



# Creating an online curiosity cabinet: The digitisation of historic collections

**Catherine Leonard**

Innocastle Project Manager, National Trust

[Catherine.Leonard@nationaltrust.org.uk](mailto:Catherine.Leonard@nationaltrust.org.uk)



# Challenges to digitising heritage

- Resourcing
- Evolving technology and systems
- Potential quantity of material
- Monetising digital products
- Cultural heritage as a shared 'actual' experience



## How to join in

If you'd like to get involved with the campaign the simplest way is to share images of blossom in your local area using [#BlossomWatch](#).

**The hashtag**  
We'd encourage you to use [#BlossomWatch](#) as much as possible to help the hashtag gain momentum and engage more people with the programme and nature.



Everyone needs nature  
Search [#BlossomWatch](#)

## The blossom map

We will also have a **blossom map** where geotagged blossom images shared via Twitter will be pinned on the map so we can track the emergence of blossom across the country.



## The date for your diary

On the **fourth Saturday of April** (24 April) we will collectively celebrate **Blossom** across social media, web and email encouraging people to experience blossom wherever they are, outside or digitally and take and share their images of **Blossom** using [#BlossomWatch](#). If you would like to join in on this day you can share your own experience of connecting with blossom and sharing using the [#BlossomWatch](#) hashtag.

## The fundraising ask

We will be asking people to **donate £5** to plant a tree as part of our national campaign, which will go towards our wider tree planting projects. Partners will be able to fundraise in support of their own projects should they wish to do so.



Text [NATURE](#) to [70555](#) to donate £5 and plant a tree



# Policies and practices identified

- Cronicari Digitali – Digital Storytellers (RO)
- I Luoghi del Cuore - Places of the Heart (IT)
- Crowd-sourcing a new Historic Environment Record (St Helena, UK)
- Digital interpretation at Cissbury Ring (UK)



# The digitisation of historic collections

## National Trust Collections

- Work began over 20 years ago
- Hundreds of volunteers, staff and contractors
- Website launched in 2011
- >1,000,000 items & growing
- [www.nationaltrustcollections.org.uk/](http://www.nationaltrustcollections.org.uk/)

## Benefits

- Role in disaster recovery
- Increased accessibility
- Public engagement
- Potential for income generation



For example...

This white jade box is of considerable significance; it was made in the 1700s in China under the rule of Emperor Qianlong. It was carved using a lotus seed pod, the foot formed by leaves, flowers and waterweed, from a single piece of stone to form a hinge. It is highly damaged, and would take 300 hours to restore. It's very difficult to source the right shade of jade and the quality of carving would be extremely complex to restore. Should this item be prioritised?

# Policy change – Badajoz (ES)

**Use of new technologies for the creation of digital resources and for the touristic promotion of heritage through open participation:**

- Province makes open digital tools available to the public (schools, municipalities, etc)
- Collect digital content created by citizens
- Use on an e-platform to promote cultural heritage tourism
- Cost: €30,000



**Innocastle**  
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European Union  
European Regional  
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**Thank you!**

Questions welcome



*Innocastle*