
**EUROPEAN DIGITAL TREASURES: MANAGEMENT OF CENTENNIAL ARCHIVES IN
THE 21ST CENTURY**

**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.



PRODUCT

T-shirt



Description
and data of product
printed on
the packaging label.

INSPIRED BY



Copy of the privileges and royal grants, franchises and rights granted by the kings of Castille and Leon to the Genoese merchants that live in the very noble city of Seville 1251-1537

General Archive of Simancas
(Spain)

Evocating the film Superman and emphasizing the Genoese families "Super" because of their privileges collected and told in this books which I have taken for inspiration, I designed a personalized T-shirt using the capital letter "S", in different sizes for women and men.

PRODUCT

"The possibility of traveling
is not a matter of course"

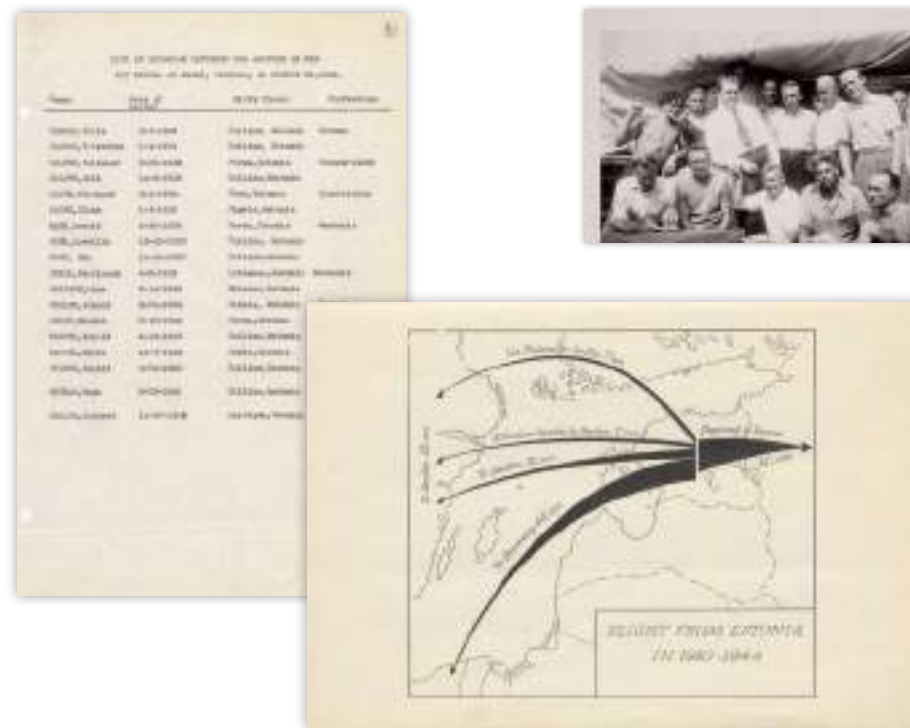
:: passport casing



INSPIRED BY

Flight from Estonia (1940–1944)

:: National Archives of Estonia



View of various documents (maps, drawings, photographs, writings etc.)

The map illustrates the situation of Estonians in Sweden during the after-war period when there were organised the Estonian Committee in Sweden, dealing with many activities of Estonian refugees in Sweden.

PRODUCT

"Transmission of time."

:: poster artwork



INSPIRED BY

Letter of Emperor Charles VI. regarding „Transmigrants“ (14th July 1734, Vienna)

:: AT-OÖLA, Archiv der Landeshauptmannschaft



The euphemistic term „Transmigration“ stood within the meaning of the Austrian Hofkanzlei for the enforced deportation of subjects from their home to distant territories of the Habsburg monarchy because of their Lutheran religion.

PRODUCT

T-Shirt



INSPIRED BY



Emigration to America from Czechoslovakia (1930)

Exhibition 2: Exiles, migratory flows and solidarity
National Archives, Czech Republic, Prague

inspired by generic T-Shirts with random words and numbers on them.
On this T-Shirt the message is clear, the elements are historic facts and
add up to a adventurous story in your mind.

