

# Digital strategy

**“The first step in winning the future is encouraging American innovation.**

**None of us can predict with certainty what the next big industry will be or where the new jobs will come from. Thirty years ago, we couldn't know that something called the Internet would lead to an economic revolution.**

**What we can do — what America does better than anyone else — is spark the creativity and imagination of our people.**

→ President Obama, State of the Union Address, January 25, 2011

**“ ... the nation’s leadership  
in technology and  
innovation depends  
on a ‘**deep vein of  
creativity’ and people  
who can ...write books,  
build furniture, make  
movies, and imagine new  
kinds of software that  
will capture people’s  
imagination...”****

→ *Tough Choices or Tough Times*, National Center on the Education and the Economy  
Reinvesting in Arts Education **35**

→ One opportunity

→ One challenge

→ One evidence



# ePatrimoni

Creativity and innovation



→ 2008 [www.patrimoni.gencat.cat](http://www.patrimoni.gencat.cat).

→ Services / Resources / Participation

→ 2009-2010 **ePatrimoni**



## Departament de Cultura > Direcció General del Patrimoni Cultural

### La Direcció General

- ▶ Equip i Institucions
- ▶ El Palau Moja
- ▶ Història
- ▶ Contacte

### Acció

- ▶ Què fa la D.G.?
- ▶ Sobre el terreny
- ▶ Notícies

### ▶ El patrimoni online

### ▶ Biblioteca del Patrimoni Cultural

### ▶ Ajuts i Subvencions

### Temes

- ▶ Museus
- ▶ Arqueologia
- ▶ Arquitectura
- ▶ Arxius i Gestió Documental
- ▶ Patrimoni mundial de la Unesco



Departament de Cultura > Organismes > Direcció General del Patrimoni Cultural > Acció > El patrimoni online

Envia | Imprimeix

### El patrimoni online

- Millorar la **qualitat dels continguts** sobre patrimoni català a Internet
- **Augmentar els serveis** disponibles
- **Garantir l'accés** a aquestes dades al major nombre de persones

Aquests són els objectius de la **D.G. del Patrimoni Cultural** i per aconseguir-los apostem per l'ús de les noves tecnologies. A continuació us presentem el projectes més recents.

#### Vídeo E-patrimoni:



### Patrimoni.gencat



Presenta el **patrimoni català** en un **format innovador** combinant serveis i informació amb recursos audiovisuals (vídeos, gigafotos, panoràmiques o 3D...) amb un objectiu: la **divulgació cultural**.

La seva presència en **xarxes socials 2.0** (Facebook, Flickr

MUSEUS EN LÍNIA

PATRIMONI.GENCAT

PAT.ARQUITECTURA

### Destaquem

GALERIA

Què fem a la DG?  
conservar, protegir i difondre  
el patrimoni, mira't els vídeos

UNESCO

Les 7 meravelles  
Saps quines són? el patrimoni  
cultural català més  
internacional

eGIPC

Consulta Extranet  
Accés per a administracions i  
empreses a l'Inventari del  
Patrimoni Cultural Immoble

