

Democratising the Rijkmuseum

Why did the Rijksmuseum make available their highest quality material without restrictions, and what are the results?
A case study.



Little bit of background

- Largest
- Over 1 million objects
- “Closed” between 2003 and 2013
- 800 square meters while closed
- 22.000 square meters after re-opening
- Currently about 8000 objects on display



'There is not a single physical space where all the objects can be shown, but on the internet you can.'



The first steps (early 2011)

- Not much information about copyright status of collection
- CC-BY license
- Discussion with Europeana
- Small set of lesser known works released



Public Domain Charter (2010)

'Exclusive control over public domain works cannot be re-established by claiming exclusive rights in technical reproductions of the works, or by using technical and/or contractual measures to limit access to technical reproductions of such works. Works that are in the public domain in analogue form continue to be in the public domain once they have been digitised.'



The next phase (end of 2011)

- Open Data hackathon
- Marketing stepped in
- “Our core mission to get people to know our collection”
- Large set of Public Domain works in high quality
- 4500x4500, jpg, +/- 2 mb



This resulted in

- The most used dataset of Apps4Netherlands
- More discussion internally
- Less 'bad copies' being used
- More images being made available
- The Rijksstudio



'With the internet, it's so difficult to control your copyright or use of images that we decided we'd rather people use a very good high-resolution image of the 'Milkmaid' from the Rijksmuseum rather than using a very bad reproduction.'

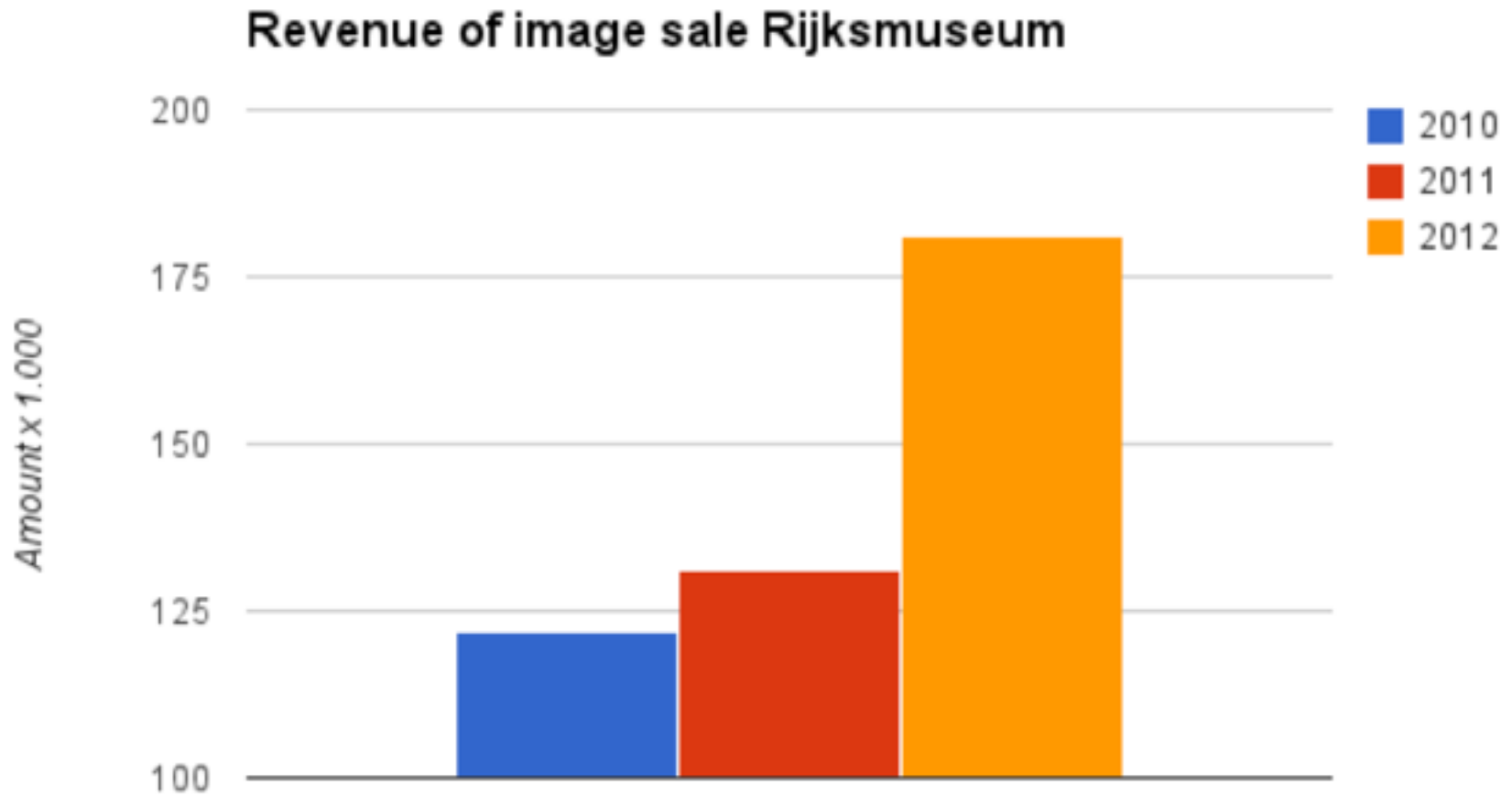


Different prices for different sizes

- High quality image free to download
- Master file for sale - € 40-
- Asked the user if they planned to use it 'commercially'



Image sale



Different prices for different sizes

- October 2013 - Decided to remove all restrictions
- Focus on larger digitisation funds instead of image sale
- Actively encourage people to remix with the 'Rijksstudio Award'
- New images automatically added by their API





europeana
think culture

Thank you

Joris Pekel

Joris.pekel@europeana.eu

 @jpekel