PRODUCT

A notebook to
support refugees



INSPIRED BY



Report of the Austrian Minister of Interior Alexander Bach
regarding Lottery for refugees (1850)

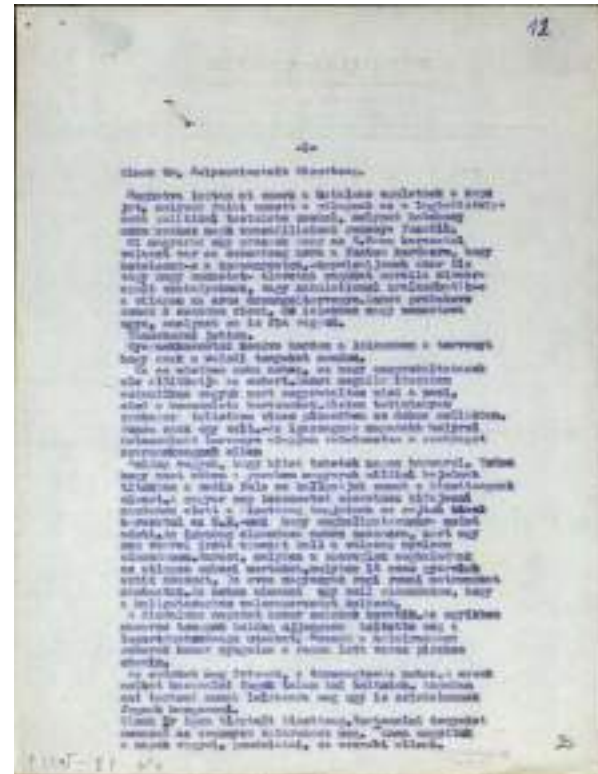
Exhibition 2: Exiles, migratory flows and solidarity
National Archives, Czech Republic, Prague

A notebook in DIN A6 with perforated pages. The pages show the motto of the revolution "Liberté, égalité, fraternité" and remind us of the basics of democracy. With every sold item 1 Euro is donated to UNHCR. By buying one of these notebooks you support refugees in a similar way people did in 1850 by buying a lottery ticket.

PRODUCT **ANTIC HEROE & ROMAN MATRON T-SHIRTS**



INSPIRED BY



„.... egy nép vérről írott eposzát kell a valóság nyelvén elmondanom. Harcot, melyben a szereplők meghaladták az átlagos emberi mértéket, melyben 14 éves gyerekek antik hőseket, 70 éves nagymamák régi római matrónákat mintáztak.” - HU

„.... I have to interpret a nation's blood-written epos using the language of reality. A fight in which the characters exceeded average human level, in which 14-year-old children modelled antique heroes, 70-year-old grandmothers as old Roman matrons.” - EN

A draft of József Kővágó's speech, spoken before the UN Special Committee on the revolutionary events of 1956. 1957
State Archives of the National Archives (Hungary)

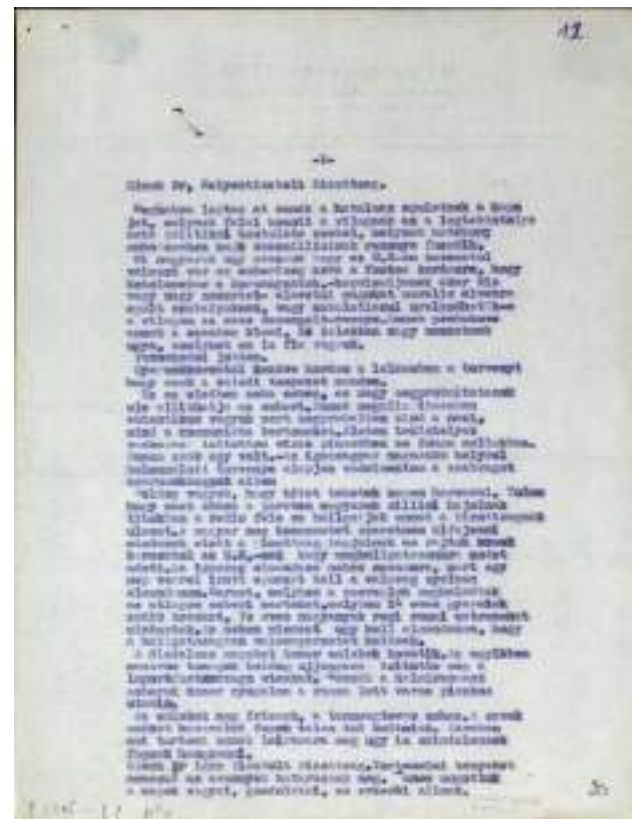
Antic heroine & Roman matron T-shirts are commemorating the extreme event in '56, during civilian felt they need to act and unite their power on the streets.

