



## EUROPEAN DIGITAL TREASURES: MANAGEMENT OF CENTENNIAL ARCHIVES IN THE 21<sup>ST</sup> CENTRURY

## CATALOGUE OF PROTOTYPES OF MERCHANDISING PRODUCTS







Within the framework of European Digital Treasures project, the partner institutions are working on the key objective to generate a greater added value, profitability, visibility and economic return for European archives, through the implementation of new business models. In this framework, one question arises: Why do 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 from Spain, Austria, Hungary, Malta and Portugal to wrap their creative heads around selected archival key documents (50 in total) from the three planned transmedia exhibitions of the project and turn them into resourceful merchandise objects.

This catalogue is the result of the work of each one of the 12 designers, and was complemented with an artistic residence that took place in Madrid 17th to 21st of February 2020 hosted by the Spanish State Archives.

During the residence the group united in Madrid to present, evaluate and discuss prototypes of merchandising objects, including visits to the most inspiring artistic hotspots of the city.

The fine line our creative minds had to balance while preparing prototypes was, how to bridge a historical context depicted by an archival document into merchandise with out-of-the-box changeovers, but without unhinging the relevance the archival treasure has in view of our shared European heritage. Not an easy task — but we found a variety of solutions and products to be presented during and after the residency- as each designer has his/her own creative focus, preferred working method and material, educational background etc.



#### Notebook



#### **INSPIRED BY**



Beatus of Tábara codex -The tower 968 / 970

National Historical Archive (Spain)

I used this masterpiece (the oldest image of a scriptorium) where were produced illuminated manuscripts to created a stationery product: a notebook (A5–I00 pages) with the cover fully personalized and aged interior pages.

DESIGNER OLALLA GAMBIN





## **PRODUCT**Holder tray



COMPOSITION
Cowhide & washable silk - Adorment: Metallic
MADE IN SPAIN

#### **INSPIRED BY**



Beatus of Tábara codex -The tower. 968/970

National Historical Archive (Spain)

This manuscript was elaborated in the scriptorium of the San Salvador de Tábara Monastery (Zamora) was written in the 8th century by Santo Toribio de Liébana. The miniature tower of the San Salvador de Tábara Monastery is the oldest image of a scriptorium in European art. Two scriveners are working on the scriptorium and in an adjacent room a figure of a person seated cutting the skin of an animal with scissors. The image of the scriptorium is like a medieval office, two people working on a desk, just like a modern-day coworking space. Trays like this one are very useful objects to have on an office desk. A figure of a person seated, cutting the skin of an animal with scissors. Some ways of working have not changed at all, to make this tray with leather we cut it with scissors; on the back we have engraved the logo of Digital Treasures.

DESIGNER OLALLA GAMBIN



# **PRODUCT** - Notebook Label inside the cover with logos Stationery A5-80 pages MADE IN SPAIN

#### **INSPIRED BY**



Works of Seneca. 14th Century

Crown of Aragon Archive (Spain)

For this manuscript, I have chosen a notebook, inserted some pages to show the way people like us used to write. Nowadays, we do not spend so much time on the initial letter of the paragraph, but in ancient time people used red ink and adorned the letter with various motifs. The manuscript contains a unitary corpus of Works of moral character attribuited to Lucius Annaeus Seneca, Seneca the Younger, the most widespread version in the Middle Ages. It highlights the great miniture, full-page, which represents the author in Roman figure reading next to an open bookstore.

#### COUNTRY SPAIN

#### DESIGNER OLALLA GAMBIN

#### **PRODUCT**



Stationery
MADE IN SPAIN

#### **INSPIRED BY**



Letter from the patriarch (Catholicos) of Armenia, David IV Vagharsapat, to Phillip III, King of Spain, manifesting his faith and offering himself to serve Spain as secret agent into the dominions of Persia and Turkey.

1614

General Archive of Simancas (Spain)

The design of these 4 glass magnets represent the motifs on the top of this letter. The original letter can be found in the Archive of Simancas.







