WE’RE OVER THE DIGITAL REVOLUTION
WELCOME TO THE LIBRARY OF EXPERIENCE

THE STORY OF MOMU’S
STUDY COLLECTION

DIETER SULS
MODENATIE

• Est. 2002
• MoMu
• Flandres Fashion Institute
• Fashion Academy
TRENDS: EXTERNAL ENVIRONMENT
(S)(W)OT

SWOT

INTERNAL

EXTERNAL

Positive

Negative

STRENGTHS

Weaknesses

Opportunities

Threats
TRENDS: OPPORTUNITY OF THREAT?!

TECHNOLOGY
• Digital vs. Post-digital

USERS
• ‘Conventional’ Library Usage vs. Co-creation/Re-use Paradigm
TRENDS : DIGITISATION

• ‘Ubiquitous’
• Temple of wisdom vs. obsolete institution
• What will be the relevance of a library, when its entire collection will be digitally available (shortly)?
  – “If it’s difficult and or expensive to get images of artworks from museums, people look elsewhere;
  – Most museums lose more money than they make on image licensing;
  – If it isn’t online, it does not exist.”* 

* M. Sanderhoff, Open access can never be bad news, https://medium.com/smk-open/open-access-can-never-be-bad-news-d3336a3d382
TRENDS: POST-DIGITAL ERA

We're over the digital revolution. This is the age of experience

Simon Jenkins

The web has upended all our lives. The return of books, vinyl and Kodak film shows we long to employ technology as a servant, not a master
Stepping outside the bubble of gloom this week I noticed something surreal. Kodak was reviving its Ektachrome film range to meet a surging demand for high-end traditional film. Was this the same Kodak, I wondered, that went bankrupt in 2012 after 47,000 job losses, a moment hailed by seers as when the digital revolution finally came of age? It now appeared that users had found traditional film something unimaginable to those seers - something called “better”.

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TRENDS: LIBRARY USAGE

Individuele bezoekers/Werkingsjaar MoMu-bibliotheek

년도별 개인 방문자 수 그래프


INDIVIDUELE BEZOEKERS
TRENDS: LIBRARY USAGE

- Downward trend
- No data regarding user profiles
- What can we (safely) infer? What do we know (intuition)?
  - Less ‘general’ questions
  - (Relative) less secondary school students
  - (Relative) more group visits
  - (Relative) more researchers / fashion professionals
  - (Relative) more international visits
TRENDS: CO-CREATION / RE-USE

• Shift from authoritative vs. collaborative attitude (cf. wikipedia)
• Different phases of user engagement (from www.digitalengagementframework.com)
STUDY COLLECTION MOMU
TRENCHCOAT?

• Literature offers limited knowledge
• Tactile/texture
• Details
• Outside/inside, cut, finishing
• ‘Experience’

ISSUES
• How do you start a collection?
• Preservation / Storage / Deontology?
• Relation ‘study collection’ vs. ‘museum collection’?
• Access?
• Skills?
ACQUISITION – DONATION
JACOBA DE JONGE

• 2011/12
• Ca. 2.000 objects
• European Women’s Fashion 18th - early 20th Century
• Exhibition ‘Living Fashion’
• Donation of a small set ‘study-artefacts’
Faculteit Ontwerpwetenschappen
Dept. Conservatiestudies
Campus Mutsaard
Blindestraat 9
2000 Antwerpen
STUDY COLLECTION CHRIS DHONDYT, UNIVERSITY OF ANTWERP, CONSERVATION STUDIES

• Donated in 1994
• Fashion Institute of Technology, New York (FIT)
• 2,500 objects
COLLECTIE
FRIEDA VERHEES-DAUPHIN
CROWDFUNDING GOTEAO/EUROPEANA

Ongoing projects

Gli animali nella Grande Guerra/Animals in the Great War
Door: Associazione Culturale Se
This project took shape in 2016 during a seminar dedicated to the presence of animals at the front. Presented to an audience of 500...

The project has already made 6% of the crowdfunding of €3,042 conseguido 101% financiado 26/06/2017
gefinancierd op

Capturing Fashion in the 20th Century with Frieda Dauphin-Verhees’ Study...
Door: MoMu
Frieda Dauphin-Verhees is een kostuumentwerper en docent met een passie voor mode. Zij verzamelt al haar hele leven kleding...

The project has already made 6% of the crowdfunding of €12,060 conseguido 135% financiado 26/06/2017
gefinancierd op

1821 Greek Revolution History Platform
Door: Personal Cinema and Collaborators
With respect to the historical, visual and textual content of Europeana Collections, in particular the archives concerning the 18th-19th...

The project has already made 12% of the crowdfunding of €1,470 conseguido 12% financiado 05/06/2017
gearchiveerd op
WHERE ARE WE NOW?
WHERE ARE WE NOW?

STATUS
• Ca. 1.200 objects
• [http://studiecollectie.momu.be/](http://studiecollectie.momu.be/)
• Accessible since Oct. 2016 (until Mar. 2018)

OPEN FOR RE-USE
• Open data (metadata + digital objects)
• Open source system (OMEKA-S)
• IPR-issues!
BaGLAMa 2

BaGLAMa shows you page view numbers for pages on Wikipedia (and other Wikimedia sites) containing Commons files in a specific category. Since February 2014, a new software is used to aggregate page views, so there may be minute differences. The new Wikimedia pageview API (human views only, no bots) is used starting 2015-12!

Commons categories

Category details for Images from MoMu - Fashion Museum Province of Antwerp

53 months have a data point, with 3,468,288 page views in total. Click on individual time points in the graph to see monthly data.
Madeline Jurk

VANAF € 47,50

Deze fifties jurk heeft een aansluitend bovenstuk met aangesneden mouwen en een A-lijn rokgedeelte. Ontzettend flatterend voor verschillende figuurtypes, zoals veel kledingstukken van toen. Dit patroon is gemaakt voor tricotstoffen. Wij gebruikten een goed doorvallende viscose tricot.

KIES UIT VOLGENDE VARIATIES:

- Madeline Jurk - Small
  € 47,50

- Madeline Jurk - Tall
  € 55,10
MODE2020 Project
INFRASTRUCTURE

• Design: B-architecten
• Start October 2018
• End January 2020
• MoMu closed since april 2018

• Event / Festival in 2020
NEW LIBRARY (+STUDY COLLECTION)
CONCLUSION:
STUDY COLLECTION VS TRENDS?

• DIGITAL
  – Increase (engagement) digital collection
  – Improve our digital skills (study collection as a sandbox)
  – Open data / Open source

• POST-DIGITAL
  – Unique Experience
  – Physical space / Reading room
CONCLUSION:
STUDY COLLECTION VS TRENDS?

• USAGE
  – Great public response
  – Use of library collection increases

• CO-CREATION / RE-USE
  – Many opportunities (visits, lectures, workshops, exhibitions, projects, etc.)
WELCOME IN MOMU IN 2020

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