



Picture Australia

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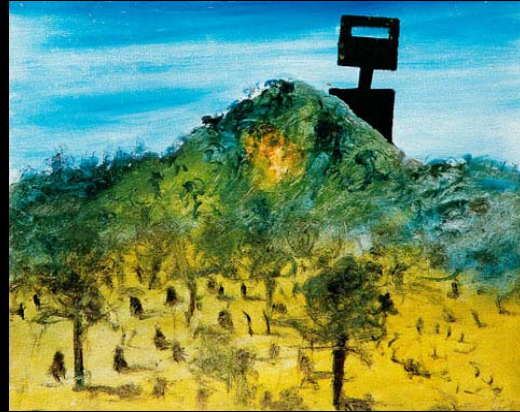
Social Media and Cultural
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...one simple search many collections

*Maximising
exposure to
image collections*

*Working
collaboratively to
make accessing
images easier*



Sidney Nolan
KELLY 1946
Ripolin on strawboard
Nolan Gallery

Picture Australia is the nations richest online pictorial resource. It providing access to over 1.4 million images of Australia's past and present including: photographs, objects, maps and works of art.

It includes national and international Archives, Galleries, Museums and Libraries who work together with the common goal of making -



The National Library of Australia's Flickr Project

- *Explore new models for collecting digital material, such as the deposit of resources by the Australian public*
- *Enhance opportunities for existing and new users to share ideas, including the development of innovative online “spaces”*

Almost exactly 2 years ago the National Library began a new project in partnership with Flickr

The initiative enables individuals to contribute their images to Picture Australia through Flickr, an online image repository where over two million users can store and share their photos and interact with others (www.Flickr.com).

The Library devised a way to map Flickr's API metadata to the Dublin Core metadata. So that images could be harvested weekly into Picture Australia.

Up until that point, Picture Australia provided access to predominately historical images.

The project has two objectives to increase the number of contemporary images in Picture Australia and to engage with new audiences.

It has been a resounding success on both counts.

In February 2008 the Flickr membership just under 1300 members and 30,000 images.

These members are seeking active involvement in an online community assisting to build the nations visual record.

Flickr API

Flickr XML element	Dublin Core element
• URL	DC.Identifier.URL
• Photo@Id,Secret,Server	DC.Identifier.URL.Thumbnail
• Photo@Id	DC.Identifier
• Title	DC.Title
• Description	DC.Description
• Owner@Realname+Loc	DC.Creator
• Dates@Taken	DC.Coverage.Temporal
• Tag	DC.Subject
• "Flickr"	DC.Source
• Photo@license	DC.Rights

The Library hacked the Flickr API into DC



The project offers the Library a unique means to access a diverse collection of images of national significance produced by individual Australians.

'Picture Australia: People, Places and Events' group is our first and most successful group so far.

This group seeks images of social, political, contemporary and or historical events of national significance.

It taught us a lot

- We noticed that people started loading photographs from their own family album and that we had a way to access peoples private collections

One good example is Carnemolla169's collection.

Carnemolla169 has been an image maker since the 1960s starting out as a Movietone newsreel camera man and then becoming a documentary photographer. He is now in his mid 60s and loading his images archive to Flickr.

- Smaller agencies could use this method to get their images into Picture Australia

- We could contact other groups with images of interest and get them to add to our group

'Picture Australia:OurTown'



