



Bridgeman Art Library, Collections Trust, Electric Lane and The MILE Project present the Event:

## ***A Picture's Worth a Thousand ~~Words~~ Euros – Return on Investment?***



Valueless Reichsmark notes lie in a street gutter following the introduction of the Deutsche Mark in 1948 (photograph) © SZ Photo / SV-Bilderdienst / Bridgeman Art Library

***A two day event to help make your business work better,  
maximise profit and reach more clients***

**9.30 a.m. – 5.30 p.m, Wednesday 28<sup>th</sup> January 2009**

**9.30 a.m. – 2.00 p.m, Thursday 29<sup>th</sup> January 2009**

**The Royal Thames Yacht Club, 60 Knightsbridge, London, SW1X 7LF, UK**



## ***A Picture's Worth a Thousand Words Euros – Return on Investment?***

How to improve the cultural AND commercial potential of your image collection.

Bridgeman Art Library, Collections Trust and Electric Lane are promoting industry-wide collaboration with The MILE Project to develop company infrastructure and commercial strategy, at this key event held at The Royal Thames Yacht Club, London.

*“Running a picture library isn’t economic for many museums. These museums should either work together as a collective, or use an established commercial provider.”*

*Nick Poole, Collections Trust*

This event will challenge current working practices, exploring stakeholders’ and users’ needs in relation to workflow systems and productivity, and examining the commercial case for a unified approach to metadata classification.

Attendance includes lunch and refreshments and costs only £30!

**To register contact**

**[lucy.geering@bridgemanart.co.uk](mailto:lucy.geering@bridgemanart.co.uk) / +44 (0) 20 7908 1607**

*The MILE Project aims to promote European cultural heritage and make digital art more accessible by improving metadata. MILE is coordinated by The Bridgeman Art Library – the world’s leading resource for fine art images.*

**[mileproject.eu](http://mileproject.eu)**

**[bridgemanart.com](http://bridgemanart.com)**



## Wednesday, 28<sup>th</sup> January, 2009

09.30 am to 10.00 am	<b>Registration and Coffee</b>
10:00 am to 10:10 am	<b>Welcome address (10 mins)</b> Harriet Bridgeman, The Bridgeman Art Library
10:10 am to 10:30 am	<b>Introduction – Improving access to images is a commercial imperative. The European Commission’s i2010 Digital Libraries Initiative demands digitisation of Europe’s cultural content. How can we achieve this? Good metadata for cultural and commercial gains (20 mins)</b> Jessica Tier, The MILE Project
10:30 am to 11:00 am	<b>How to manage your collections – uniting academic research and commercial demand for picture collections (30mins)</b> Nick Poole, Chief Executive, Collections Trust
11:00 am to 11:20 am	<b>Coffee</b>
11.20 am to 11.40 am	<b>How to implement those improvements for tangible results – practical implementation of data structures, standards, words and pictures (20 mins)</b> Mike Stapleton, System Simulation
11.40 am to 12.00 pm	<b>Do you think your data management maximises your commercial gains? How can you improve it? Mapping to standards – simpler than you think. What goes where? (20 mins)</b> Sarah Saunders, Electric Lane & BAPLA
12:00 am to 12:30 pm	<b>Increasing points of access – a guide to metadata harvesting (30 mins)</b> Niamh Brennan and Garret McMahon, Trinity College Dublin
12:30 pm to 2:00 pm	<b>Lunch</b>
2:00 pm to 2:30 pm	<b>Europeana: The European Digital Library Project. Discovering Europe’s Cultural Heritage – how to make your content available through the Europeana portal (30 mins)</b> Robina Clayphan, Europeana
2:30 pm to 3:30 pm	<b>Workshop – Confused? Are there too many data schemas? Does it matter which I use? Map your own image records across different metadata schemas (Dublin Core, CDWA Lite, IPTC) (60 mins)</b> Robina Clayphan, Dr. Richard Butterworth, Sarah Saunders
3:30 pm to 4:00 pm	<b>Tea</b>
4:00 pm to 4:45 pm	<b>Stakeholder agreement on common metadata fields to keep consistent, authoritative data for improved access to Europe’s cultural heritage (30 mins)</b> Jessica Tier
4.45 pm to 5.00 pm	<b>Closing Remarks</b> Jessica Tier



## Thursday, 29<sup>th</sup> January, 2009

09.30 am to 10.00 am	<b>Registration and Coffee</b>
10:00 am to 11.00 am	<b><i>CAPTURE</i></b> – demonstration of state-of-the-art web-based keywording module Abbie Enock
11.00 am to 12.00 pm	<b><i>IMENSE</i></b> – demonstration of latest developments in metadata annotation Dr Chris Town
12.00 pm to 1.00 pm	<b><i>SYSTEM SIMULATION</i></b> – demonstration of ImageIndex+ and AssetIndex+ Mike Stapleton, Alec Turner
1:00 pm to 2:00 pm	<b>LUNCH and networking session</b>



## Speaker biographies

**Niamh Brennan** is Programme Manager for Research Information Systems & Services in Trinity College Library Dublin where she works on the development of Trinity's Research Support System and its institutional repository, TARA (Trinity's Access to Research Archive). Niamh is a member of a number of institutional, national and international groups working on open access to research outputs and enabling their improved retrieval. These include the TCD Digital Images Project; IReL-Open (federated repositories for scholarly outputs in Ireland); NDLR (the Irish National Digital Learning Objects Repository); DRIVER2 (Digital Repository Infrastructure Vision for European Research); and DART-Europe (Digital Access to Research Theses Europe).