Keyring made in leather and silk, the silk is printed with the manuscript and, the leather engraved with the logo Digital Treasures.

COMPOSITION
Cowhide & washable silk - Adorment: Metallic
MADE IN SPAIN

#### **INSPIRED BY**



Letter of King Ismail I of Granada to King James II of Aragon. 1324

Crown of Aragon Archive (Spain)

In this letter of 1324, King Ismail I of Granada informs King James II of Aragon of the arrival of six muslins captured in peacetime. The document reflects the complexity of relations between the Muslim Kingdom of Granada and the Christian of Aragon, with the succession of periods of war and peace.

I thought of a painting of the handing over of the Keys of the city of Granada by Boabdil to the Catholic Kings and came up with the designd of the Keyring, althought it happpened years later in 1492.





#### **PRODUCT** Puzzle Postcard



#### **INSPIRED BY**



Act of the delivery of the Holy Chalice existing in the Monastery of San Juan de la Peña to King Martin I of Aragon, so that he could deposite it in his royal chapel, in exchange for the donation of a golden chalice.

1399

Crown of Aragon Archive (Spain)

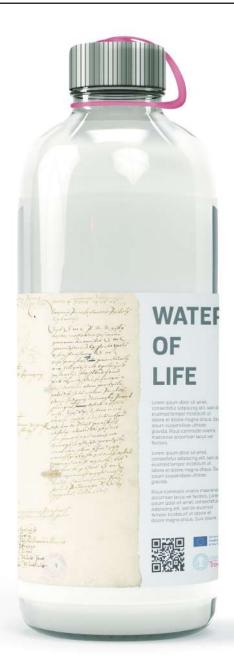
This parchment is the notarial act in public form of the delivery to King Martin I of Aragon of a Stone chalice existing until then in the monastery of San Juan de la Peña, identified since the 12th century as the holy grail used by Jesus Christ at the Last Supper. The act was authorized by the royal secretary in September 1399. Later, in 1437 the chalice was given by King Alfonso V to the catedral of Valencia as a guarantee of a loan to finance his military campaigns in Italy, and there it has been kept to this day. Unfortunately, we lo longer send postcards, but we all like receiving them. This particular card combines the joy of receiving a card with the mystery of solving a puzzle.





"Water of Life"

:: refillable glas bottle



#### **INSPIRED BY**

## Supplies of ingredients for alchemical laboratory of Rudolph II. (1574–1657)

:: National Archives of the Czech Republic



View of the letter which shows the list.

Emperor Rudolph II. transferred his residence to Prague and established within his court a magnificent circle of artists and scientists. In this context it is evident, that Rudolph had a big demand of equipment for his laboratory and became one of the most important commissioner of astronomical tools.

It is believed that these ingredients were needet for the "Holy Grail" or the "Water of Life





## COUNTRY AUSTRIA DESIGNER SIEGFRIED GRUBER

#### **PRODUCT**

"Multi Stage Rocket"

:: rubber stamp



#### **INSPIRED BY**

#### **Pro Finlandia petition (1899)**

:: National Archives of Finland



View of some sites from different countries of the pedition.

The "Great Petition" was a document produced in Finland during the first period of the Russification of Finland from I3 different countries in different languages against the February Manifesto of Tsar Nicholas II (German, Hungarian, Italian, Flamish, Danish, French, Dutch, Norwegian, Swedish, ...).

