

The European Digital Library – Factor for Long-life learning in Arts and Cultural Studies

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Abstract. The research paper examines the new opportunities arising for the Faculty of Library Sciences and Cultural Heritage in SULSIT, Bulgaria based on Project № FNI K 02/25(Contract № DFNI K 02/17) „Developing a conceptual model for innovative educational, cultural and entertaining environment for personal and community development in the process of art and cultural education in lifelong learning.“ The purposes of the paper is to prove that the necessity for creating of specific analyses, visual investigations at site, evaluations is directly connected on one side with the improvement of the long-life learning in arts and cultural studies and on another side with the forming of personal and social integration of the individual and the social groups in the society.

Keywords. Education, arts, culture, learning, Europeana, Case Studies, cultural heritage

1. Introduction

Learning of the historical past and preservation of cultural heritage are interrelated and also an important tasks of research in universities and cultural and educational institutions in different countries. Globally, on the other hand is growing the importance of the use of information technology in the humanities. This is a current problem underlying the program content, 7th EU Framework Programme - direction "Social sciences and humanities," the European project "Europeana" and many others. Therefore, the access to scientific information and source material in electronic form is a crucial issue for the modern development of research in international scientific exchange and scientific communication and education in art and culture learning throughout the life.

The research as a whole argues that cultural diversity should be a part of basic exploratory, creative and social activity in the different socio-cultural

communities and be integrated into the socio-political programs and those in the field of arts and culture, forecasting, planning, programming and budgeting of the relevant state administrative structures, as constantly rethinking the ways of presentation of cultural heritage sites through modern multimedia and interactive technologies through innovative educational and information methods and models, including the Internet network, leading to new approaches in education and educative, cultural and recreational activities.

At the same time the new forms for overcome the constraints, caused by the narrow departmental profiling of cultural and educational institutions, for expanding audiences and to stimulate and attract sponsors and patronages that draw new directions and trends in the management of educational, artistic, cultural and entertainment institutions.

The manifest of UNESCO for the public libraries declared: "Believe in public libraries like in a living force for education, culture and information and as an important means to foster peace and spiritual prosperity in the minds of men and women." This also applies to museums and archives. In a conference meeting that took place in St. Petersburg, Russia between 17 to 19 of May 2005 are determined the long-term steps and decisions of principle of UNESCO in the field of building the global information society covering all areas of UNESCO activities - culture, science, education, communications and information focuses on the problems of cultural diversity in the knowledge society. Subject of discussion are and other key aspects of formation of information society. Representatives of business, civil society and international organizations, cultural institutions, scientific, educational and governmental organizations of the media communications attended the meeting. Meetings take place in 11 parallel sections, one of them is "Policy digitization and preservation of cultural and scientific heritage." The main attention is paid to digitization, storage, access and cooperative actions for the preservation and sustainability of this diversity. In regards to digitalisation all participants are united around the idea that on a government level a few steps are needed, namely to made an instructions to ensure the provisioning of access to electronic content and to guarantee the widespread application for open access standards.

A necessary condition for achieving these strategic steps is to provide financial, organizational and human resources and last but not least the necessary material and technical base. For the institutions involved in the process is necessary to stimulate the development of national government programs in respect of taking the whole responsibility to digitize their own cultural heritage. An essential recommendation to the governments of individual countries is a digitization of significant part of the national documentary heritage and ensuring a public access to the digital collections.

The next stage in the process of conservation of the different types of cultural heritage after digitization is its storing, in view of existing archival institutions and those having similar ones. In these activities it is necessary to pay special attention to endangered collections by making more copies and other representative images of them. A mandatory condition is also the harmonization

of the different national legislations with the objectives of UNESCO in terms of ensuring access to knowledge, and the main responsibility for the protection and conservation of his own literary and documentary and artistic heritage belongs to the individual nations. To achieve these objectives in the study is displayed the need to reconcile the legal mechanisms governing the status of digital objects, including the problem of the urgent development of legal measures for storing a digital information, and the recommendations in this area are associated with encouraging the development of a system of measures that help to identify the digital objects and registration of the legal digital records, and the need to provide access to the existing documentary heritage to the new written heritage and assessing its quality, and thus helps consumers by encouraging them to use a certain set of digital documents.

Argumented is the perception that separate governments should promote the provisioning of open access to scientific and cultural heritage, by supporting all legal and public measures to publish all documents in electronic form, according to the specific national laws for protection of intellectual property using all publicly available funds.