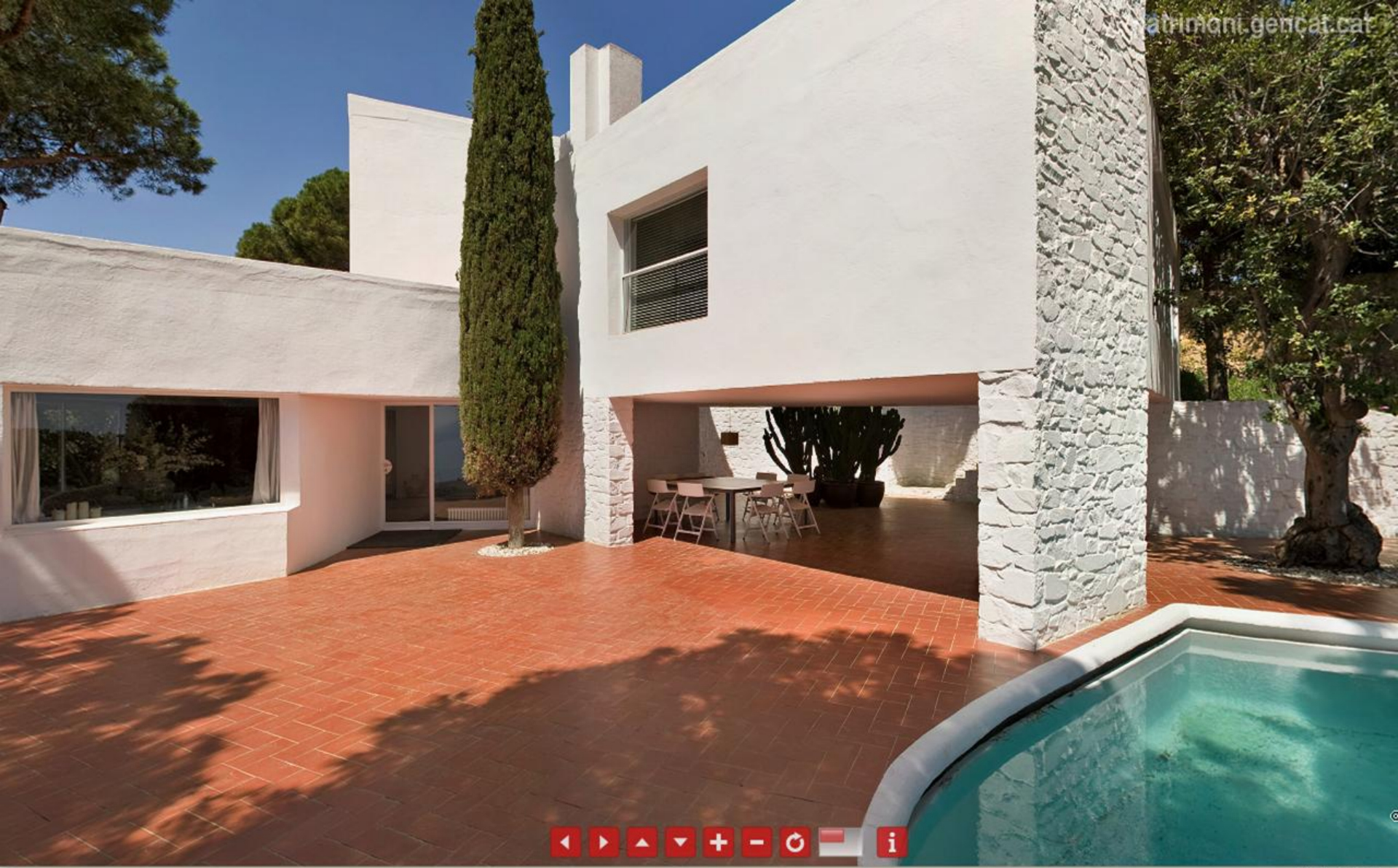
**m.**

Navega per  
l'arquitectura  
catalana dels darrers  
3000 anys



**Casa Ugalde**








The screenshot shows a website interface for the 'Devesa of Girona'. At the top, there is a navigation menu with the following items: 'Presentation', 'The Monument', 'History', 'Characters', 'Conservation', 'Architectural style', 'For visitors', 'More information', and 'Multimedia'. The main content area features a large image of a forest and a text block. To the right, there is a 'Multimedia gallery' with three image thumbnails and a red video player icon. The interface includes a search bar at the top right and a timeline at the bottom. The text in the main content area reads: 'Devesa of Girona', 'The green oasis in the city of four rivers', 'More than 2.500 hundred-year-old trees occupy 40 hectares in Girona. This is the space within the city reserved as a green area, where stone and history take a rest and let nature manifest itself in all its splendour. A splendour that continues to grow, making the plantains of the park the tallest in Catalonia.', and 'La Devesa is also the largest city park in the principality. An area for recreation, playing sports or holding fairs, where the artists who perform in the auditorium converge with the runners, walkers, the exotic vegetation of La Devesa gardens and even Walt Disney.'

