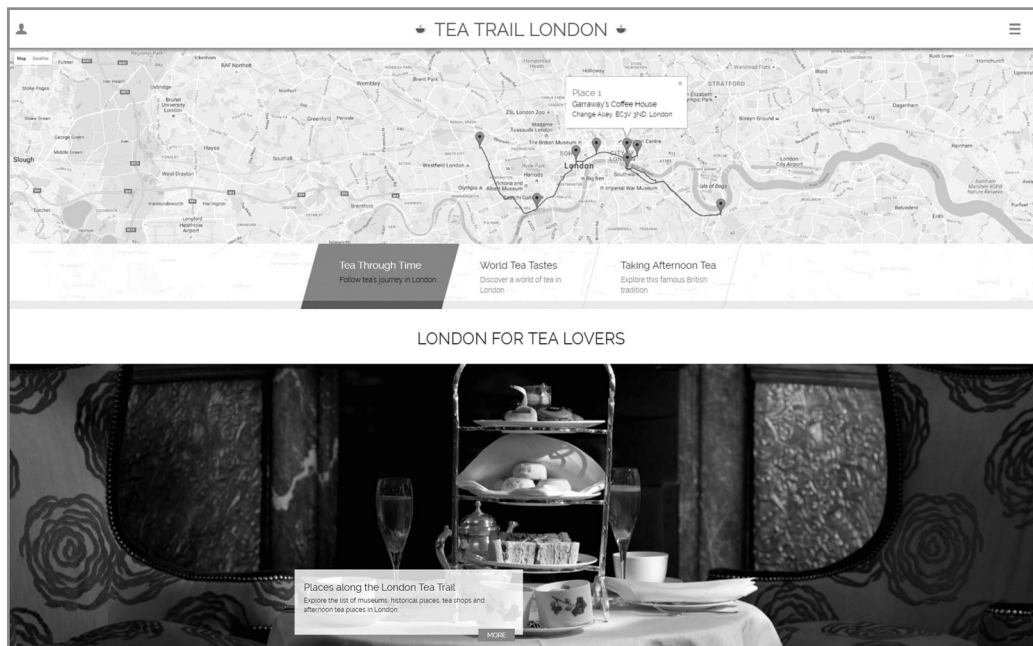
- 1) 'Showcase' offers examples of apps, games and other creations that use the Europeana API to make use of Europeana collections.
- 2) 'Tools' are specific tools for working directly with the Europeana API.

Where possible, each entry includes links to relevant code and documentation. As with the datasets, users can refine the 'Apps showcase' using a range of filters, such as 'Education (10)', 'Tourism (8)', or 'Gaming (7)'. When new apps or datasets are added, the best ones are featured on the Labs home page and promoted to the Labs community via our regular e-newsletter and on our Twitter account.

An example of an exciting app featured in Europeana Labs is *Tea Trails London*. *Tea Trail London* brings out the historic stories of tea in a variety of fascinating London places including museums, shops and tea houses. *Tea Trail London* was developed as part of the *Europeana Food and Drink* project by Semantika and the *Horniman Museum and Gardens*. Content sourced for *Tea Trail London* is available through Europeana.



Le Divan Japonais, by Henri de Toulouse-Lautrec. 1893. Public Domain Marked.



A screenshot of Tea Trail London's homepage

Business support: incubation services

We have designed a simple incubation process specifically for cultural heritage products.

Those who want to experiment with cultural content can go to one of the featured partner physical labs and start prototyping their product or service. As a next step, they can take a co-creation workshop to develop and test various product development scenarios and decide on the most feasible approach. Finally, we help those interested in bringing their product to market with access to financing. They can learn how to design a crowdfunding campaign in a crowdfunding workshop, or apply for one of the Europeana Challenges to get a share of a prize fund, usually in the range of 20,000 Euros or more.