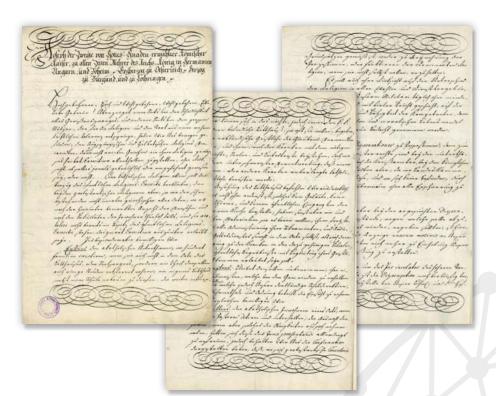




## COUNTRY AUSTRIA DESIGNER HANSJÖRG SCHWAB

# **PRODUCT** Calligraphy and lettering pen set

#### **INSPIRED BY**



#### Patent of Toleration issued by Emperor Joseph II (1781)

Exhibition I: The construction of Europe - Over IOOO years of European construction National Archives, Czech Republic, Prague

To fulfill the urge of being able to do so beautiful handwriting as the personal secretary of Emperor Joseph II you can at least buy the tools. Now you need only practice.





## COUNTRY AUSTRIA DESIGNER HANSJÖRG SCHWAB

#### **PRODUCT**

Hipster Bag



#### **INSPIRED BY**



#### Privilege charter of Brevnov Monastery (1224)

Exhibition I: The construction of Europe - Over IOOO years of European construction National Archives, Czech Republic, Prague

A hipster bag made out of cotton printed with the privilege charter. On the front is a leather pouch with the engraved Digital-Treasures-Icon.

#### PRODUCT PLANTING SET

INSPIRED BY





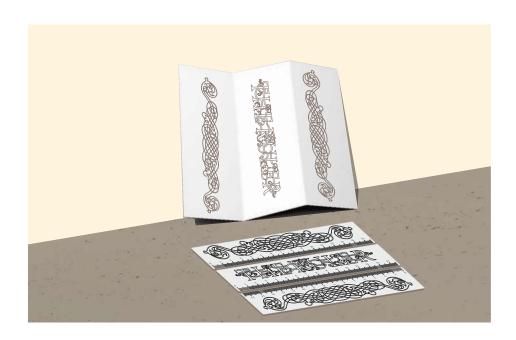
Miklós Oláh's grant of arms confirming his nobility 1548

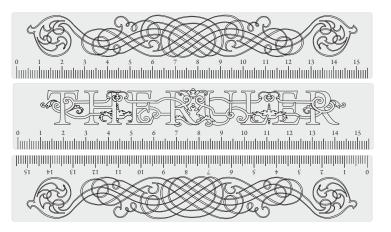
State Archives of the National Archives (Hungary)

Planting set with the graphic characters from the document, the set includes a seed paper with the shapes of a leafy branch, 6 foldable paper pots, 7 paper characters, a family tree to fill and an instruction description. Discover the time and your roots with the family plating kit.

#### PRODUCT THE RULER

#### INSPIRED BY





Texts possibilities:

THE RULER
SHE RULES
WE RULE





Queen Maria Theresa's order of honouring the Holy Right Hand of King St. Stephen 1772

State Archives of the National Archives (Hungary)

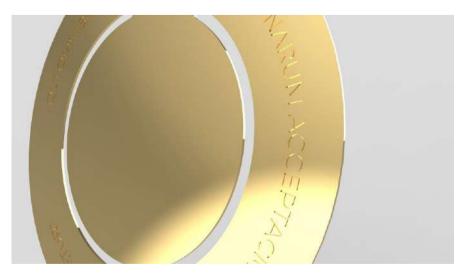
**The ruler** honoring the innovative laws of Queen Maria Theresia. The ruler is illustrated with the ornaments of the document, also combining it with the typo.





## **PRODUCT**Brass bookmark





#### **INSPIRED BY**



A private letter written by István Werbőczi to András Bátori, comes of Szatmár County

State Archives of the National Archives of Hungary

The bookmark is cut out from a very thin sheet of metal, the letters are engraved. The latin quote is from the letter, it's about equality regardless of skin colour.



Storytelling family board game called "Nem mondod?!" in the meaning of "No kidding...!"







#### **INSPIRED BY**



Miklós Oláh's grant of arms confirming his nobility

State Archives of the National Archives of Hungary

The game streches everybody's mind! It's about creating stories and reenacting old ones, that actually happened to you or someone you know. Only the very few can find out wether they are true or not... Try yourself, play, tell stories! Or just simply lie about them and test your family and friends.