[http://arquiphp.cultura.gencat.cat/index.php?language=en&monumento\\_inicial=822309&seccion\\_inicial=presentacio](http://arquiphp.cultura.gencat.cat/index.php?language=en&monumento_inicial=822309&seccion_inicial=presentacio)

Navigation menu: Presentation, The Monument, History, Characters, Conservation, Architectural style, For visitors, More information, Multimedia

## Cadaqués complex

### White on blue



Cadaqués is a simple **fishing village** and a **mythical place** on the **Costa Brava**, a privileged tourist destination. The steep streets in the old quarter, the whitewashed façades, the calm waters of the bay and the olive groves of the surrounding countryside, make up a complex where everything seems uncommon. For this reason it is not unusual that white Cadaqués served as inspiration for the most **surrealist** Catalan artist: **Salvador Dalí**.

In Cadaqués, traditional architecture coexists with Neoclassical, Modernist, Noucentista (Catalan

Multimedia gallery

Timeline markers: sXIX, sV bc, 0, sV, sX, sXV, sXX

[http://arquitphp.cultura.gencat.cat/index.php?language=en&monumento\\_inicial=822401&seccion\\_inicial=presentacio](http://arquitphp.cultura.gencat.cat/index.php?language=en&monumento_inicial=822401&seccion_inicial=presentacio)

**m.**

Navigate through  
the last 3000 years  
of Catalan  
architecture...



