
**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.

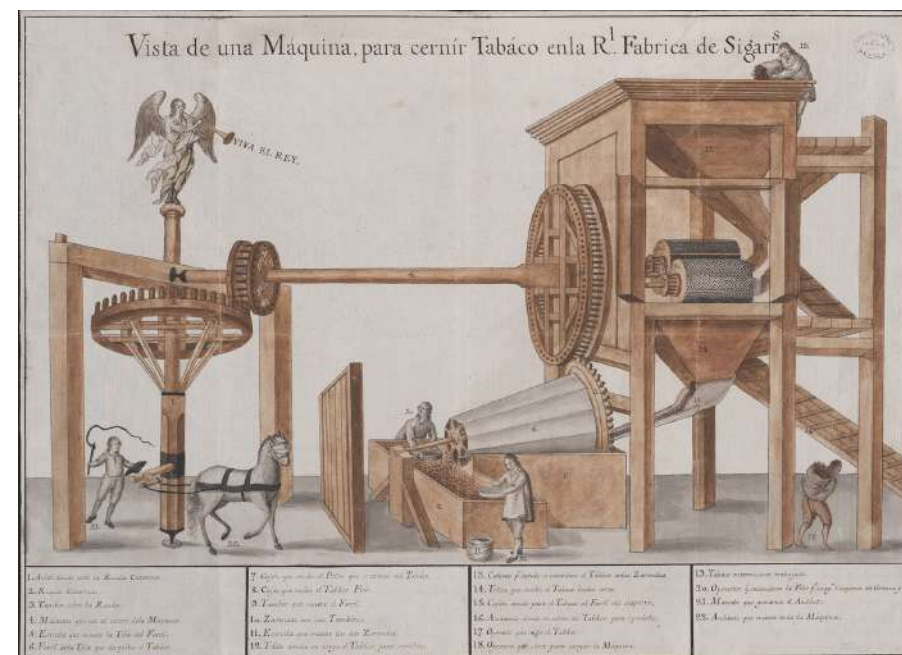


PRODUCT

Chocolate cigars



INSPIRED BY



View of a tobacco sieving machine from The Royal Cigar Factory of Mexico
1785

General Archive of the Indies (Spain)

From this machine to make tobacco I've created an edible chocolate product with personalized box for containing (almost everyone likes chocolate) remembering the cigars they made at that period and that are still being manufactured today. Don't smoke. Eat chocolate !

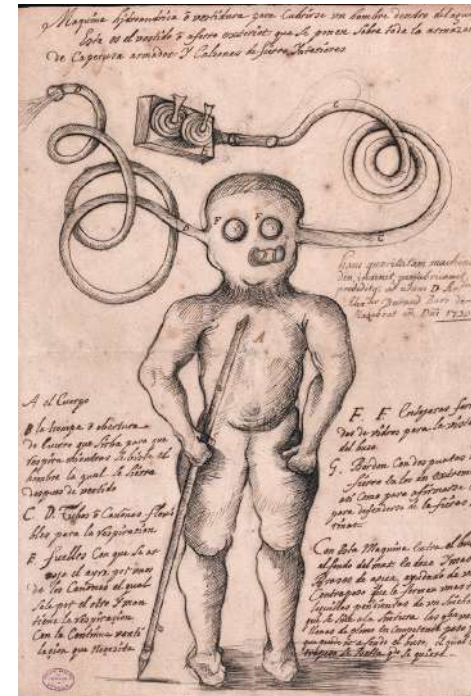
PRODUCT

Protection cover for backpacks



Description and data of product
printed on the label on the bag.

INSPIRED BY



Hydroandric machine or
underwater garment: this is
the external layer over which
the structure for the head,
the doublet, and the inner iron
breeches were disposed
1720

General Archive of the Indies
(Spain)

From this drawing (machine for diving underwater in the colonial period)
I've created a personalized waterproof polyester cover for backpack with
adjustable elastic. The blue color has been chosen evocating the seabed. In
addition to protection against water it also protects from opening by thieves.

PRODUCT

Glass bottle



Description and data
of product printed
on the label.

