



ALL OUR YESTERDAYS

(1839-1939) Life through the lens of Europe's first photographers

11 aprile - 2 giugno 2014

Pisa, Museo della Grafica, Palazzo Lanfranchi

COLLECTING DAYS: BRING YOUR PHOTOS!

All of us cherish as a treasure our old family albums: they are a historical and cultural heritage which can be valorized thanks to the digital technologies.

Bring your photos in Palazzo Lanfranchi: they will be digitized for free and will converge into projects for the enhancement of the cultural heritage of the territory, such as MemorySharing and a second exhibition in Pisa organized by cultural association Imago in December 2014.

How to participate

This initiative is addressed to citizens, collectors, small archives, amateur associations etc.

We are happy to accept original photographs, possibly well-preserved and related to the period 1839 – 1950. The photos will be professionally digitized in real time by the operators of Imago cultural association every Thursday and Sunday during the period of opening of the exhibition All Our Yesterdays, held in Pisa at Museo della Grafica in Palazzo Lanfranchi (Lungarno Galilei 9) from 11th April to 2nd June 2014.

Each photo will be identified with a progressive number to which information about the photo itself ("metadata") will be associated. The owner of the photo is invited to provide such metadata: e.g. date of the photograph, author if known, people and venues represented in the picture, theme of the picture (if a portrait, reportage, studio, history etc.), photographic technique and so on.

The original photographs will be immediately given back along with a copy of the digital file on a USB device (pendrive free of charge) or via email.

The digitization service is free of charge because the initiative has no commercial purpose. The photos are collected only with aims of study, research, dissemination, and preservation of historical and cultural heritage.

The images in digital format and their related metadata are preserved within the archives of Promoter's digital collection. Promoter is solely responsible for the treatment of the data, and the owner of the picture is requested to provide Promoter with a consent form/ rights waiver exclusively for no-commercial re-use of the digital image. Any other use of the image should be agreed in advance with the owner of the original photograph.

These digital images could take part in projects for the preservation and creative re-use of digital cultural heritage such as MemorySharing, promoted by association Acquario della Memoria and aimed at collecting, sharing and telling stories about a community through documentaries, multi-screen movies, multimedia exhibitions, contests, readings, e-books and other events. Further, a selection of the best pictures collected in the initiative will be shown during a new exhibition organized by cultural association Imago in Pisa in December 2014.

For information and appointments: pessina@promoter.it, 328 6610814