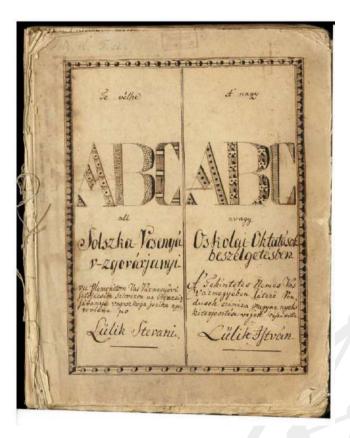
DIY time capsule not just for kids







#### **INSPIRED BY**



István Lülik's Slovenian-Hungarian alphabet book

Vas County Archives of the National Archives of Hungary

Time capsules are like finding living history in a tin can. It' always fun to find memories and objects from the past, always exciting to reveal things about people's lives before us. This set is designed to bury some everyday objects as a time capsule at a dedicated place, possibly for another generation to reveal.



#### PRODUCT I

Wool scarf

Constitution scarf § I Jacquard woven scarf with extracts from the Constitution. Made in natural brown and white wool from Norwegian sheep.



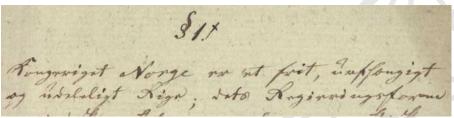
Did you know that the Jacquard loom is part of our digital history? Invented in 1804, ten years before the Norwegian Constitution was written, it used punch cards for the patterns – and the technique is considered the very first data programming. Punch cards were used in computers even up to the 1980's!

#### **INSPIRED BY**



The Norwegian Constitution of 1814 – First draft, 1814

The National Archives of Norway



The first part of the first sentence of the first paragraph of the first draft of the Constitution: "Kongeriget Norge er et frit, uafhængigt og udeleligt Rige". The Kingdom of Norway is a free, independent, indivisible and inalienable realm.





#### Sketch book



#### The Mass of Saint Olav

The Mass of Saint Olav is a unique example of poetic and musical creativity from a little documented period of Norwegian history.

This medieval sheet contains *Lux illuxit letabunda*, used in the celebration of Saint Olav on his Feast Day, *Olsok*. It gives us a vivid insight into the ecclesiastical history of Northern Europe.

While the content dates back to the end of the 12th Century, the manuscript is written in the 15th Century.

The parchment is one of around 6.000 fragments that were used as binding of accounts sent from Norwegian authorities to the Government in Copenhagen, mainly in the 17th Century. They were rediscovered and returned to Norway in the 19th century.

This beatiful medieval manuscript already has a history of being used as book-binding. Read the story inside!

#### **INSPIRED BY**



The Mass of Saint Olav, 15th Century

The National Archives of Norway

The Mass of Saint Olav is a unique example of poetic and musical creativity from a little documented period of Norwegian history.

The document is written in the I5th Century, while the content dates back to the end of the I2th Century.

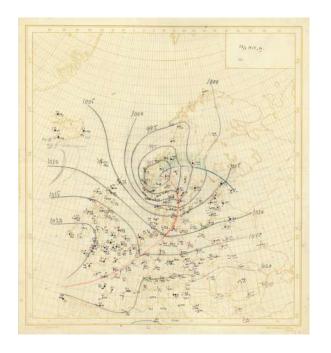




#### Umbrella



#### **INSPIRED BY**



Founding of modern meteorology – weather map, 1918

The National Archives of Norway

Weather map from August 25th I9I8. Noted: Rain at night 55,0. Cloudy 8AM.