INSPIRED BY



*Plan of a machine to raise fresh
water from the river to the Alcazar
of Toledo and supply the city
1561*

General Archive of Simancas
(Spain)

Using the concept of bringing water trough this succesfull invent made in the I6th century I created a product for domestic or sport use for bringing water or drinks easily. Is made of glass and stainless steel with circular screen printing in black around it and protected with softshell sleeve personalized with digital Treasures logo.

PRODUCT

"Multi Stage Rocket"

:: wooden toy rocket



INSPIRED BY

Coligatus of Conrad Haas from Sibiu about cannons and missiles (1400 - 1569)

:: Arhivele Nationale ale României

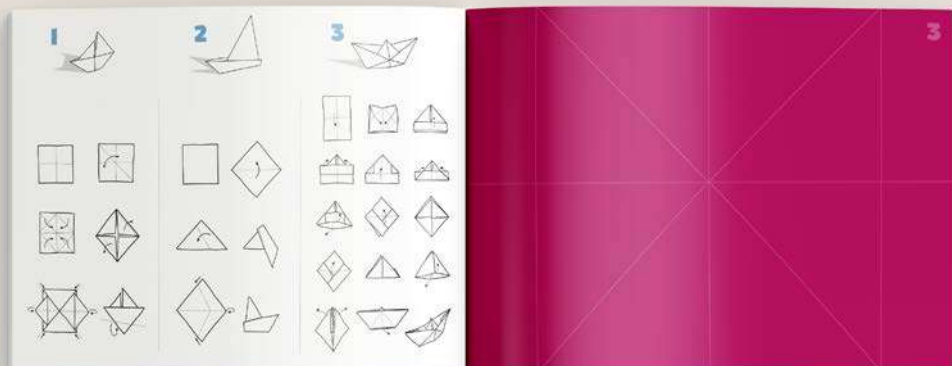


View of the rocket drawings from the Manuscript.

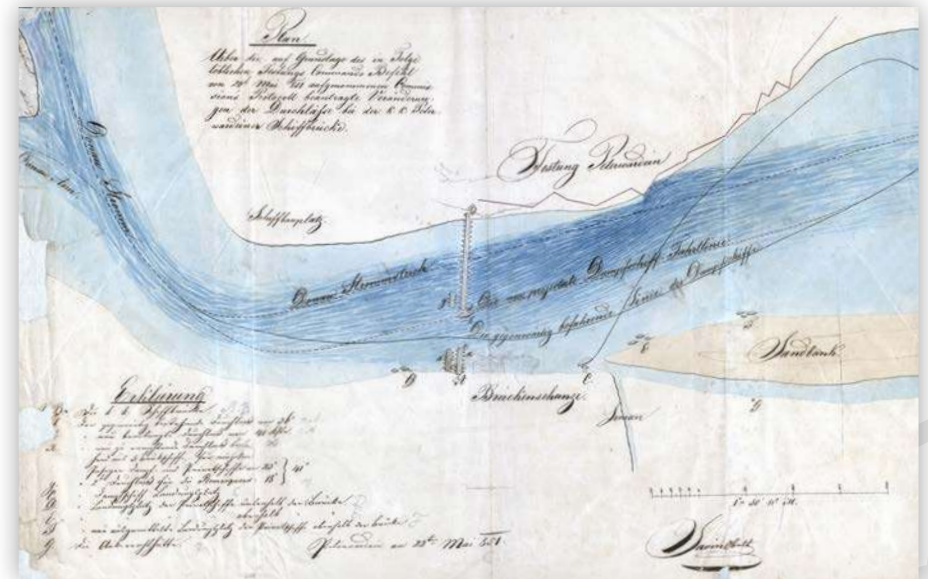
The Conrad Haas manuscript is the oldest known document in the history of the modern rocket and the author can be considered worldwide as a space and rocket pioneer.

