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What is I-Media-Cities ?

17 Partners closely collaborate to create a digital platform where film collections about 9 major European cities can be accessed. The partnership is made up out of Film archives, who are opening up their vaults with valuable films (some in public domain, others in copyright), major universities and research institutions who will look at these films from many different viewpoints (history, urbanism, daily life ...) and technological partners that will make sure the platform has the latest digital developments.

Project Timeline

The project will run over three years from 01/04/2016 until 31/03/2019.

A first version of the platform will be ready in spring of 2018 and the final version will be launched in spring 2019.

European context

I-Media-Cities is a project that has received funding in relation to the *European Union's Horizon2020 research and innovation programme* .

Project coordination lies with CINEMATHEQUE ROYALE DE BELGIQUE, represented by its Director Nicola Mazzanti

Project description



This project has received funding from the European Union's Horizon 2020 Research and Innovation programme under grant agreement n° 693559



I-Media-Cities is a European research project that brings together 9 major European film archives with different important European research institutions. The goal of the project is to find easy ways to facilitate the sharing of digital content and to make that content accessible through a digital platform to many different types of users. The project aims at creating e-environments where users ranging from scientific researchers to the general public can gain access to important digitized films and photographs from the collections of the archives.

For this innovative research project, around 2000 digital moving image files were selected related to 9 major European cities (Athens, Barcelona, Bologna, Brussels, Copenhagen, Frankfurt, Stockholm, Turin and Vienna).

At the end of the project, a digital platform and portal will have been developed, that will allow users to view these films and photographs, and that will allow a great deal of interaction between this content and the user: they will be able to tag, edit, search for and comment on the audiovisual material, as well as add their own content to the platform, showing other aspects of these cities.

The project that focusses on content showing cities, will become an innovative instrument for multidisciplinary research and groundbreaking business modelling, and will open up treasure chests of European cultural heritage.

There are six target groups for this project

- Archives,
- Researchers (from many fields),
- ICT companies (Information & Communications Technology),
- Teachers,
- General Public,
- Commercial A/V companies.

I-Media-Cities strives to become an international and multilingual platform, centered around the studies of large European cities and their urban development, by providing access to previously inaccessible film collections.

The 17 Project Partners / (*) = Belgian partners

1. (*) **CINEMATHEQUE ROYALE DE BELGIQUE**,
RAVENSTEIN 3, BRUXELLES 1000, Belgium

2. **CONSORZIO INTERUNIVERSITARIO CINECA (CIN)**
VIA MAGNANELLI 6/3, CASALECCHIO DI RENO BO 40033, Italy,

3. **FRAUNHOFER GESELLSCHAFT ZUR FORDERUNG DER ANGEWANDTEN**



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HANSASTRASSE 27C, MUNCHEN 80686, Germany

4. (*) **IMEC VZW**, TECHNOLOGIEPARK 19, GENT 9052, Belgium

5. **FONDAZIONE CINETECA DI BOLOGNA (CCB)** via Riva di Reno 72, Bologna 40122, Italy

6. **ISTITUTO PER I BENI ARTISTICI CULTURALI E NATURALI DELLA REGIONE EMILIA ROMAGNA (IBACN)**, VIA GALLIERA 21, BOLOGNA 40121, Italy

7. **MUSEO NAZIONALE DEL CINEMA - FONDAZIONE MARIA ADRIANA PROLO - ARCHIVI DI CINEMA, FOTOGRAFIA ED IMMAGINE (MCT)**
VIA MONTEBELLO 20, TORINO 10124, Italy

8. **URBAN CENTER METROPOLITANO (UCM)**
PIAZZA PALAZZO DI CITTA 8F, TORINO TO 10122, Italy

9. **OSTERREICHISCHES FILMMUSEUM VEREIN (OFM)**
AUGUSTINERSTRASSE 1, WIEN 1010, Austria

10. **UNIVERSITAT DE BARCELONA (UB)**, GRAN VIA DE LES CORTS CATALANES 585, BARCELONA 08007, Spain

11. **INSTITUT CATALA DE LES EMPRESES CULTURALS (ICEC)**
RAMBLA SANTA MONICA 8, BARCELONA 08002, Spain

12. **STIFTELSEN SVENSKA FILMINSTITUTET (SFI)**
STOCKHOLM 102 52, Sweden

13. **STOCKHOLMS UNIVERSITET** Universitetsvaegen 10,
STOCKHOLM 10691, Sweden

14. **ARCHEIA TAINION TIS ELLADOS TAINIOTHIKI TIS ELLADOS (TTE)**
IERA ODOS 48, ATHINA 10435, Greece

15. **ETHNIKO KAI KAPODISTRIAKO PANEPISTIMIO ATHINON (UoA)**
6 CHRISTOU LADA STR, ATHINA 10561, Greece

16. **DET DANSKE FILMINSTITUT* DANISH FILMINSTITUTE (DFI)**, GOTHERSGADE 55,
KOBENHAVN 1123, Denmark

17. **DEUTSCHES FILMINSTITUT - DIF EV (DIF)**
SCHAUMAINKAI 41, FRANKFURT AM MAIN 60596, Germany

The target groups



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This highly interactive, technologically and methodologically innovative project will serve six main stakeholder groups/communities:

4 main target groups and 2 secondary ones.

Main target groups:

- > The community of archives and institutions providing their content to the platform; the project will devise a system allowing content providers to automatically upload digital content by creating a set of automatic preprocessing steps allowing an easy ingest. Thus, the community will be able to grow even beyond the boundaries of the project.
- > The community of researchers who will be able to access the data freely, easily and transparently for research purposes, as well as upload, enrich, tag, comment, describe, index, in other words further enrich the platform with the result of their research. Therefore, the platform will create a working environment for researchers with the possibility of creating sub-environments for specific areas of research, topics and approaches.
- > The ICT community, which will be prompted to provide feedback and suggestion of improvement on the project e-environment and support to generate innovative applications.
- > **Communities of end-users** built around multiple public entry points, from desktop to mobile applications. E.g. users will be able to interact with the resources available (metadata and images) in order to experience a virtualized history of urban environments, virtual walks across history and urban spaces, study the historical, sociological and architectural evolution of a city, accessing these services by a computer or a mobile device.

The users will also be able to contribute to the platform, including crowd-sourced tagging, indexing and cataloguing (e.g. by identifying lesser known areas of the cities depicted in the images, contained in the platform). The project will provide the technical infrastructure to make interaction with the content easy and seamless.

Secondary target groups:

- > The educational community of schools of any level as well as universities that will be able to use the services for educational, classroom or individual study purposes.
- > The community of commercial users who will be able to access, preview and select materials for commercial exploitation (e.g. documentary and TV-program production) and license them from archives and/or rights-owners in order to facilitate the creative re-use of the digital cultural heritage resources, turning them into real “cultural assets”.



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