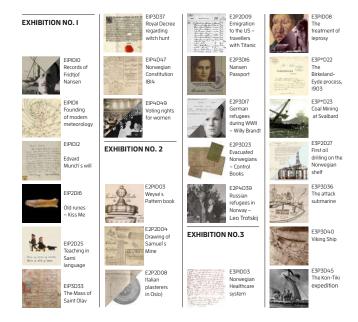




#### **PRODUCT I** Furoshiki



#### **INSPIRED BY**



#### All of the documents that constitute Norways contribution to all three exhibitons.

Pattern based on the idea of a map of the brain, because that is where memory is located, and a mind map with all the above documents crossed with the brainmap. The shape is also reminiscent of a cloud, because that is where our data (memory) is stored in the digital age. Our memory is the key to everything we are. Unlock the Digital treasures.

**FUROSHIKI** A multifunctional squaremeter. Inspired by traditional ways of carrying things, it brings the thoughts to all three exhibiton themes, migratory flows, the founding of Europe when people moved about spreading ideas, and Discoveries, when europeans travelled the world. It can therefore represent the ideas of free movement of goods, capital, services, and labour within the European Union. Both modern and traditional, a more sustainable way of carrying and / or decorating your self or your home. A souvenir / memoir useful and easy to carry while travelling. The design is screen printed by hand onto premium cotton satin giving a soft feel and elegant drape, the edges are carefully hand rolled and sewn. Instuctions for the various uses follow the product. 90x90 cm.





own memory and brain!

#### **PRODUCT |** Memory Board Game









#### **INSPIRED BY**



#### All of the documents that constitute Norways contribution to all three exhibitons.

Pattern based on the idea of a map of the brain, because that is where memory is located, and a mind map with all the above documents crossed with the brainmap. The shape is also reminiscent of a cloud, because that is where our data (memory) is stored in the digital age. Our memory is the key to everything we are. Unlock the Digital treasures.

**MEMO GAME** with 50 pairs of cards with motifs from all of the documents above, plus the corresponing illustrations from the pattern. To create curiosity about the diverse histories contained in the archives, from the brave and beatiful to the grave and grotesque, now made all the more accesible and digittized. Have fun playing this boardgame, regardless of age! An easy but engaging game for the the youngest to interact with elder generations. Get to know the treasures kept in our collective memory, the archives of Europe, and at the same time exercise your

#### **PRODUCT |** Shopping Bag



#### **INSPIRED BY**



#### All of the documents that constitute Norways contribution to all three exhibitons.

Pattern based on the idea of a map of the brain, because that is where memory is located, and a mind map with all the above documents crossed with the brainmap. The shape is also reminiscent of a cloud, because that is where our data (memory) is stored in the digital age. Our memory is the key to everything we are. Unlock the Digital treasures.

**FOLDABLE REUSABLE SHOPPINGBAG** in (recycled) polyester. Print area 30x30 cm. Something to carry what you need not to forget?

A small and easy thing to pick up in a museum shop.

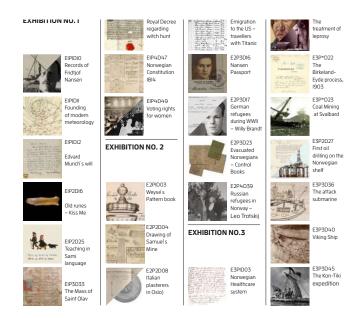




#### **PRODUCT |** Postcard Set



#### **INSPIRED BY**



#### All of the documents that constitute Norways contribution to all three exhibitons.

Pattern based on the idea of a map of the brain, because that is where memory is located, and a mind map with all the above documents crossed with the brainmap. The shape is also reminiscent of a cloud, because that is where our data (memory) is stored in the digital age. Our memory is the key to everything we are. Unlock the Digital treasures.

**SET OF TEN POSTCARDS** times five. A total of 50 motifs from all of the documents above, plus the corresponing illustrations from the pattern. To send to friends to make them both remember you, and create curiosity around the Digital Treasure documents. Or too keep as a memory. Size A6. A small and easy thing to pick up in a museum shop.





