



Agata Dziekan, Marek Średniawa  
Hack4Europe, 26-27 May 2012



# Motivation

- Lack of time
- Restricted access to art
  - Time, location, application constraints
- A need for high quality / high value content
- Lack of efficient marketing channels for art

# Solution 1/2

- Digital signage networks as art & culture carriers
  - Europeana content promotion in the public space
    - Coffeshops, restaurants, clubs, art galleries
    - Hotels, SPAs
    - Office workspace
    - Libraries, schools, universities, museums, bookshops
    - Shopping malls, cinemas, public transportation
    - Other



**VIRTUAL  
ART  
LEASING**

# Solution 2/2

- Europeana content promotion in private space
  - personal home galleries
- Customized collections
  - Individual perspectives
  - Multiple criteria Europeana filters
  - Context based reference to Europeana content
  - Theme, time and location dependent
  - Integration with other artwork sources (mash-up)
  - Collection sharing and social curation
- Premium offer - gallery curation on demand
- Marketing

 **artspace** the public art initiative

check  
out  
examples

invite  
Europeana  
to your space  
sign up

decorate your space with **digital art**  
define **contexts** and **artworks** filters  
**contribute** to art knowledge spreading

premium  
curation

need some **guidance**?  
we'll be **happy** to select a perfect  
**private collection** based on your **context**.