PRODUCT

Engraved, never running-out pen: an inkless solution, consisting of a special metal.



INSPIRED BY



József Kővágó's speech before the UN Special Committee on the revolutionary events of 1956

State Archives of the National Archives of Hungary

The engraving is a quote from the text about telling always the truth. It's elegant, almost like an object simultaneously from the ancient times and the far future.

PRODUCT

„Wanderbuch” Travelling notebook set with
calendar, sketchbook and passport holder



INSPIRED BY



Wanderbuch of Jakab Modern, toolsmith journeyman from Pozsony

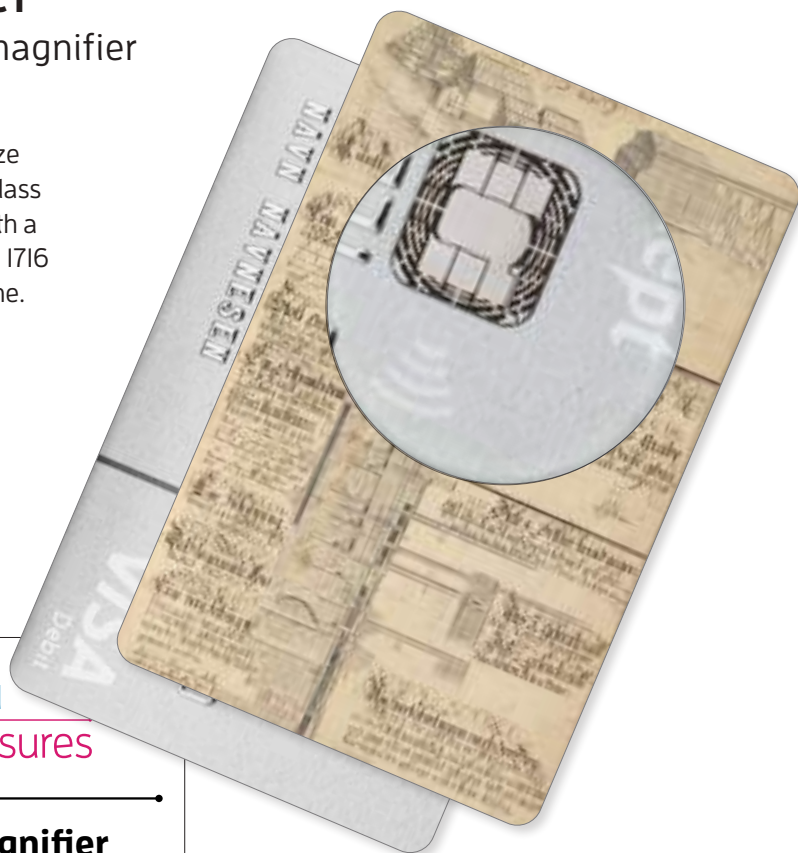
State Archives of the National Archives of Hungary

It's a variable sketchbook set following a traditional format of the japanese travelling notebooks.

PRODUCT

Pocket magnifier

Credit card size
magnifying glass
decorated with a
drawing from 1716
of a silver mine.



Pocket Magnifier

A tool to help you dig through
the archival treasure troves.
It is decorated with a map of
Samuel's Silver Mine from 1716.

©Arkivverket, Norway

digitaltreasures.eu



INSPIRED BY



Samuels Mine, 1723

The National Archives of Norway

We can dig in the archives to find treasures, and search with
a loupe (analog or digital) instead of pick and shovel.



PRODUCT

Drinking glass

Weyse's thirst: Contemporary whisky glass decorated with historical glass models from Ib Olufsen Weyse's template book of original glasswork designs of 1763.



