

# SPORT & CULTURAL HERITAGE

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## Introduction

The Netherlands Institute of Sound and Vision is the national institute for media culture in the Netherlands that provides professional services to the media sector, facilitates research activities and produces educational services.

At Sound & Vision, we want to make our collection available to everyone. We experiment, research and collaborate in national and international projects to find new and innovative ways to do just that.

In this presentation I propose to lay out the value of pan-European and cross domain collaboration in the cultural heritage sector and specifically the importance of AV-material in this context. I propose to do so through the lens of the recently successfully completed EU-funded CEF Telecom project: Europeana Sport and showcase that sport can bring us together as an essential part of our shared cultural heritage.

## Europeana Sport

In 2020 Sound & Vision, together with eight partners emerged in a new project: Europeana Sport. Taking a thematic approach in aggregation, curation and presentation of cultural heritage content it aimed to improve thematic content on Europeana, Europe's platform for digital cultural heritage, on the theme of sport.

This EU funded project was designed to coincide with a year of huge sporting events across the globe. The year 2020 was going to be the year of the 2020 UEFA European Football Championships (for the first time hosted by cities across Europe) and the summer Olympics in Tokyo. However instead of a jam-packed summer of sports, 2020 was the year when the world was confronted with the coronavirus pandemic and the world was called to a stop and so did all big sporting events.

The consortium (composed of ICCU -(Istituto Centrale per il Catalogo Unico delle biblioteche italiane e per le informazioni bibliografiche) Italy, National Archives of Hungary - Hungary, Europeana Foundation - Netherlands, Michael Culture - Belgium, Ajuntament de Girona - Centre de Recerca i Difusió de la Imatge - Spain, Biblioteca Județeană Octavian Goga Cluj

– Octavian Goga Cluj County Library - Romania, National Library of Scotland - United Kingdom, EPIC The Irish Emigration Museum - Ireland and Netherlands Institute for Sound and Vision) showed great resilience on the path of highlighting the rich heritage of sport across Europe. It published new and improved digitised collections and managed to organise a series of engagement events across Europe and published curated editorial on Europeana through digital storytelling focused on the histories of sport in Europe.

For Sound & Vision being involved in this project and being able to connect our audiovisual collections to collections in other domains is of great importance and value. In this particular project, we contributed new and enriched av-content to the collection and participated in

editorial and audience engagement activities. We want to lead by example and strengthen the role of cultural heritage organisations in a variety of innovation ecosystems. Our ambition is to strengthen the innovation ecosystem in the Netherlands and enhance its impact across Europe and beyond. We strongly believe that heritage organisations can act as innovation laboratories for developing and testing new products and services that are rooted in the needs and values of local communities and are one of the hubs of the Dutch Digital HeritageNetwork, working to further the heritage sector in The Netherlands.

## Collections

There are many ways to bring digital collections into Europeana, in this project we could rely on the support of numerous accredited aggregators (Archives Portal Europe; Cultura Italia (Italian National aggregator); EUscreen (Domain aggregator); PhotoConsortium (Domain aggregator); Museu (Domain aggregator) and a wide variety of material from twelve institutions were published through these channels. It is important to note that the material collected and published includes material from museums, libraries, av-archives, archives, cultural associations and scientific agencies from ten countries.

The project increased the amount of high-quality content and metadata accessible on Europeana; delivered around 28,000 new digital objects relating to sporting heritage and improved more than 5,000 objects already available on Europeana.

## Editorial & Engagement Activities

There are many stories to tell about sport, from different angles and perspectives and this is exactly what the project delivered. Over sixty editorial outputs, think blogs, galleries and one exhibition have been produced and promoted to a wide audience.

At Sound & Vision we felt very inspired by this project that we produced a pop-up exhibition called: 'Olympia aan Zee' to celebrate 125 years of the Olympic Games. This exhibition was showcased at four different locations in The Hague (library, sports shop, grand-cafe and Sound & Vision Museum The Hague), during the 2021 Tokyo Summer Olympics.



Alongside engaging the users online the project aimed to engage the public through collection days. Jointly we organised a participatory campaign inviting the public to share their stories and memories relating to sport in each of the countries where partners are based. In total fourteen events were organised, including in-person events as well as online events and campaigns.

Sound & Vision managed to connect to the Olympic Stadium in Amsterdam to organise a Collection Day in the stadium, where we recorded many stories from people who are active in sports, whether professionally or as amateur. The wonderful stories have been shared with Europeana and some recorded interviews can be viewed on Vimeo.

To date, a total of around 340 sport stories have been shared and published on Europeana.



Sound & Vision Sport Collection Day at Olympic Stadium of Amsterdam, September 2021

## Online exhibition

Deriving from the collaborations with the Olympic Stadium we took it upon ourselves to curate an exhibition about the Heroes of the Olympics. With this exhibition we put the spotlight on different sportspeople from across Europe and beyond showing that sport and the experiences of sportspeople are a mirror to history. In the exhibition, we showcase great personal achievements and victories as well as reflecting changes in global and national politics, wars and

conflicts, race relations, women's rights and more through more than a century of change. The exhibition was launched during the 2022 Beijing Winter Olympics.