PRODUCT

Folding plans for paper boats with pre-coloured paper sheets



INSPIRED BY



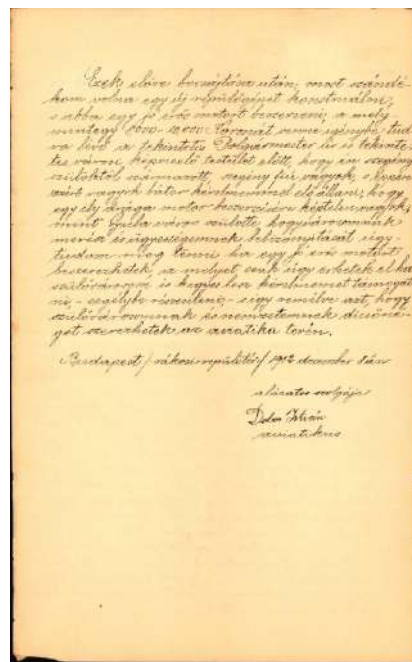
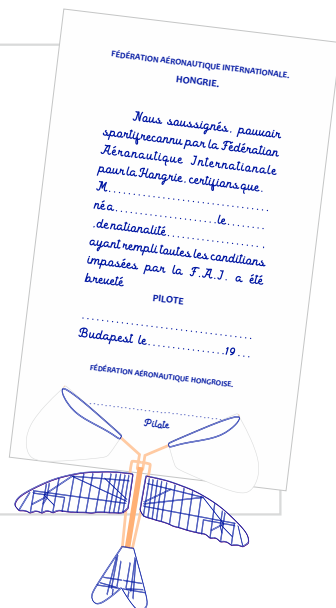
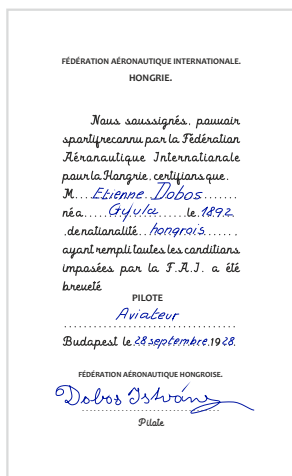
Changes of the passages of boats on the Danube (1851)

Exhibition I: The construction of Europe - Over 1000 years of European construction
National Archives, Czech Republic, Prague

Folding plans for three different paper boats und perforated coloured sheets with guidelines to easily fold the boats.

PRODUCT ■ **THE AVIATOR CARD WITH FLYING PLANE**

INSPIRED BY



Letter from István Dobos to the Mayor of Gyula in request of aviation 1912
BeML - Békés Country Archives of the National Archives (Hungary)

The aviator postcard set is illustrated with the portrait of a hungarian aviator, István Dobos who applied for a new engine for his plane. The set includes a licence to fill for a little aviator, and a flying plane too, that can be activated by twisting the propeller and placing it back in the folded card. **When you open the card, the plane flies out!**

PRODUCT ■ EMBROIDERABLE HERBAL BAG

INSPIRED BY



Treatment for cholera by János Morvai, a priest in Tiszabábolna, 1831
GYMSMGYL - Győr-Moson-Sopron Country Archives in of the National
Archives (Hungary)

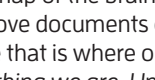
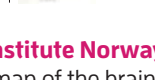
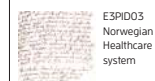
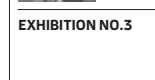
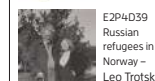
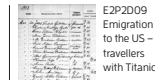
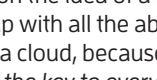
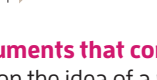
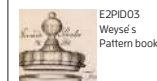
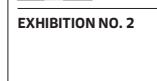
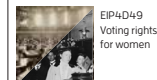
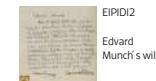
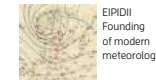
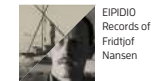
The herb bag. The embroiderable tote bags are illustrated with 3 of the herbs from the list of the treatment for cholera, also inside the bag the full list of ingredients is printed. The plants can be embroidered, the set includes a how-to-do booklet and the required amount of yarn.

PRODUCT | Furoshiki



INSPIRED BY

EXHIBITION NO. 1



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.