fabrica asland



1 total results



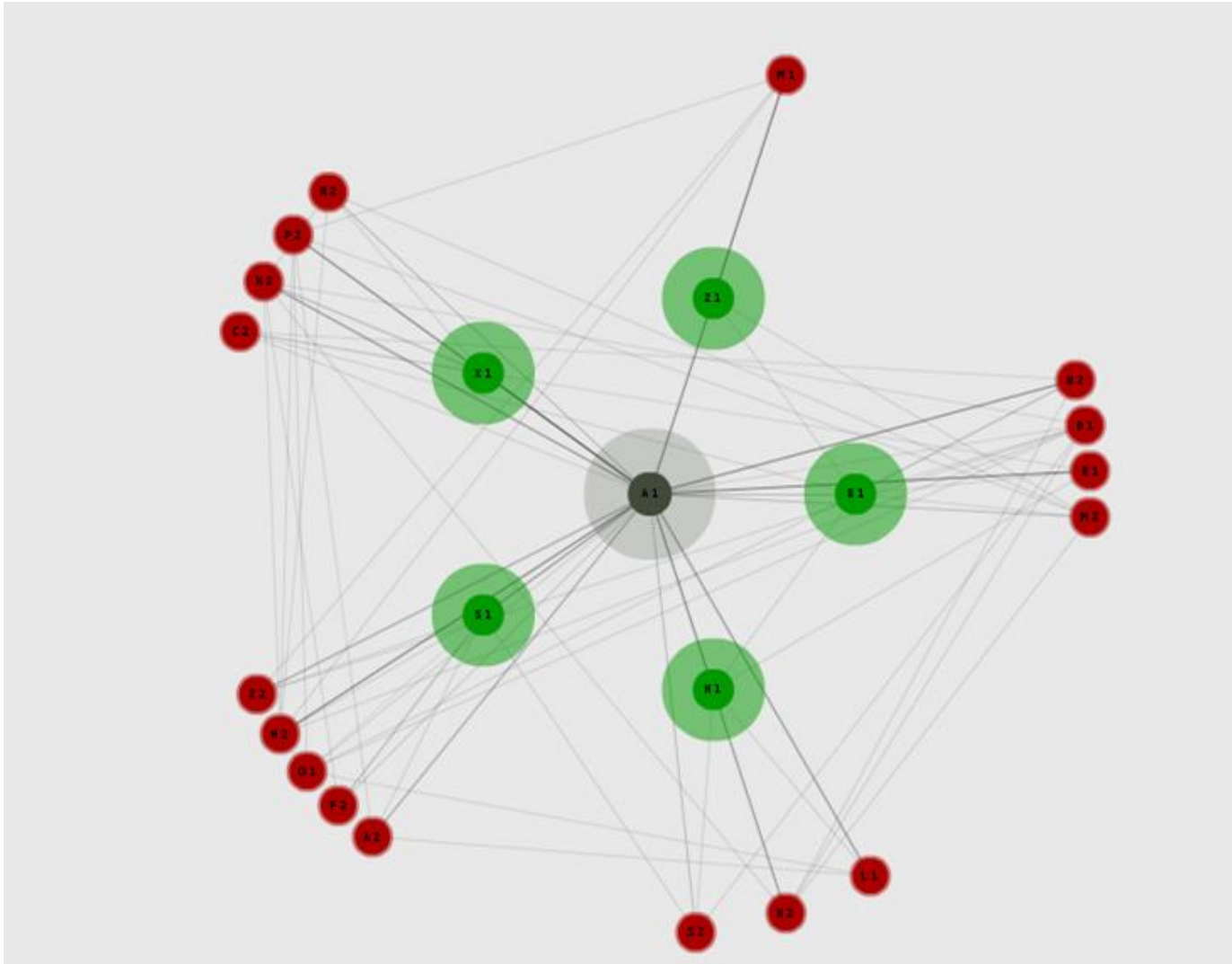
# Asland Factory



[http://www.gencat.cat/big/big\\_player/index.htm?width=512&height=288&imatge=&video=&videoMetode=2&identificador=%09257173111102109&validateCode=s](http://www.gencat.cat/big/big_player/index.htm?width=512&height=288&imatge=&video=&videoMetode=2&identificador=%09257173111102109&validateCode=s)



# Pat.mapa / Ontology viewer



ARQUEODADA

GAUDÍ

MUSEUS CATALUNYA

COLLECTIONS

ROMANESQUE

WINNERIES

GENCAT

MUNICIPALITIES



General introdu

Integrated

Internal and external sour

### Burgebut (Tossal de Tital)

**Categoria:** Arqueologia  
**Context:** Terrany em  
**Tipus jaciment:** Altare llaure (Lloc d'habitatció)  
**Datació de les restes:** Restes més antigues: Paleolític (5.700a C)  
 Restes més recents: Lletolític (700a C)  