Regarding the occupation of digital objects, emphasis is placed on the support for the creation of measures and procedures to stimulate and increase the volume of digital information with support of the relevant authorities on a national level. The recommendations related to the cooperative activities are aimed at overcoming the barriers between institutions that traditionally divide the knowledge by type and physical media - libraries, archives, museums, repositories etc. Another accent is the decentralization of archiving, as thereby preconditions for overcoming the tension that exists between archiving institutions are created. It is essential to work towards for co-ordinating a national digitization programs, an open access and a preservation on technological and strategic level, according to the best international practices, considering the responsibility of governments for the process of digitization, protection and conservation and also providing an access to its own cultural heritage.

In its essence Europeana is a virtual home to Europe's cultural heritage and is the largest cultural project of a united Europe, which opens up a new ways of exploring the cultural heritage of the European continent. With the dynamic development of the new technologies, through the Internet portal in all EU languages, anyone interested in literature, art, science, politics, history, architecture, music or cinema have free and fast access to Europe's largest collections and masterpieces united in a virtual library. This is a European digital museum, a library and a gallery and provides access to nearly 27 million items from more than 2.2 thousand small and large cultural institutions from all over Europe, in 34 countries and this number is constantly growing. According to a research of the Euroepan Commission about the digitization in institutions with European cultural heritage since 2012 about 20% of the collections that need to be digitized, are now available in digital form.

The criterion of "necessity" have properties such as fragility or disintegrating in time materials such as the newspapers or movies. From all of them, nearly half are available online. Europeana allows free search simultaneously in all digitized collection copies of Europe's libraries, archives and museums, as well as their review. In this way, users can perform a thematical surveys, with no need to visit multiple sites and resources while searching for information in them.

Through the Implementation of Europeana, it contributes to the dissemination of cultural achievements of different European countries by bringing to the fore the common elements and popularizing in Internet the unique European culture. It increases the relevance of the individual digitized collections by offering "a permanent virtual exhibitions" of creations which are held around the continent. With this endeavour Europeana faces a major challenge with the inclusion of materials which are copyright protected. In European legislation, related to the copyright and neighboring rights, there is no harmonization and this creates an additional difficulties for the implementation of such a major cultural project as Europeana is. The good cooperation between the cultural institutions and the rights holders can solve the problem and in that regard a links to sites operated by rightholders can be used by Europeana. Only on the basis of already updated and harmonized legislation of European Union for intellectual property and the best practices in the field of copyright could seek for common roads, incentives and forms for providing access to cultural heritage without anachronistic legal obstacles.

The portal helps to find information in different formats (text, sound, audiovisual and image) and to compare the varying perspectives on our common European history and heritage in the different countries. Moreover Europeana stimulates and focuses on further digitization initiatives within the Member States by providing an overview of the materials that are already digitized and points out the shortcomings in the community efforts for digitization. The importance of Europeana for consumers is hiding in the single interface that is proposed (on the native language of each user) to find the digital cultural content from trusted cultural organizations across the European Union and the possibility to use this content for work, entertainment and education.

Currently Europeana provides direct access through a multilingual interface to a unique supply of digitized books, newspapers, movie clips, maps, photographs and documents from Europe's libraries, archives, museums and audiovisual archives.

This collaboration between different types of cultural institutions achieved by Europeana is unprecedented in its scale and potential. The growing number of cultural institutions offering access to their content through this service shows the potential and the commitment with the concept of Europeana. At this stage, the initiative has managed to provide a direct access to diverse cultural collections of Europe, while maintaining the identity of the institutions to the end user. The cooperation may be extended to other initiatives all over the world, such as the World Digital Library.

On a national and European context, the contribution of the Republic of Bulgaria in the biggest cultural project of united Europe is only 0.1% of the total amount of material in Europeana. This is insufficient, since Bulgaria is ranked third on the cultural heritage in Europe.

According to the number and variety of cultural and historical monuments before our country are only Italy and Greece. More than 40,000 are the registered immovable cultural monuments in Bulgaria, and in state and municipal museums are stored more than 5 million monuments. A significant problem in this regard is the absence of a national strategy for digitization of funds of the national cultural heritage of Bulgaria, which in turn leads to a significant lagging behind in the amount of digitized objects at national level. As a major concern also is the lack of sufficient funding to make up the backlog. A condition for the further development of Europeana is expanding its collections. Overall, the contribution of the different Member States of the EU to Europeana is still unbalanced, in terms of both number of objects and types of material. Clearly stand out the major efforts made by France to bring content to Europeana, to the amount of about 47% of all digitized objects. Some other Member States contribute only a few objects. By adding more collections from across Europe, the situation in Europeana would gradually be balanced.