**Harriet Bridgeman** is Chairman and founder of The Bridgeman Art Library, which encompasses the world's largest collection of fine art images. She has an MA in History of Art from Trinity College Dublin and is author of *The Encyclopaedia of Victoriana*, *The British Eccentric*, and editor of numerous publications including the series *Discovering Antiques* and *The Masters* weekly art monograph. She was awarded the European Woman of Achievement Award in the Arts 1997 and International Business Woman of the Year in 2005. In 2006, Harriet Bridgeman established The Artists' Collecting Society in response to new European legislation on Artists' Resale Rights.

**Dr Richard Butterworth** is a freelance Information and Computer Science researcher and teacher. He specialises in digital library usability and has published extensively in this field. He holds a PhD from Loughborough University, developed the digital library system for The Vaughan Williams Memorial Library, teaches in City University's School of Informatics, and works as a metadata researcher at Bridgeman Art Library.

**Robina Clayphan** works for the EDL Foundation as Interoperability Manager for EuropeanaLocal and related Europeana developments. Coming from a background in the use of IT in higher education she has spent the past twelve years at the British Library, most recently as Bibliographic and Metadata Standards Coordinator with a particular focus on metadata for resource discovery for digital objects. Robina chaired the Library Community of the Dublin Core Metadata Initiative for several years and retains a position on the Advisory Board of that organisation. She has participated in and chaired many working groups for BSI, CEN, ISO and NISO related to metadata and identifiers.

**Abbie Enock** is founder and Managing Director of Capture, the leading UK producer and developer of fully integrated image and digital asset management systems. Abbie has a background in professional photo-journalism, news and feature writing and editing. Since 1988 she managed Travel Ink as a business partnership and then Capture since its inception in 2000. Abbie is the original creator, writer and programmer of Capture software – although nowadays this work is carried out by the software team.

**Graham Howard** is Design Director of System Simulation Ltd, a designer and educator with a wide range of experience in both the academic and the commercial world. He has broadcast for the Open University, has run both the MA Electronic Graphics at Coventry and MA Computer Related Design at the Royal College of Art, and continues to be an external examiner, course validator and visitor for a number of courses at BA, MA and PhD levels. Since the late 1980s, with Art of Memory and since 2001 with System Simulation, he has been involved in the creation and production of a large number of interactive applications, from CD ROMs to web portals with large distributed datasets, for clients including the Royal Academy, the British Museum and the Victoria & Albert Museum.



**Garret McMahon** has worked with photographic collections in the UK and US. For the last four years he has been involved in the development of digital repositories at Irish universities designed to host and disseminate a wide variety of research outputs. He is currently the Institutional Repository Content Manager in Trinity College Dublin.

**Nick Poole's** role as Chief Executive of the Collections Trust is to work with the Board to provide leadership and direction for the organisation. He is responsible for championing the Collections Trust's work to many different people, including the government and private-sector partners. Nick is passionate about collections and what they mean to people, and believes that museums, archives and libraries have a truly unique contribution to make to UK culture. His work is wide-ranging, from professional standards and new technologies to legal issues and new business models for service delivery.

**Sarah Saunders** is the Director of Electric Lane. She is an expert in picture archiving and commercial image sales, with a background in photograph and picture library management. She managed film and photo libraries and was CEO of BAPLA before setting up Electric Lane. She is a commentator on the commercial picture library industry, writing regularly for *Visuell* and *Creative Review*, and works with BAPLA and the PPA (Pic4Press) on guidelines and standards for the industry. She is Chair of the BAPLA Metadata Group, and a member of BAPLA, PRS and the Museums Association.

**Mike Stapleton** is a Director at System Simulation. He has been involved in all areas of System Simulation's technical work as software engineer, project manager or consultant for projects relating to computer graphics, user-interface design, text databases, and multi-media databases for the cultural heritage sector. He headed System Simulation's contributions to number of EU IST Framework Programmes 4, 5 and 6 projects relating to providing access to Europe's heritage. A graduate of Imperial College, London, the London Institute of Computer Science and the Royal College of Art, Mike developed his interests in computer graphics and user-interface design at the Royal College of Art Textile Research Unit and at the NERC's Experimental Cartography Unit. He founded Bournemouth University's computer animation facility, has chaired a panel of the BSI committee responsible for the British effort in developing computer graphics standards and has represented the UK in this capacity at various ISO meetings.

**Jessica Tier** is Project Manager for The MILE Project. Jessica wrote a proposal for a 3-year EC funded project under the *eContentplus* programme – The MILE Project. As well as continuing to run this project, Jessica also manages Harriet Bridgeman's new company under The Bridgeman Art Library's umbrella, Artists' Collecting Society (ACS), whose purpose is to manage Artist's Resale Right or Droit de Suite on behalf of over 250 member artists.

**Dr Chris Town** is a Research Fellow in Computer Science at the University of Cambridge. His research lies at the nexus of computer vision, information retrieval, machine learning, and language processing. Together with Dr David Sinclair he pioneered the ontology based approach to automated visual information processing, and his PhD work in this area at Cambridge was honoured in the UK's distinguished dissertation competition and through a Royal Commission Industrial Fellowship award. Together with Dr Sinclair he co-founded Imense Ltd., a Cambridge and London-based start-up company that aims to revolutionise the retrieval and analysis of digital images.