INSPIRED BY



Weyse's pattern book, 1763

The National Archives of Norway

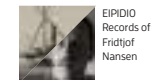
Weyse's Pattern books shows products from the early Norwegian glass industry and might be regarded as the advertising catalogues of their time. Ib Olufsen Weyse was a signet ring, letter and seal engraver in Copenhagen. The glass workers were hired from German states and England.

PRODUCT | Furoshiki



INSPIRED BY

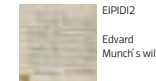
EXHIBITION NO. 1



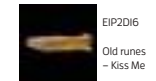
EIP3D37
Royal Decree
regarding
witch hunt



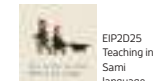
EIP4D47
Records of
Fridtjof
Nansen



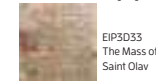
EIP4D49
Founding of
modern
meteorology



EIP2D12
Edvard
Munch's will



EIP2D16
Old runes
– Kiss Me



EIP2D25
Teaching in
Sami
language



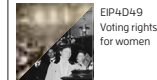
EIP3D33
The Mass of
Saint Olav



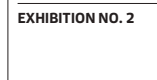
EIP4D47
Norwegian
Constitution
1814



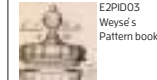
EIP4D49
Voting rights
for women



EIP2D03
Weyse's
Pattern book



EIP2D04
Drawing of
Samuel's
Mine



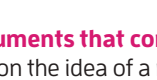
EIP2D08
Italian
plasterers
in Oslo



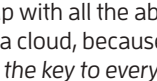
EIP3D03
Norwegian
Healthcare
system



EIP3D08
The
treatment of
leprosy



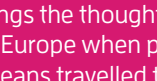
EIP3D22
The
Birkeland-
Eyde process,
1903



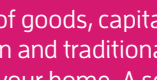
EIP3D23
Coal Mining
at Svalbard



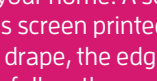
EIP3D27
First oil
drilling on the
Norwegian
shelf



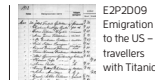
EIP3D36
The attack
submarine



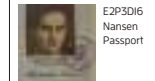
EIP3D40
Viking Ship



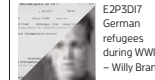
EIP3D45
The Kon-Tiki
expedition



EIP2D09
Emigration
to the US –
travellers
with Titanic



EIP2D16
Nansen
Passport



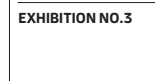
EIP2D17
German
refugees
during WWII
– Willy Brandt



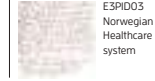
EIP2D23
Evacuated
Norwegians
– Control
Books



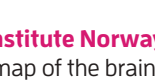
EIP2D39
Russian
refugees in
Norway –
Leo Trotsky



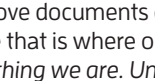
EIP3D03
Norwegian
Healthcare
system



EIP3D08
The
treatment of
leprosy



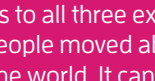
EIP3D22
The
Birkeland-
Eyde process,
1903



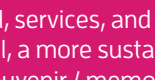
EIP3D23
Coal Mining
at Svalbard



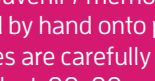
EIP3D27
First oil
drilling on the
Norwegian
shelf



EIP3D36
The attack
submarine



EIP3D40
Viking Ship



EIP3D45
The Kon-Tiki
expedition

All of the documents that constitute Norway's contribution to all three exhibitions.
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.*

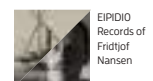
FUROSHIKI A multifunctional squaremeter. Inspired by traditional ways of carrying things, it brings the thoughts to all three exhibition themes, migratory flows, the founding of Europe when people moved about spreading ideas, and Discoveries, when Europeans travelled the world. It can therefore represent 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. Instructions for the various uses follow the product. 90x90 cm.