**Bitingmidge,
Sending a pearl diver down,
Torres Strait c 1958**



Photo made by pizzodiservo taken in the year 1959



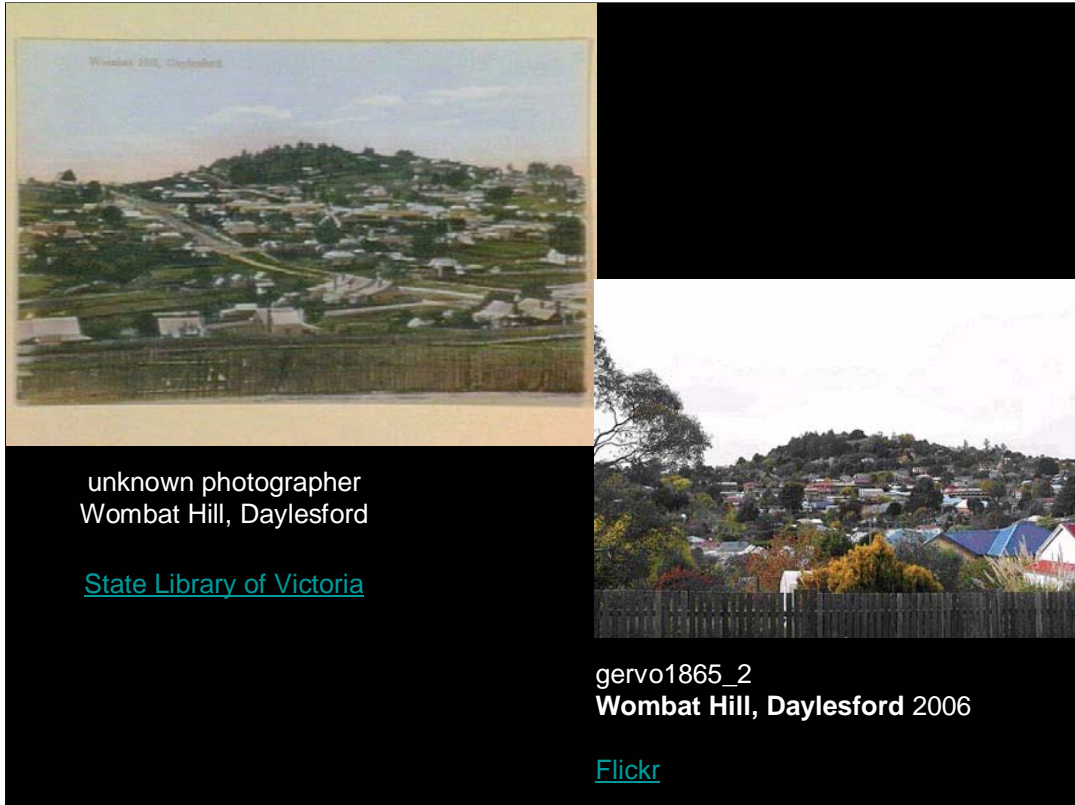
Photo made by jonsey_79 taken in the year 2006

*Mackay 1959 and 2006,
Yesterday and today. Corner of
Wood St and Victoria St, in the
City Heart.*

A year later we started the 'Picture Australia: Ourtown' group
The project again received extensive national coverage especially
through regional radio stations and newspapers

This group is perspectives on Australia's rural and urban spaces and
work places. Assisting us to keep the national collection current by
taking contemporary location shots of historical images already in
Picture Australia.

The success of the Library's Flickr project is evidenced by the fact
that there are now Flickr photographers taking images in every city
and virtually every country town across Australia.



They are also referencing historical images in our collection in considering the impact of the passage of time on the towns that they live in.

'Re-Picture Australia'



The Present History – Remade, 2007, The Contextual Villains

This work contains family photographs, the work of artists Tom Civil, Amber Wallis and Emily Robinson and images from the National Library of Australia <http://www.nla.gov.au/nla.pic-an25110363>, <http://www.nla.gov.au/nla.map-rm1892>.

This is a brand new group that we are starting to advertising widely.

That enables Flickr members to literally Make their mark on history!

This group encourages artists and designers to 'mash-up' significant public-domain images into new artworks and incorporate their own illustrations and photographs to create innovative montages. Picture curators from around the country have provided high-resolution public-domain images from their collections, in support of this digital art project.

The 'Re-Picture Australia' project aims to encourage the creative use of the nation's collections and to attract new audiences playing and working in the visual industries.

The concept for this group acknowledgement the fact that the progress of art over the last century, has been noticeably propelled by collage practices in each and every art form.

The Contextual Villains is a multi-media arts collective currently based in Melbourne. Their work focuses on the collection, abstraction and re-contextualisation of found imagery, to produce digital collages.



Benefits

- It presents Picture Australia in the user environment
- Creates structures for active user contribution
- Provides the ability to view past and present history together
- Brings together the processes of historicism and invention

Picture Australia's Flickr project has proven that:

- Social networking communities are producing born digital content of great interest to digital libraries
- That cultural institutions could also provide a service to these communities by preserving these culturally significant assets

Benefits

The Flickr project has been the most successful online marketing that Picture Australia has yet utilised with a 43% increase in page views.

The success of the Library's own Flickr project and the huge new audience it has brought to Picture Australia highlights the potential of Web 2.0 social networking tools to engage new audiences with their public collections and intensify their concern for the care of these collections.

Interestingly the LOC experienced a similar surge of interest following the recent release of their Flickr Commons project where they uploaded 3,000 images inviting Flickr members to tag them.

Within just two days the site had 650,000 image views and 420 comments.

Challenges

- Implement new models for the creation of quality metadata
- Preservation a cooperative responsibility
- Build a common rights framework

Future Challenges for digital libraries :

How do collecting institutions continue their role as custodians of culture manage their traditional collections and withstand the tsunami of the digital age.

I think they must increasingly become forums for the production, exhibition, distribution and debate of culture in collaboration with the public.

That collaboration might entail:

Developing research user groups who can assist with the implementing of new models for the creation of quality metadata for collection development in collaboration with creators

Work on finding a common language to create metadata and using more machine created metadata

Educating Flickr members of the importance of preservation at the point of creation of a record

Building a common rights frameworks through the use of Creative Commons.