#### **PRODUCT I** Memo Note Pad







#### **INSPIRED BY**



#### All of the documents that constitute Norways contribution to all three exhibitons.

Pattern based on the idea of a map of the brain, because that is where memory is located, and a mind map with all the above documents crossed with the brainmap. The shape is also reminiscent of a cloud, because that is where our data (memory) is stored in the digital age. Our memory is the key to everything we are. Unlock the Digital treasures.

**MEMO PAD** with various selfadhesive sticky notes. Because it helps people remember, both what they write on it and the Digital Treasures. A small and easy thing to pick up in a museum shop.





#### **PATTERN**

#### **EXHIBITION NO. I**



**EIPIDIO** Records of Fridtjof Nansen



Founding of modern meteorology



EIPIDI2 Edvard Munch's will



Old runes Kiss Me



EIP3D33 The Mass of Saint Olav



EIP3D37 Royal Decree regarding witch hunt

Norwegian

Constitution

EIP4D49

Voting rights

for women

E2PID03

Pattern book

Weysé s

E2P2D04

Drawing of

Samuel s

E2P2D08

plasterers

n Oslo

Italian

1814

**EXHIBITION NO. 2** 



E2P2D09 Emigration to the US travellers with Titanic



The treatment of leprosy







E3P\*D23 Coal Mining at Svalbard



E3P2D27 First oil drilling on the Norwegian shelf



E3P3D36 The attack submarine



Viking Ship



E3P3D45 The Kon-Tiki expedition



E2P3DI7

German

refugees

during WWII -

Willy Brandt

E2P3D23

Evacuated

Norwegians

- Control

E2P4D39

refugees in

Leo Trotskij

Norway -

E3PID03

Norwegian

Healthcare

system

**EXHIBITION NO.3** 

Russian



E3PID08







E3P3D40



#### **INSPIRED BY**

#### **EXHIBITION NO. I**



**EIPIDIO** Records of Fridtjof Nansen

EIPIDII

EIPIDI2

Edvard

EIP2DI6

Old runes

- Kiss Me

EIP2D25

language

EIP3D33

The Mass of

Saint Olav

Sami

Teaching in

Munch's will



EIP4D49 Voting rights for women

EIP3D37

Royal Decree

regarding

witch hunt

EIP4D47

1814

Norwegian

Constitution



E2PID03

Weysé s

E2P2D04

Drawing of

Samuel s

E2P2D08

plasterers

in Oslo)

Italian

Mine Mine

Pattern book

**EXHIBITION NO. 2** 



E2P3D23 Evacuated Norwegians - Control Books

E2P2D09

Emigration

to the US -

with Titanic

travellers

E2P3DI6

Nansen

Passport

E2P3DI7

German

refugees

during WWII

- Willy Brandt



E2P4D39 Russian refugees in Norway -Leo Trotskij





E3PID03 Norwegian Healthcare system



E3PID08 treatment of leprosy



E3P\*D22 The Birkeland-Eyde process, 1903



E3P\*D23 Coal Mining at Svalbard



First oil drilling on the Norwegian



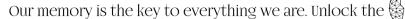


Viking Ship



E3P3D45 The Kon-Tiki expedition

#### **MOTTO**





**PATTERN AND MOTTO** inspired by all of the documents that constitute Norways contribution to all three exhibitons. Based on the idea of a map of the brain, because that is where memory is located, and a mind map with all the above documents crossed with the brainmap. The shape is also reminiscent of a cloud, because that is where our data (memory) is stored in the digital age. Our memory is the key to everything we are. Unlock the Digital treasures.



## COUNTRY MALTA DESIGNER CLINT TABONE

## **PRODUCT** Tote bag



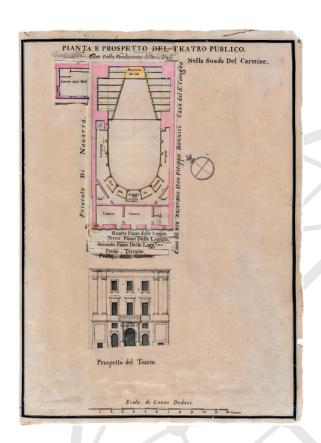
#### **INSPIRED BY**

This plan of the Manoel Theatre in Valletta forms part of the Cabreo Vilhena within the Archives of the Order of St John. A Cabreo is an inventory of the property belonging, in this case, to the Order of St John.