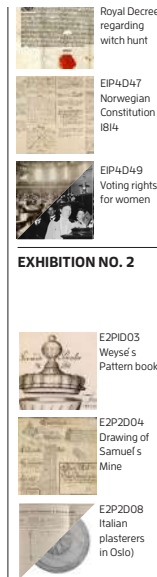
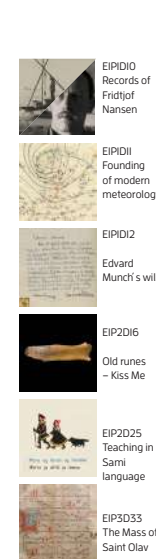
FUROSHIKI A multifunctional squaremeter. Inspired by traditional ways of carrying things, it brings the thoughts to all three exhibition themes, migratory flows, the founding of Europe when people moved about spreading ideas, and Discoveries, when Europeans travelled the world. It can therefore represent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



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



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
witch hunt



EIP4D47
Norwegian
Constitution
1814



EIP4D49
Voting rights
for women



E2P3D17
German
refugees
during WWII
- Willy Brandt



E2PID03
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



E2P3D23
Evacuated
Norwegians
- Control
Books



E2P4D39
Russian
refugees in
Norway -
Leo Trotskij



E3PID03
Norwegian
Healthcare
system



The treatment
of leprosy



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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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.

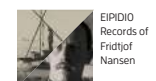
PRODUCT | Postcard Set



Wrap around paper label, for packaging ten postcards.

INSPIRED BY

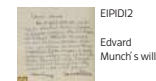
EXHIBITION NO. 1



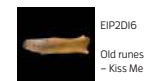
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EIPID11
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EIPID12
Edvard
Munch's will



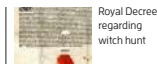
EIP2DI6
Old runes
- Kiss Me



EIP2D25
Teaching in
Sami
language



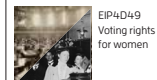
EIP3D33
The Mass of
Saint Olav



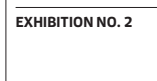
Royal Decree
regarding
witch hunt



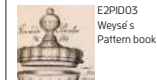
EIP4D47
Norwegian
Constitution
1814



EIP4D49
Voting rights
for women



EIP4D49
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for women



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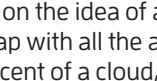
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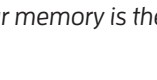
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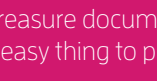
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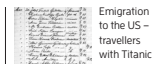
EIP4D49
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Emigration
to the US -
travellers
with Titanic



EIP4D49
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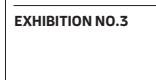
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Voting rights
for women



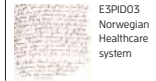
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for women



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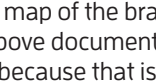
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Voting rights
for women



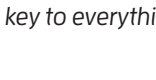
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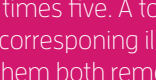
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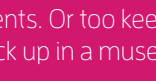
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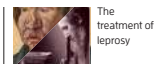
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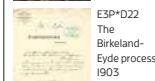
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EIP4D49
Voting rights
for women



The
treatment of
leprosy



EIP4D49
Voting rights
for women



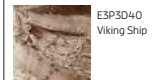
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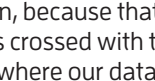
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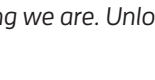
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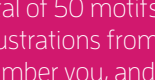
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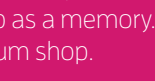
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SET OF TEN POSTCARDS times five. A total of 50 motifs from all of the documents above, plus the corresponding illustrations from the pattern. To send to friends to make them both remember you, and create curiosity around the Digital Treasure documents.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

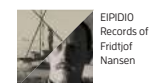
PRODUCT | Memo Note Pad



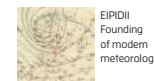
Wrap around paper label / print on cover.

INSPIRED BY

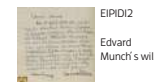
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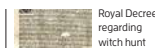
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EIP2D25
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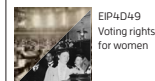
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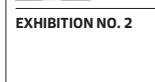
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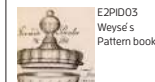
EIP4D47
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EIP4D49
Voting rights
for women



E2P3D16
Nansen
Passport



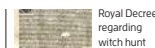
E2P3D17
German
refugees
during WWII
- Willy Brandt