PRODUCT | Memory Board Game

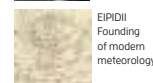


INSPIRED BY

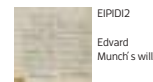
EXHIBITION NO. 1



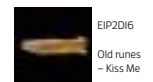
EIP1D10
Records of
Fridtjof
Nansen



EIP1D11
Founding of
modern
meteorology



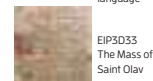
EIP1D12
Edvard
Munch's will



EIP2D16
Old runes
- Kiss Me



EIP2D25
Teaching in
Sami
language



EIP3D33
The Mass of
Saint Olav



Royal Decree
regarding
witch hunt



EIP4D47
Norwegian
Constitution
1814



EIP4D49
Voting rights
for women



EXHIBITION NO. 2



E2P1D03
Weyse's
Pattern book



E2P2D04
Drawing of
Samuel's
Mine



E2P2D08
Italian
plasterers
in Oslo



Emigration
to the US -
travellers
with Titanic



E2P3D16
Nansen
Passport



E2P3D17
German
refugees
during WWII
- Willy Brandt



E2P3D23
Evacuated
Norwegians
- Control
Books



E2P4D39
Russian
refugees in
Norway -
Leo Trotsky



EXHIBITION NO. 3



E3P1D03
Norwegian
Healthcare
system



The
treatment of
leprosy



E3P4D22
The
Birkeland-
Eyde process,
1903



E3P4D23
Coal Mining
at Svalbard



E3P2D27
First oil
drilling on the
Norwegian
shelf



E3P3D36
The attack
submarine



E3P3D40
Viking Ship



E3P3D45
The Kon-Tiki
expedition

All of the documents that constitute Norway's contribution to all three exhibitions.

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 corresponding illustrations from the pattern. To create curiosity about the diverse histories contained in the archives, from the brave and beautiful to the grave and grotesque, now made all the more accessible and digitized. Have fun playing this boardgame, regardless of age! An easy but engaging game for 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 own memory and brain!

PRODUCT | Shopping Bag



INSPIRED BY

EXHIBITION NO. 1			EXHIBITION NO. 2			EXHIBITION NO. 3		
	EIP1D10 Records of Fridtjof Nansen	Royal Decree regarding witch hunt		EIP4D47 Norwegian Constitution 1814	Emigration to the US – travellers with Titanic		E3P+D22 The Birkeland- Eyde process, 1903	
	EIP1D11 Founding of modern meteorology		EIP4D49 Voting rights for women		E2P3D16 Nansen Passport		E3P+D23 Coal Mining at Svalbard	
	EIP1D12 Edvard Munch's will				E2P3D17 German refugees during WWII – Willy Brandt		E3P2D27 First oil drilling on the Norwegian shelf	
	EIP2D16 Old runes – Kiss Me			E2P1D03 Weysé's Pattern book		E2P4D39 Russian refugees in Norway – Leo Trotskij		E3P3D36 The attack submarine
	EIP2D25 Teaching in Sami language			E2P2D04 Drawing of Samuel's Mine				E3P3D40 Viking Ship
	EIP3D33 The Mass of Saint Olav			E2P2D08 Italian plasterers in Oslo)				E3P3D45 The Kon-Tiki expedition

All of the documents that constitute Norway's contribution to all three exhibitions. 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



Wrap around paper label. for packaging ten postcards.

