



europæana
fashion

Press Release

Europeana Fashion. Putting Europe's fashion heritage online

Florence - March 20, 2012

On 1 March 2012 the **Europeana Fashion** project was launched. This exciting three-year project, co-funded by the European Commission within the ICT Policy Support Programme, will publish online by March 2015 over 700,000 fashion-related digital objects, ranging from historical dresses to accessories, photographs, posters, drawings, sketches, videos, and fashion catalogues. **Europeana Fashion** is a best practice network of 23 partners, representing the leading public and private museums, archives and collections from 12 European countries. More information about the project will be available soon on the project website: www.europeanafashion.eu

Fashion is an important part of our shared European Cultural Heritage, which is increasingly recognised for its important research value to other academic disciplines, including arts, culture, sociology and communication. Since the beginning of the XX century some of the most important public and private cultural institutions and museums of applied arts in Europe have begun collecting and preserving garments, accessories, catalogues, fashion magazines and other documents and materials related to fashion. This has resulted in a growing number of impressive and unique collections that **Europeana Fashion** will bring together online through Europeana (www.europeana.eu) and also through a dedicated multi-lingual fashion portal.

The **Europeana Fashion** project is coordinated by Fondazione Rinascimento Digitale.

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www.europeanafashion.eu

Project co-funded by the EU in the ICT Policy Support Programme



Notes for the Editors

Europeana Fashion partners

Fondazione Rinascimento Digitale (IT)	National Technical University of Athens (EL)
ModeMuseum (BE)	Royal Museums of Art and History (BE)
Internet Architects (BE)	Roger Dean Photography (UK)
Victoria & Albert Museum (UK)	Netherland Institute for Sound and Vision (NL)
Catwalkpictures (BE)	Stockholms Universitet (SE)
Museum of Applied Arts (RS)	Les Arts Décoratifs (FR)
MUDE – Museu do Design e da Moda (PT)	Peloponnesian Folklore Foundation (EL)
Stiftung Preussischer Kulturbesitz (DE)	Archivio Emilio Pucci (IT)
Pitti Immagine (IT)	Centraal Museum Utrecht (NL)
Nordiska Museet (SE)	Rossmoda (IT)
Museo del Traje (ES)	Wien Museum (AT)
Archivio Missoni (IT)	

Europeana in a nutshell

Europeana is a multi-lingual online collection of millions of digitized items from European museums, libraries, archives and audiovisual collections. Currently Europeana gives integrated access to 20 million books, films, paintings, museum objects and archival documents from some 1500 content providers from across Europe. The content is drawn from every European member state and the interface of the portal is in 29 European languages. Europeana receives its main funding from the European Commission.

www.europeana.eu