E2P3D23
Evacuated
Norwegians
- Control
Books



E2P4D39
Russian
refugees in
Norway -
Leo Trotskij



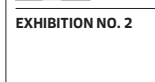
E2P2D03
Weyse's
Pattern book



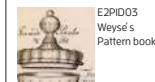
E2P2D04
Drawing of
Samuel's
Mine



E2P2D08
Italian
plasterers
in Oslo



E3P1D03
Norwegian
Healthcare
system



E3P4D22
The
Birkeland-
Eyde process,
1903



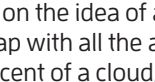
E3P4D23
Coal Mining
at Svalbard



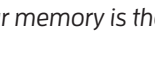
E3P2D27
First oil
drilling on the
Norwegian
shelf



E3P3D36
The attack
submarine



E3P3D40
Viking Ship



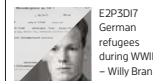
E3P3D45
The Kon-Tiki
expedition



Emigration
to the US -
travellers
with Titanic



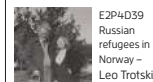
The
treatment of
leprosy



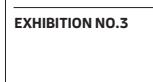
The
Birkeland-
Eyde process,
1903



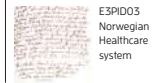
Coal Mining
at Svalbard



First oil
drilling on the
Norwegian
shelf



The attack
submarine



Viking Ship



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 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
Weysé'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

INSPIRED BY

EXHIBITION NO. 1



EIPIDIO
Records of
Nansen



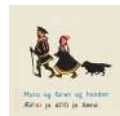
EIPIDII
Founding of
modern
meteorology



EIPIDI2
Edvard
Munch's will



EIP2DI6
Old runes
– Kiss Me



EIP2D25
Teaching in
Sami
language



EIP3D33
The Mass of
Saint Olav



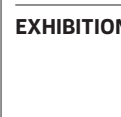
EIP3D37
Royal Decree
regarding
witch hunt



EIP4D47
Norwegian
Constitution
1814



EIP4D49
Voting rights
for women



E2PID03
Weysé's
Pattern book



E2P2D04
Drawing of
Samuel's
Mine



E2P2D08
Italian
plasterers
in Oslo



E2P2D08
Italian
plasterers
in Oslo

EXHIBITION NO. 2



E2P2D09
Emigration
to the US –
travellers
with Titanic



E2P3DI6
Nansen
Passport



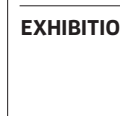
E2P3DI7
German
refugees
during WWII –
Willy Brandt



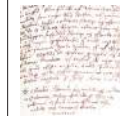
E2P3D23
Evacuated
Norwegians
– Control
Books



E2P4D39
Russian
refugees in
Norway –
Leo Trotskij



E3PID03
Norwegian
Healthcare
system



E3PID03
Norwegian
Healthcare
system

EXHIBITION NO.3



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

MOTTO

Our memory is the key to everything we are. Unlock the



PATTERN AND MOTTO inspired by all of the documents that constitute Norway's contribution to all three exhibitions. 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.

PRODUCT

Memory Game

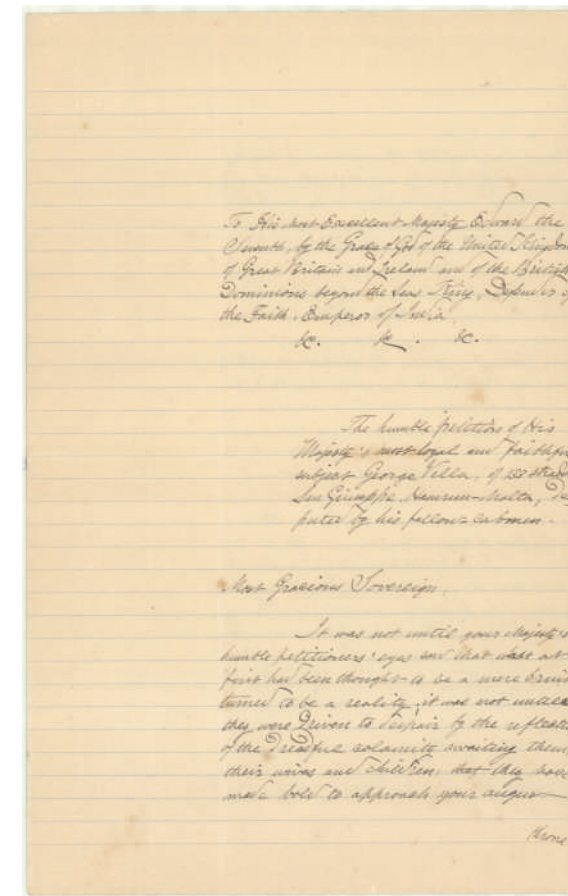


INSPIRED BY

On Thursday 23 February 1905 the Malta Tramways was inaugurated. Pietro Pace, the bishop of Malta, blessed the sixteen trams during great festivities. However not everybody was happy!