**Municipi:** Conca de Barberà (Serra de Collada de Queralt)



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#### Suggerències properes

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- Monestir de Poblet Tarragona, 1275 d.C. +
- Monestir de Poblet Tarragona, 1275 d.C. +



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#### Vídeos

- Monestir de Poblet en la actualitat. Fotografies realitzades durant la verema d'octubre del 2008 al Monestir de les
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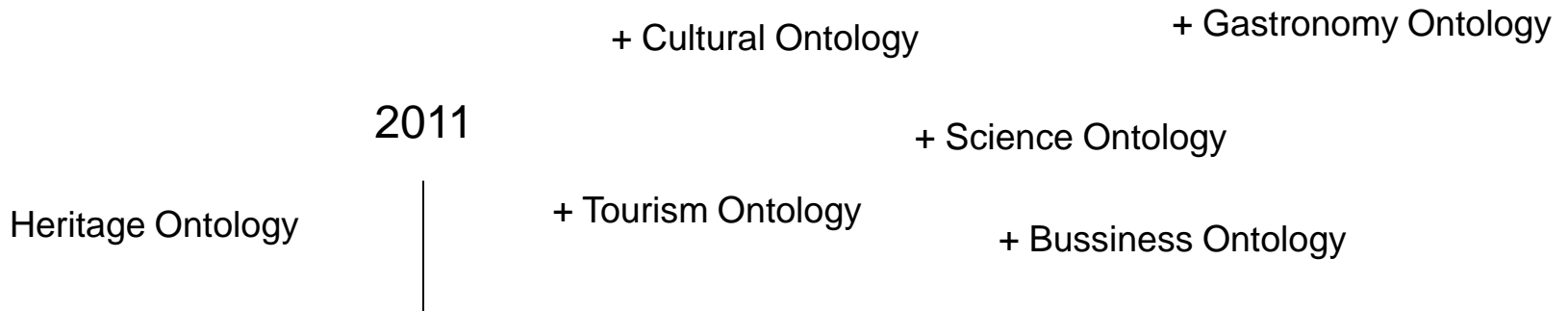
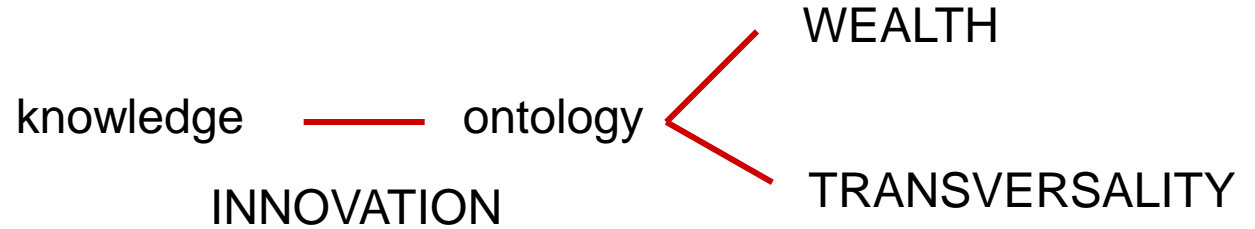
#### Temes relacionats

