



HOTSPOT DENMARK

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Current trends in Denmark which have huge impact on our preservation efforts!

- Copyright
- Gamification
- Location
- Local History
- Content enrichment



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Last 10-15 years in GLAM institutions we have focused on:

- Collecting, describing and storing objects
- Find funding for digitization and digitizing the collections
- Inventing the wheel – again and again
- Thinking about us v. them



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Before in Denmark:

- Preserve then show

Now in Denmark:

- Show then preserve
- Preserve the show
- Show the preservation and so on...

Lately even: What do you want/need us to preserve?



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NOW in Denmark:

- Contextualization
- Sharing
- Community building
- Engagement
- Co-creation
- Copyright /Fair use

And last but not least:

- Relevance
- Openness



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Let's
Look to
Where
He
Is
Going





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The Crowd:



- Who are they?
- What do they want?
- When do they want it?
- How do they want it?



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We need to both INVOLVE and ENGAGE, a few examples:

- co-creating with the experts:

www.arkitekturbilleder.dk

- collaborating with the nation:

www.kulturarv.dk/1001fortaellinger

- Assisting cultural heritage institutions:

www.kb.dk/da/nb/materialer/luftfoto/danmarksetfraLuften.html



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Emerging trends:

- Social media literacy
- GLAMs will be less risk averse
- We will try more new things faster



THANK YOU!



Great anthology on these topics – download and read:
<http://www.sharingiscaring.smk.dk/en/explore-the-art/free-download-of-artworks/sharing-is-caring/read-sharing-is-caring/>

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