This splendid Cabreo, designed by Romano
Carapecchia (1668-1738), documents all those edifices, gardens, windmills and all the property belonging to the foundation of the Portuguese Grand Master Antonio Manoel de Vilhena (1663-1736) who is credited with the reconstruction of Mdina after the earthquake of 1693, the building of the Manoel Theatre (to the design of Carapecchia), Fort Manoel and the town of Floriana.

The Manoel Theatre was commissioned in 1731 by Grand Master Vilhena who personally funded its construction to serve as a public theatre "for the honest recreation of the people."

Originally called the Teatro Pubblico, its name was changed to Teatro Reale in 1812, and renamed Manoel Theatre in 1866.





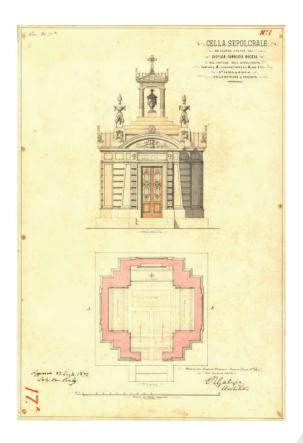


## **PRODUCT**Cemetery Poster





#### **INSPIRED BY**



A design of a sepuchral cell for Lorenzo Farrugia Bugeja and his family by architect Emanuele Luigi Galizia (1830-1907) to be built at the Addolorata Cemetery, dated 20 July 1872 . The Burial Ordinance (1869) parted with the tradition of Church burials in Malta and prohibited the burial within Valletta, Floriana, Vittorioisa, Senglea and Cospicua, leading to the opening of the Addolorata Cemetery, Malta's largest cemetery. However, people were uneasy to use this cemetery. In fact, the first burial took place three years later.





Jigsaw Puzzle



#### **INSPIRED BY**



A chorographic image of the peregrination of St Paul, in which almost all the geographical places, especially, however, of the history of the Apostles written down by St Luke, and of the New Testament, are shown to be examined with your eyes.





#### Notebook



#### **INSPIRED BY**

	0	1		tal Kittick tal Malti"			1 23	
	Letter Types	Sound	Examples					
	Δ.	0 (0 ( 0)	Orda ca	15.	L,l.	Elle I Lam)	Lizla	
	Aa		anda, sân	16.	M.m	Emme (Min)	Mejde	
	B, &-	The second second	Bejt , ktuch		N, M	Enne (hun)	Manas	
	e, i	be (bim)	Eajth, cemp	18.	0,0	O (alef & voz)	mor	
	D, d	De (Dal deal dhal Theza)	Dandan	19.	P. p	Pe -	Patri	
	E. 4 .	(Effe (Fa)			Q.q	Qu (Qaf)	Qadi	
	• 1	(Effe (Fa) E, Alef and va,	) lef Xêno	21.	R.a	Ene (Ra)	Râs	
	F, f	Effe (Fa)	Felfel	22.	5.5	Esse (Tsa ) sin sad )	Silà	
	9,9	Ge (Gim)		23.	Tt	The second second		
).	G.9	Sa (Sam)	giddieh gandoffl		Tt	Te(Tha ta)	Tul	
		(Stain	Chain , tagh		u,v,	Wa and va	Sufa	
	Gr. of	He (Ha)			V. v	Ve	Venue	
	# #	Ette (#a)			W. w	Wa (Waw)	Walk	
1.								

A proposal for the Maltese alphabet sent by the Union of Writers in Maltese to Government on 22 December 1921. The Maltese, a language with semitic roots written in latin characters, lacked an official alphabet up to 1934.





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