Participants during the Europeana Fashion Co-creation Workshop at the Rijksmuseum. Platoniq CC BY-SA

Europeana Challenges

We organise a series of online competitions to select and fund the best ideas for creative re-use of digital cultural heritage. Winners also benefit from promotion and additional non-financial business development support to help realise their ideas.

In February 2016, Europeana launched its first *Challenge of 2016* and allocated a prize fund of 35,000 Euros to support the further development of the best ideas on topics such as the First World War, Art & Design and Europe's Music Heritage. One of the winners was the Italian start-up *Art Stories*. After receiving funding and business support from Europeana, the company developed *Art Stories FACES*: an educational game for children (5 – 10 years old) built upon artworks from the Europeana Collections. The application allows children to learn about art through playing. *Art Stories Faces* is free for download and available both for iOS and Android.

In September 2016 we announced the *second Europeana Challenge of 2016*, this time on the theme of fashion and with a prize fund of 20.000 EUR. We invited developers, designers, makers, artists, educators, and cultural heritage digital thinkers to submit their best idea(s) on how to creatively re-use Europeana and Europeana Fashion's openly licensed fashion content in a digital product, service or business. The second Europeana Challenge closed on 31 October, and the winners will be announced on 19 December.

Europeana will continue organising innovative challenges in 2017. Themes and prizes still have to be defined.

Join the Europeana Labs community

To stay up to speed on our latest activities, we invite everyone interested to visit our *blog*, subscribe to the Europeana Labs newsletter through our website or follow us on *Twitter* (@europeanalabs) for daily updates.

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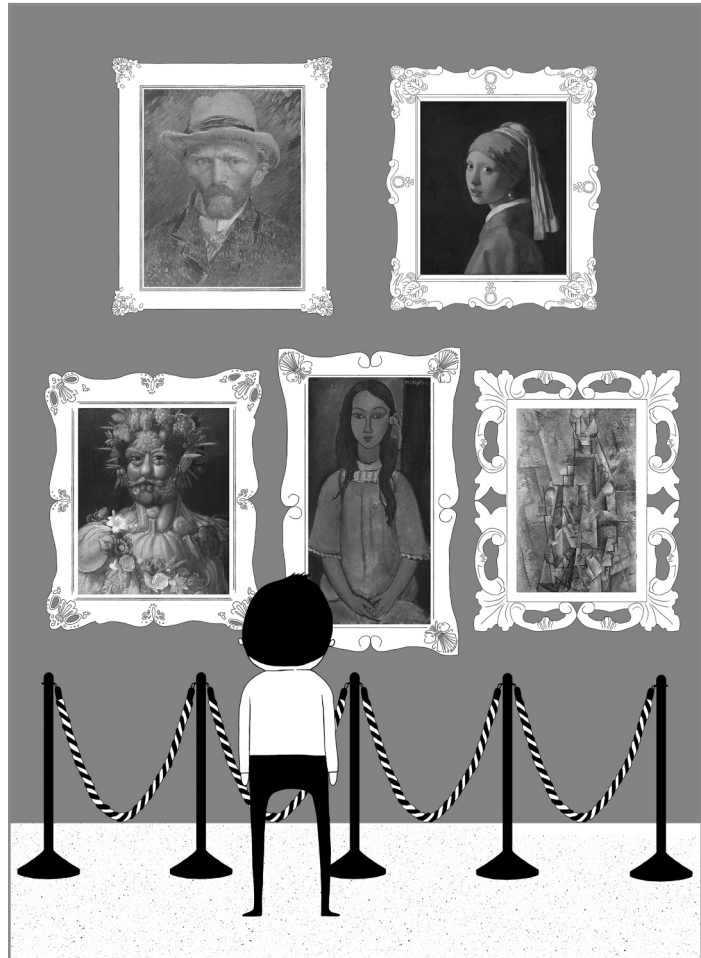
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Art Stories FACES. CC BY-SA Art Stories FACES.

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