During the first phase of the project, some Member States like Poland, Hungary and others provide mainly books, while others, such as Finland, Luxembourg and Estonia focus their input around newspapers and magazines, while Romania focuses on images from museums. This leads to the paradoxical situation where classics from Europe's literature are accessible through Europeana in multiple languages, but not in its original language. For example, the works of Goethe can be found in French, Polish and Hungarian, but not in German. Europeana allows internet users to search simultaneously in thousands of digitized collections of European museums, libraries, national archives and audiovisual collections, including the Louvre in Paris, the Rijksmuseum in Amsterdam and the British Museum in London. Only the French national audiovisual institute has provided 80,000 television recordings from the 20th century, including one that was taken on the battlefields of France in 1914. For example, the search for Mozart gives 1000 results, including a musical scores, letters and performances of his works, there is also the musical score of ninth symphony of Beethoven, the French declaration of Human Rights from 1789, the English Magna Carta, "The Divine Comedy" by Dante and the Gutenberg Bible.

The website, which is available in 23 languages, does not require a payment of fees or copyrights, which means that everyone can download the materials for personal use. Much of the materials are accessible in digital format through Europeana and are in the public domain, which means that they are no longer protected by copyright and may be accessed and used by everyone. These materials represent an important source of information that can be re-used both by citizens and by companies and constitute a driving creative force in the age of the Internet and in the context of globalization.

In this sense is the Council conclusion from 20 November 2008 about Europeana, at ministerial level of Culture of the member states of the EU, about the need to find a sustainable funding model and management service for access to the digitized heritage, where they invite the Foundation for the European digital library, the European Commission and Member States to work together for the purpose by carrying out a necessary discussions in the expert group about the issues on the digitization and digital preservation.

For a short period of time Europeana has established itself as a reference point for European culture on the internet. It reflects the ambitions of Europe's cultural institutions for a wide accessibility to our common and diversified cultural heritage.

For its sustainable development, however further efforts are needed, which are based on results that are already achieved, as well as close cooperation between all stakeholders in order to fulfill the promise of an easier online access to books, paintings, maps, photographs, newspapers, movie clips and audio from all over Europe. In 2011 the European Commission endorsed a recommendation in which it urges the Member States of EU to reinforce their efforts in the digitization of materials in the field of culture. The aim is Europe's cultural heritage to be widely known and to stimulate the growth of creative industries. The digitized materials should be available for use through "Europeana" - the European digital library, an archive and a museum. For this purpose all Member States should develop an action plans and to build a partnerships in order to introduce 30 million objects in Europeana until 2015. A requirement is also an online publications of more copyright protected materials and materials that are already commercially exhausted. Another object is the adaptation of a national legislation and a strategies that ensures a long-term preservation of digital materials.

In order to provide a better balance in the content from Europe, the recommendation shall establish targets for a minimum contribution of the individual Member States until 2015. The recommendation is based on findings of the so-called Committee of the Wise Men (this is a group for high-level strategic analysis, established in 2010) regarding the provisioning of Internet access to Europe's cultural heritage.

The granting of online access to the cultural heritage of the EU means that citizens across Europe will be able at any time to use it freely, for recreation, training, research or work. The digitized materials can also be useful for a commercial and non-commercial purposes, such as development of a learning and educational content, documentary movies or tourism applications.

4. Conclusions

This will give a huge impetus to the European creative sectors, which currently produce a 3.3 percent of the European union GDP and provide a 3 percent of jobs. according to the new recommendation, Bulgaria aims at introducing a 267,000 objects to the content of Europeana. On the other hand, it would help of increasing the opportunities of the students, other art lovers, researchers and

professionals to have access to a vast array of knowledge, to combine and search online in the cultural treasures of all member states, which is an essential contribution in Art education and culture of lifelong learning. All of this would create a new type of users of educational, cultural and recreational services, for ensuring of which is extremely important the modeling of professional communication, through the implementation of various types of educational and counseling practices, interdisciplinary efforts and strategies of experts and scientific advisors from various professional and scientific fields (Public Relations, museology, graphic design, computer animation, information technology, cultural studies, sociology, psychology, art, art studies, science studies, etc.). It is also necessary the educational programs, collections of museums, international cultural and art festivals, biennales, workshops, symposia (the latter are aimed more at collectors and innovative oriented users, and generally sketch the market rules) and various other cultural and art events to be situated and adapted to intercultural differences and with the cultural identity of each user within such a specialized audience as consumers of visual and plastic arts and contemporary art are.

In the aesthetic and artistic aspect is very difficult to ignore the lack of intercultural awareness in the perception of the various manifestations of the arts and culture, so is necessary to integrate successfully in the global cultural space, preserving its national artistic and cultural identities.

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