



European Digital Treasures:

Artistic residency for graphic and industrial designers

European Digital Treasures is a **project selected** by the **EACEA** (The Education, Audiovisual and Culture Executive Agency) of the European Union within the Creative Europe-Culture Program, in 2018. The project is underpinned by the recognition that **European archives are primary sources** to discover and reinforce joint **European culture and history**.

New business models

Within the framework of the project, the **partner institutions** from seven countries (Austria, Hungary, Ireland, Malta, Norway, Spain and Portugal) are working on the **key objective** to generate a greater added **value, profitability, visibility and economic return** for European archives, through the identification and implementation of new business models. Why? For the fundamental reason that archives throughout Europe receive hundreds of thousands of visitors and users every year, but unlike museums, most of them do not have their own **shops or merchandising products**.

To try to fill this gap and **evaluate possible sources of revenue**, the project partners engaged **12 graphic and industrial designers** to wrap their creative heads around selected archival key documents from the **three planned transmedia exhibitions** and turn them into resourceful merchandise objects.

Artistic residency designers

- **Austria::**
Hansjörg Schwab
Siegfried Gruber
- **Norway::**
Maria Strøm Astrup
Kristin Bø
- **Hungary::**
Dóra Rea Kövér
Zsófia Neuzer
- **Spain::**
Olga Toral Gambín d
Ángel Merlo
- **Malta::**
Clint Tabone
- **Portugal::**
Ana Catarina Silva
Mário Jorge Fonseca
Diogo Bessa



<h1>The workshop</h1>

<h2>The workshop</h2>

<p> The designers met in February 2020 in a **one-week-long workshop in Madrid**, hosted and coordinated by the **Spanish State Archives**.

During the morning sessions of the first three days the **designers presented and discussed their products** and exchanged ideas, techniques and opinions on craftsmanship. **Exclusive presentations by Cristina Aloviseti**, General Manager at Museo Nacional del Prado Difusion and **Álvaro Catalán de Ocón**, a renowned designer whose works are part of design collections all over the world, gave the participants valuable glimpses behind the scenes of one of Europe's most important museums and the workshop of an internationally operating designer and businessman. On the final days the 12 designers formed three working groups to **develop common products** linked to the content of the transmedia exhibitions. Each group created two **extra prototypes of merchandising products**: one targeting at a general public and the other at the younger generation, having in mind another objective of the project: **reaching new target audiences**.

During the afternoon sessions, the participants visited important museums of great international projection, such as the **Museo Nacional del Prado** or the **Thyssen-Bornemisza Museum**. They also had the opportunity to visit three exhibitions of the **Fernando Fernan Gomez Cultural Center** and the **Matadero Madrid**, a centre for cultural creation and production of all forms of artistic research and expression. </p>



<h2>The present</h2>

<p> The work of the 12 designers provides a great support in showing **different perspectives of archival documents**: where and why is a certain record in the custody of an archive? Who was the creator? How does the design and format correspond with the purpose and content of the document? In a broad variety of formats, from maps and plans to audio-visual material, models, manuscripts, charters etc. archival records safeguard manifold stories to tell from as **many different viewpoints**.

<h2>The future: final designs</h2>

<p> The **final designs** of the merchandising objects will be ready in **Summer 2020**, whereafter the partners will assess the **potential of the products on the market**. </p>