

# USER ENGAGEMENT STRATEGIES FOR DIGITIZED PHOTOGRAPHIC HERITAGE

How to Participate: [www.fifties.withculture.eu](http://www.fifties.withculture.eu)

KALEIDOSCOPE



1950s Revisited

## What It Offers

- Innovative User Engagement Strategies
- Content Selection and Curation
- Tools Development
- Education

## To Whom It Is Addressed

- Cultural Heritage Professionals
- Researchers and Students
- Creative Industry Professionals
- Amateurs

## Travelling Exhibition

multiple narratives and perspectives on the 1950s in Europe



## Outputs



- Travelling Exhibition
- Publication of Exhibition Catalogue
- Visual Similarity Search Demo App
- WithCrowd Annotation Campaigns
- Enrichment of 1950s Content Collections in Europeana
- Conference 'New Strategies for User Engagement and Digitized Photographic Heritage'
- Publication of Project Reports
- Educational MOOC, 'Creating a Digital Cultural Heritage Community' in partnership with CEF Culture Moves

## Focus Groups and Workshops