INSPIRED BY

EXHIBITION NO. 1

EIPID0
Records of
Fridtjof
Nansen

EIPID11
Founding
of modern
meteorology

EIPID12
Edvard
Munch's will

EIP2DI6
Old runes
- Kiss Me

EIP2D25
Teaching in
Sami
language

EIP3D33
The Mass of
Saint Olav

Royal Decree
regarding
witch hunt

EIP4D47
Norwegian
Constitution
1814

EIP4D49
Voting rights
for women

E2P3D03
Weyse's
Pattern book

E2P2D04
Drawing of
Samuel's
Mine

E2P2D08
Italian
plasterers
in Oslo

E2P3D16
Nansen
Passport

E2P3D17
German
refugees
during WWII
- Willy Brandt

E2P3D23
Evacuated
Norwegians
- Control
Books

E2P4D39
Russian
refugees in
Norway -
Leo Trotskij

Emigration
to the US -
travellers
with Titanic

E2P3D16
Nansen
Passport

E2P3D17
German
refugees
during WWII
- Willy Brandt

E2P3D23
Evacuated
Norwegians
- Control
Books

E2P4D39
Russian
refugees in
Norway -
Leo Trotskij

E3P3D03
Norwegian
Healthcare
system

E3P3D03
Norwegian
Healthcare
system

The
treatment of
leprosy

E3P*D22
The
Birkeland-
Eyde process,
1903

E3P*D23
Coal Mining
at Svalbard

E3P2D27
First oil
drilling on the
Norwegian
shelf

E3P3D36
The attack
submarine

E3P3D40
Viking Ship

E3P3D45
The Kon-Tiki
expedition

EXHIBITION NO. 2

EXHIBITION NO. 3

All of the documents that constitute Norway's contribution to all three exhibitions. 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 corresponding 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 | Memo Note Pad



Wrap around paper label / print on cover.

INSPIRED BY

EXHIBITION NO. 1

EIPID10
Records of
Fridtjof
Nansen

EIPID11
Founding of
modern
meteorology

EIPID12
Edvard
Munch's will

EIP2DI6
Old runes
- Kiss Me

EIP2D25
Teaching in
Sami
language

EIP3D33
The Mass of
Saint Olav

Royal Decree
regarding
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EIP4D47
Norwegian
Constitution
1814

EIP4D49
Voting rights
for women

E2P3D16
Nansen
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refugees
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E2P3D23
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- Control
Books

E2P4D39
Russian
refugees in
Norway -
Leo Trotsky

E2P2D04
Drawing of
Samuel's
Mine

E2P2D08
Italian
plasterers
in Oslo

Emigration
to the US -
travellers
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E2P3D16
Nansen
Passport

E2P3D17
German
refugees
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- Willy Brandt

E2P3D23
Evacuated
Norwegians
- Control
Books

E2P4D39
Russian
refugees in
Norway -
Leo Trotsky

E2P2D04
Drawing of
Samuel's
Mine

E2P2D08
Italian
plasterers
in Oslo

E3P1D03
Norwegian
Healthcare
system

The
treatment of
leprosy

E3P*D22
The
Birkeland-
Eyde process,
1903

E3P*D23
Coal Mining
at Svalbard

E3P2D27
First oil
drilling on the
Norwegian
shelf

E3P3D36
The attack
submarine

E3P3D40
Viking Ship

E3P3D45
The Kon-Tiki
expedition

EXHIBITION NO. 2

EXHIBITION NO. 3

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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. 1



EIPIDIO
Records of
Fridtjof
Nansen



EIPIDII
Founding
of modern
meteorology



EIPIDI2
Edvard
Munch's will



EIP2DI6
Old runes
– Kiss Me



EIP2D25
Teaching in
Sami
language



EIP3D33
The Mass of
Saint Olav



EIP3D37
Royal Decree
regarding
witch hunt



EIP4D47
Norwegian
Constitution
1814



EIP4D49
Voting rights
for women

EXHIBITION NO. 2



E2PID03
Weyse's
Pattern book



E2P2D04
Drawing of
Samuel's
Mine



E2P2D08
Italian
plasterers
in Oslo



E2P2D09
Emigration
to the US –
travellers
with Titanic



E2P3DI6
Nansen
Passport



E2P3DI7
German
refugees
during WWII –
Willy Brandt



E2P3D23
Evacuated
Norwegians
– Control
Books



E2P4D39
Russian
refugees in
Norway –
Leo Trotskij

EXHIBITION NO.3



E3PID03
Norwegian
Healthcare
system



E3PID08
The
treatment of
leprosy



E3P*D22
The
Birkeland-
Eyde process,
1903



E3P*D23
Coal Mining
at Svalbard



E3P2D27
First oil
drilling on the
Norwegian
shelf



E3P3D36
The attack
submarine



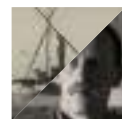
E3P3D40
Viking Ship



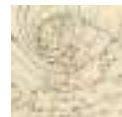
E3P3D45
The Kon-Tiki
expedition

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EXHIBITION NO. 1



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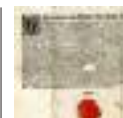
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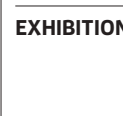
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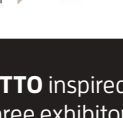
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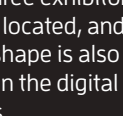
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