1. sign up
2. rent digital carriers (optional)
3. select context
4. spread art

Demonstration

Where? Hotel lobby

3 medium vertical screens

Selected criteria:  
Klimt, vertical, women


Display type:  
Image & QR code

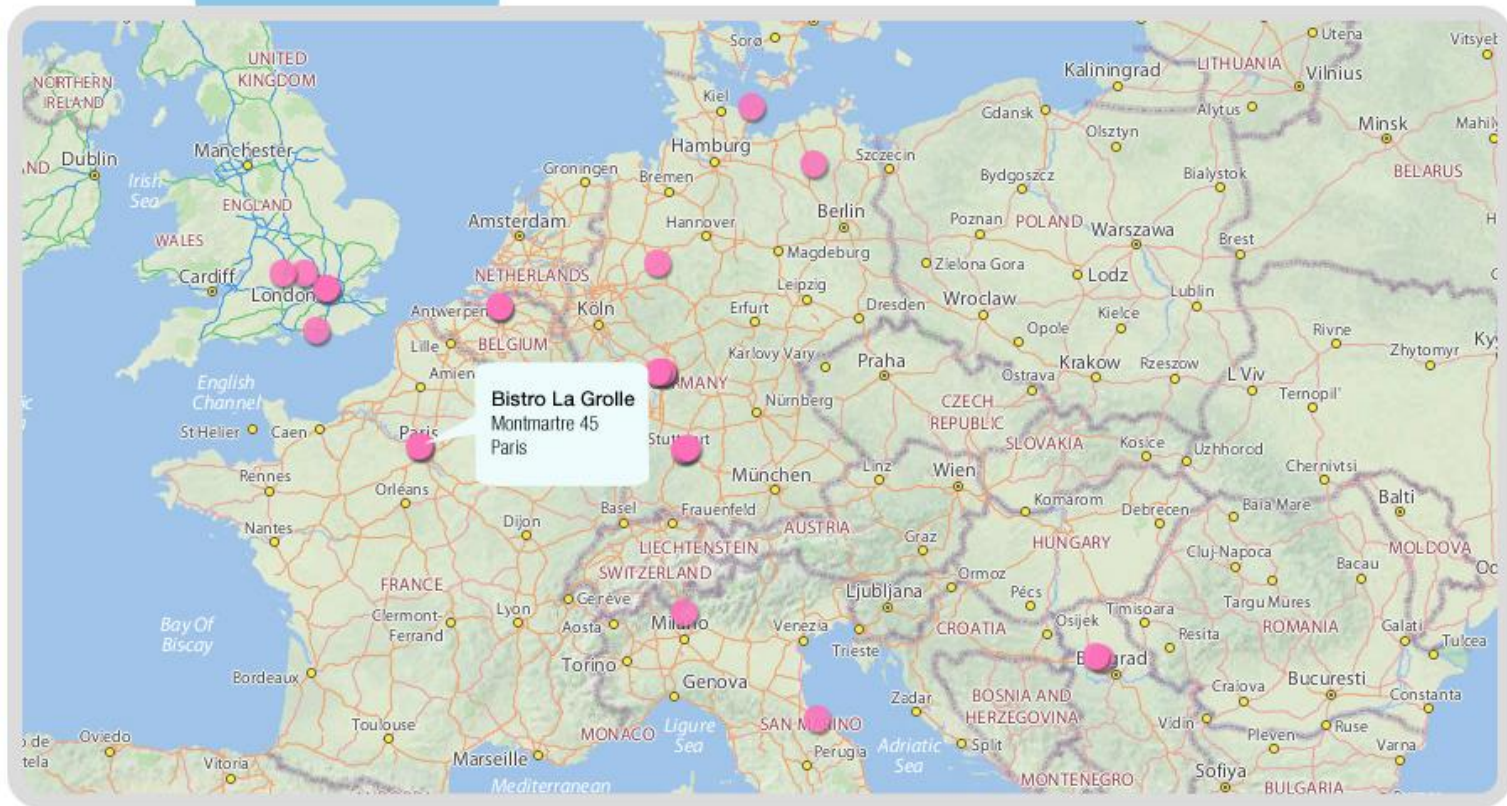


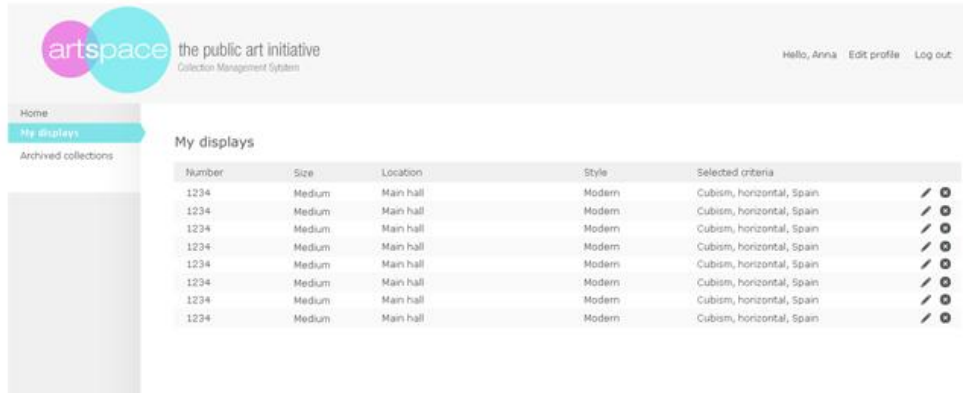


discover  
artspace locations  
around Europe

do you want **your place** to appear  
on this **map**? **sign up** and join artspace

Search map... 





artspace the public art initiative  
Collection Management System

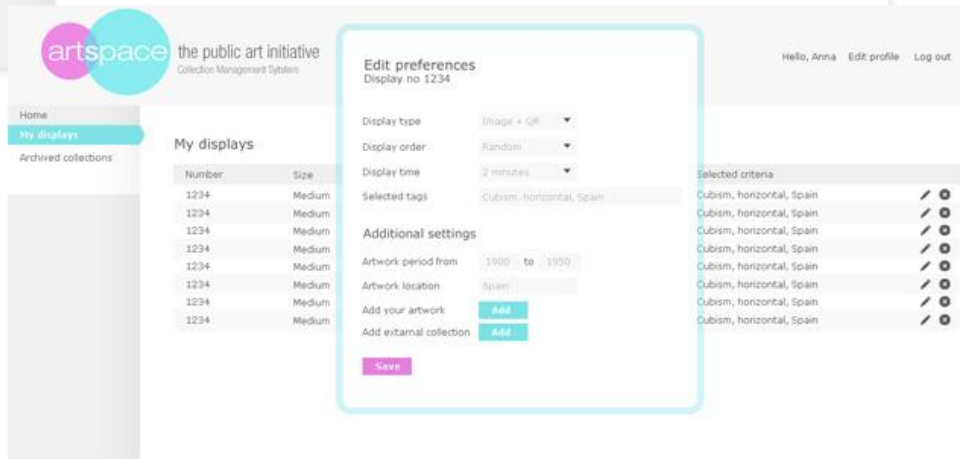
Hello, Anna Edit profile Log out

Home  
My displays  
Archived collections

### My displays

Number	Size	Location	Style	Selected criteria
1234	Medium	Main hall	Modern	Cubism, horizontal, Spain
1234	Medium	Main hall	Modern	Cubism, horizontal, Spain
1234	Medium	Main hall	Modern	Cubism, horizontal, Spain
1234	Medium	Main hall	Modern	Cubism, horizontal, Spain
1234	Medium	Main hall	Modern	Cubism, horizontal, Spain
1234	Medium	Main hall	Modern	Cubism, horizontal, Spain
1234	Medium	Main hall	Modern	Cubism, horizontal, Spain
1234	Medium	Main hall	Modern	Cubism, horizontal, Spain
1234	Medium	Main hall	Modern	Cubism, horizontal, Spain
1234	Medium	Main hall	Modern	Cubism, horizontal, Spain

Easy access and configuration



artspace the public art initiative  
Collection Management System

Hello, Anna Edit profile Log out

Home  
My displays  
Archived collections

### My displays

Number	Size
1234	Medium
1234	Medium
1234	Medium
1234	Medium
1234	Medium
1234	Medium
1234	Medium
1234	Medium
1234	Medium
1234	Medium

### Edit preferences

Display no 1234

Display type: Image + QR

Display order: Random

Display time: 2 minutes

Selected tags: Cubism, horizontal, Spain

#### Additional settings

Artwork period from: 1900 to 1999

Artwork location: Spain

Add your artwork [Add](#)

Add external collection [Add](#)

[Save](#)

#### Selected criteria

Cubism, horizontal, Spain	✓	⊙
Cubism, horizontal, Spain	✓	⊙
Cubism, horizontal, Spain	✓	⊙
Cubism, horizontal, Spain	✓	⊙
Cubism, horizontal, Spain	✓	⊙
Cubism, horizontal, Spain	✓	⊙
Cubism, horizontal, Spain	✓	⊙
Cubism, horizontal, Spain	✓	⊙
Cubism, horizontal, Spain	✓	⊙
Cubism, horizontal, Spain	✓	⊙

Various filtering criteria



1. select size
2. select style
3. select quantity
4. spread art



horizontal extra large  
style **modern**  
x1



Raspberry Pi computer



Monthly rental cost: **10€** [order now](#)

# Carrier

- LCD / LED display
- Raspberry Pi or other small computer with HDMI and full HD support
- Internet access
- SD card
- Application in C/Linux or Java/Android

# Further applications

- Education
- Marketing
  - Event teasers
  - Gamification
- Business
  - Premium curation
  - A plethora of opportunities



[www.artspace.deseostudio.com](http://www.artspace.deseostudio.com)

Agata Dziekan, Marek Średniawa  
with a great help from Krzysztof Kujawa