- Monestir de Poblet en la actualitat. Fotografies realitzades durant la verema d'octubre del 2008 al Monestir de les
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#### Recomana aquest reportatge

Relations: place, time

# Pat.mapa



→ **Architecture**

→ **Films**

→ **Festivals**

Cultural, social, scientific, industrial events, .....



↘ **Common platform**

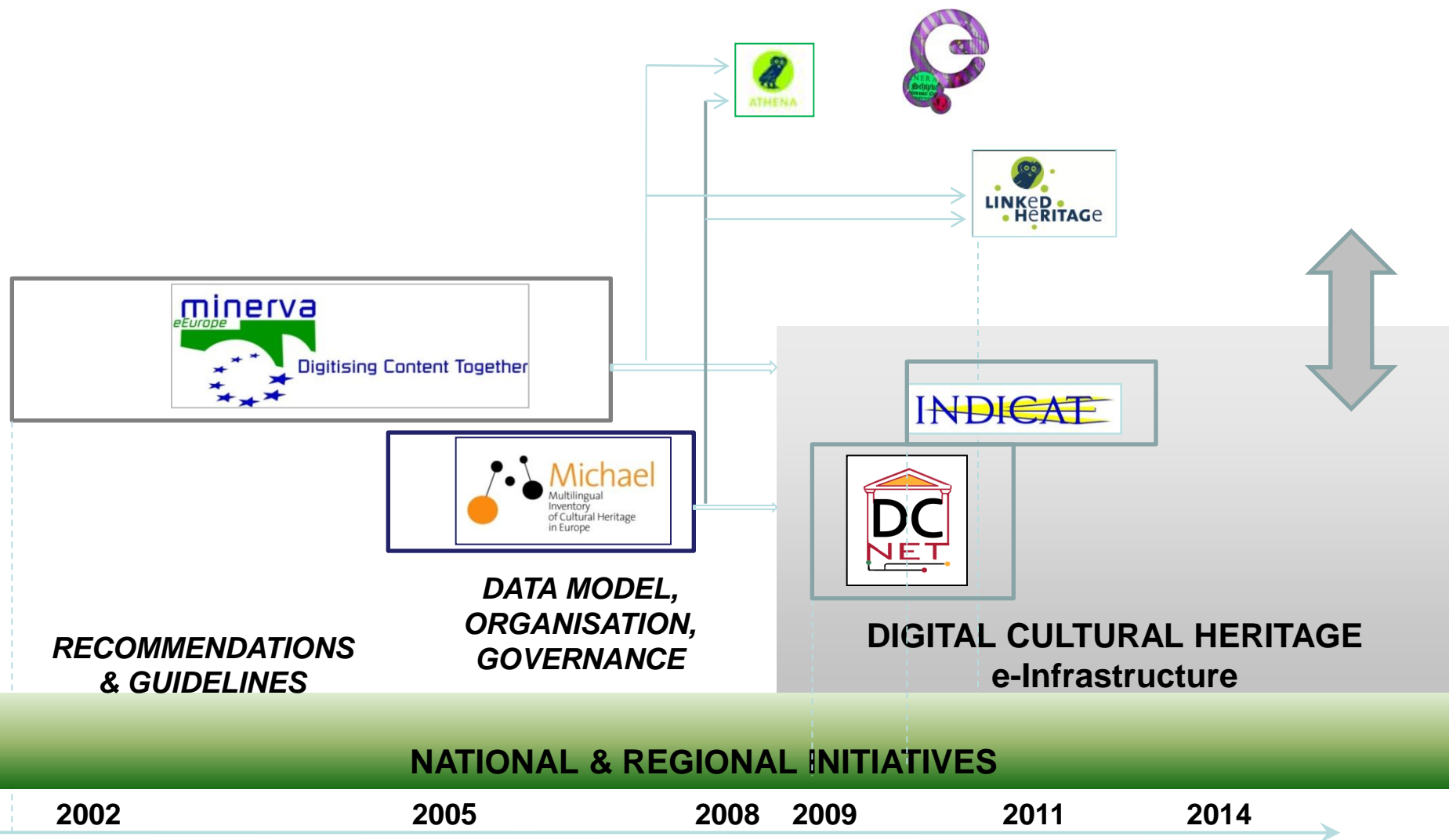
↘ **Specific projects**



# Mobility / Semantic / Information



# Digital Cultural Heritage / Projects





**Linked Heritage** - Coordination of Standards and Technologies for the enrichment of Europeana

[www.linkedheritage.eu](http://www.linkedheritage.eu)



Coordination  
of standards and technologies  
for the enrichment  
of EUROPEANA



# Partners

## COORDINATOR

Istituto Centrale per il Catalogo Unico delle biblioteche italiane e per le informazioni bibliografiche, ITALY

## AUSTRIA

UMA Information Technology GmbH

## BELGIUM

Packed - Platform voor de archivering en conservering van audiovisuele kunsten  
Koninklijke Musea Voor Kunst en Geschiedenis

## BULGARIA

Central Library of The Bulgarian Academy of Sciences

## CYPRUS

The Cyprus Research And Educational Foundation

## CZECH REPUBLIC

Institutu Umeni - Divadelniho Ustavu

## ESTONIA

Eesti Vabariigi Kultuuriministeerium

## FRANCE

Ministère de la culture et de la communication  
Université de Savoie  
Association Dedale

## GERMANY

Stiftung Preussischer Kulturbesitz

Philipps Universitaet Marburg  
Mvb Marketing Und Verlagsservice Des Buchhandels GmbH  
Gottfried Wilhelm Leibniz Universitaet Hannover

## GREECE

University of Patras  
National Technical University of Athens  
Hellenic Ministry Of Culture

## HUNGARY

Országos Szechenyi Könyvtár

## IRELAND

Pintail Ltd  
An Chomhairle Leabharlanna

## ITALY

Consiglio Nazionale delle Ricerche  
Università degli studi di Roma La Sapienza  
Università degli studi di Padova  
Medra s.r.l.  
C.t.f.r. Srl  
Promoter di Masi Pietro & c s.n.c.

## LATVIA

Valsts Agentura Kultūras Informācijas Sistēmas

## POLAND

Stowarzyszenie Międzynarodowe Centrum Zarządzania Informacją

## PORTUGAL

Instituto Superior Técnico

## SLOVAK REPUBLIC

Cordia As

## SLOVENIA

Javni Zavod Republike Slovenije Za Varstvo Kulturne Dediscine

## SPAIN

Fundacio Privada I2cat, Internet I Innovacio Digital A Catalunya  
Generalitat de Catalunya. Departament de Cultura

## SWEDEN

Riksarkivet

## UNITED KINGDOM

Editeur Limited  
Digital Heritage Lbg  
Collections Trust Lbg

## New projects

→ Europeana Photography

→ Europeana Muses

→ Oppidum



Generalitat de Catalunya  
**Departament de Cultura**