The tram was in direct competition with the existing means of public transport in Malta, namely the karozzini (in operation since 1856) and the railway (since 1883).

Six months earlier, on 9 August 1904, George Vella submitted this petition to the King against this "dreadful calamity" on behalf of the 1,800 cabmen, "the majority of whom have from 5 to 10 children, besides their wives, to keep."

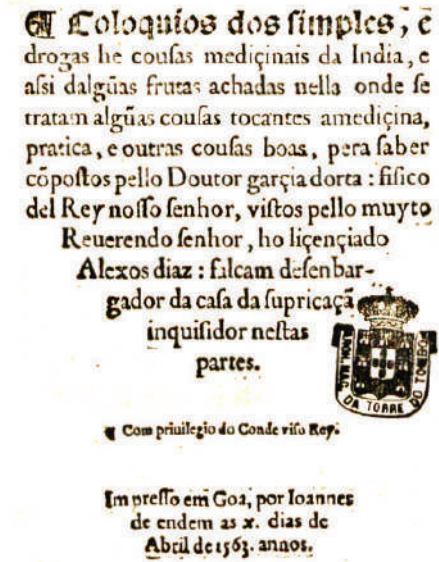


PRODUCT

soap jar



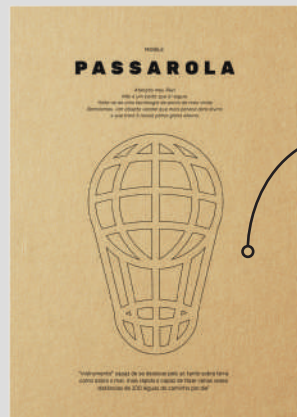
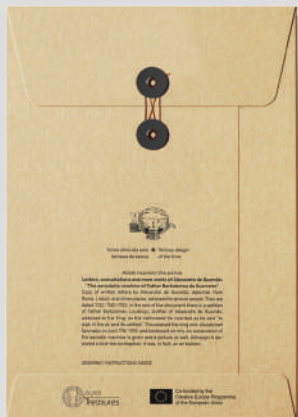
INSPIRED BY



Colloquies on the simples, and drugs and medicinal things of India and so some found fruits, touching medicine practice, and other good things to know by Garcia de Orta, doctor of the king, 1563. Exhibition N°3, the European Discoveries: From the New World to New Technologies

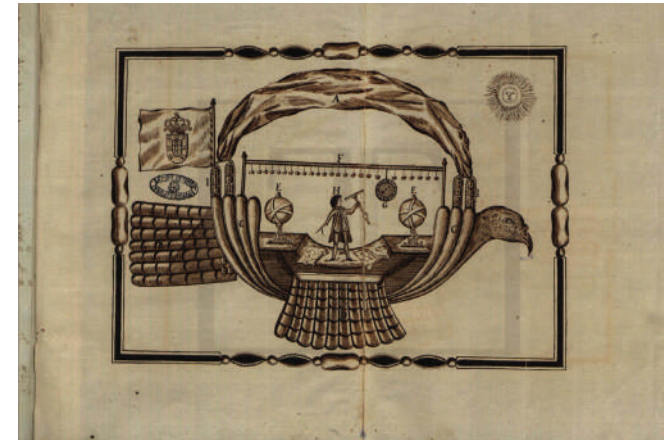
For four years, Garcia de Orta went on a sea and land campaign on the west coast of India from Diu to Ceylon, and then settled there. From these expeditions he wrote 58/plus one unnumbered colloquies, the main subject being Eastern medical and botanical matters. We designed this *botanist specimen jar* with five of those subjects, in the form of soaps, enclosing not only the scent and medical properties of the plants but also the colours and textures of the expeditions.

PRODUCT mobile



Packaging with
explanation
of the product.
It encloses 7 modules
with detachable
pieces, with assembly
instructions

INSPIRED BY



*Letters consultations and more works of Alexandre de Gusmão:
the aerostatic machine of Father Bartolomeu de Guerreiro c. 1722
Exhibition N°3, the European Discoveries: From the New World to New Technologies*

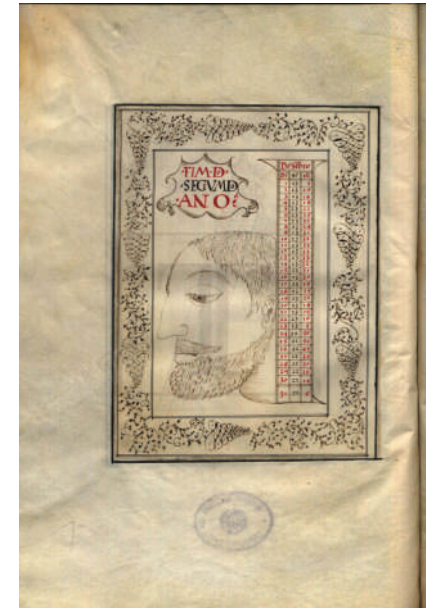
In the end of this document there is a petition of Father Bartolomeu Lourenço, addressed to the King, on the instrument he invented as he said "to walk in the air and its utilities". An explanation of the aerostatic machine is given and a picture as well. Although it depicted a bird-like contraption, it was, in fact, an air balloon. Our packaging shows a ballon, but a surprise is hidden inside, as the mobile, inspired in the original illustration, represents a bird-like device. An inversion of Father Lourenço's hoax.

PRODUCT

brooch



INSPIRED BY



Regiment of the declination of the sun which goes in letters that mean the name of Sir Fernão Lopes Martins Freire de Andrade and his daughter D. Isabel Freire . 1564. Exhibition N°3, the European Discoveries: From the New World to New Technologies

Work on astronomy. The text, framed in rectangular squared, presents tables of the months of the year with the respective calculations (for 4 years) and includes numerous iconographic elements. The drawing in the capital letter I inspired this ceramic brooch.

PRODUCT

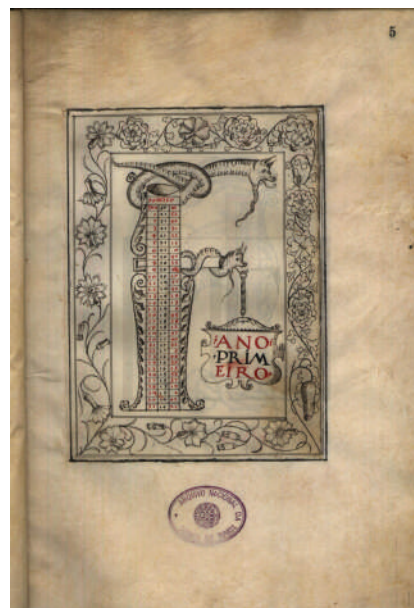
écharpe



Transparent envelope
with the explanation
of the archive and the
technical details of the
fabric, which is 100%
recycled material.



INSPIRED BY



Regiment of the declination of the sun which goes in letters that mean the name of Sir Fernão Lopes Martins Freire de Andrade and his daughter D. Isabel Freire . 1564. Exhibition N°3, the European Discoveries: From the New World to New Technologies

Work on astronomy. The text, framed in rectangular squared, presents tables of the months of the year with the respective calculations (for 4 years) and includes numerous iconographic elements. The coloured capital letters and marbled endpapers gave inspiration for the drawings of the scarf.

PRODUCT écharpe



Transparent envelope
with the explanation
of the archive and the
technical details of the
fabric, which is 100%
recycled material.



INSPIRED BY



*Atlas of Fernão Vaz Dourado, 1571. Exhibition N°3, the European Discoveries:
From the New World to New Technologies*

Fernão Vaz Dourado was a soldier and one of the 3 cartographers probably born and formed in Portuguese India. This is the world as defined by the Treaty of Tordesillas: with the exception of Europe, which contains flags and coats of arms representing diverse nations, the possession of cities, states and territories is only marked by the heraldic symbols of Portugal and Spain, with Islam and the Chinese empire. This "luxury or apparatus cartography" inspired the graphic elements in this scarf.



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