



Deliverable D8.1 - Project Website

Release Date	27.02.2019
Version	0.7
Dissemination Level	Public

Project Number	822336
Project Acronym	Mingei
Project Title	Representation and Preservation of Heritage Crafts

Deliverable Number	D8.1
Deliverable Title	Project Website
Deliverable Type	Report
Dissemination Level	Confidential
Contractual Delivery Date	February 2019 (M3)
Actual Delivery Date	27 February 2019
Work Package	WP8 – INFORM & ENGAGE: Dissemination, Communication and Exploitation
Authors	Nikolaos Partarakis, Xenophon Zabulis
Number of pages (incl. cover)	36



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 822336.

<http://www.mingei-project.eu/>

Executive summary

This deliverable provides an overview of the website of the Mingei project, which has been launched in December 2018. It includes information about the pages of this website. The website was launched with a temporal visual identity stemming from the Mingei proposal and was update during the first semester of the project to map the formulated visual identity of the project.

The Mingei website provides basic information about the project such as the objectives, mission, pilots, consortium, etc. The website is constantly updated with project news, events, and publications. Furthermore, the website is a point of reach for stakeholders with the Mingei consortium it has gained wide visibility on search engines and in the first year, several inquiries have been made through the integrated contact form.

The design of the website is based on a modern minimal design approach, which is complemented by the visual identity of the project, and the engaging posts, news, events constantly updated to keep the interest of the community active. Furthermore, it is supported by the social media channels of the project where additional thematic reach to communities and stakeholders is pursued.

Regarding the implementation details the website was built on top of WordPress, which is a software designed for everyone, emphasizing accessibility, performance, security, and ease of use [1]. Constant updates, new features and functionality are added to ensure security, up-to date user experience and tracking of the reach and visibility. The public URL of the Mingei project website is: <http://www.mingei-project.eu> which appears as a first search result of the term “Mingei” in popular search engines.

This deliverable is structured as follows:

Section 1 provides an introduction regarding where and how to reach the website together with an overview of the presented content.

Section 2 presents the basic structure of the website through the main pages that can be reach from the website menu.

Section 3 provides details on the implementation of the Mingei website.

Section 4 provides an overview of Mingei presence on social media platforms.

Section 5 is concludes this deliverable and provides an overview on future work and planning regarding the website and social media platforms.

Keywords

Website, Web, WWW, social media, Facebook, Twitter, YouTube, Instagram

Document History

Date	Version	Author/Editor	Affiliation	Comment
10.01.2019	0.1	Nikolaos Partarakis	FORTH	Initial draft
04.02.2019	0.2	Xenophon Zabulis	FORTH	Revised draft
14.02.2019	0.3	Xenophon Zabulis	WAAG	Revised according to the review by Vera Lentjes and Pauline Appels
20.02.2019	0.4	Xenophon Zabulis	FORTH	Revised captions, acronyms
25.02.2019	0.5	Xenophon Zabulis	FORTH	Revised for typos etc.
27.02.2019	0.6	Xenophon Zabulis	FORTH	Revised and formatted document.
08.05.2020	0.7	Nikolaos Partarakis	FORTH	Revised version incorporating reviewers comments and screenshots from the latest visual identity and social media presence

Abbreviations

HC, HCs	Heritage Craft, Heritage Crafts
WWW, Web	World Wide Web
ICT	Information and Communication Technologies
CHIs	Cultural Heritage Institution, Cultural Heritage Institutions
PDF	Portable Document Format

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1. Introduction

The **website** of Mingei has been set up under the address <http://www.mingei-project.eu>. The page is hosted at the Data Center of FORTH, which is the coordinator of the project. The website contains (a) general information about the vision, objectives and pilots of the project, (b) information about project partners, (c) a dissemination section with deliverables, publications, news and events, and (d) a contact page.

2. Website structure

The Mingei website is structured in five main **sections**, which correspond to specific roles in the communication and dissemination of information about the project. The five subsections of this deliverable section correspond to the aforementioned main sections of the Mingei website.

Navigation to these main sections is supported throughout the website, by a breadcrumbs menu that is located at the header of every website page.

All pages of the website contain the project name and full title. In addition, all website pages acknowledge **funding** by the **European Commission** and the **Horizon 2020** programme, the contract number, the project duration and contain the **flag of Europe**.

All website pages provide **links** to the **social media** platforms of the project.

2.1 Home page

The home page of the website (see Figure 1) presents **general information** about the project, the latest **newsletter** posts and most recent posts of the **Twitter stream** of the project. In addition, it provides **links** to all **social media** platforms of the project as well as information regarding the **project partners**. On the left row, general information about the project is presented. On the right row, the latest updates from communication activities (newsletter and Twitter stream) are shown.

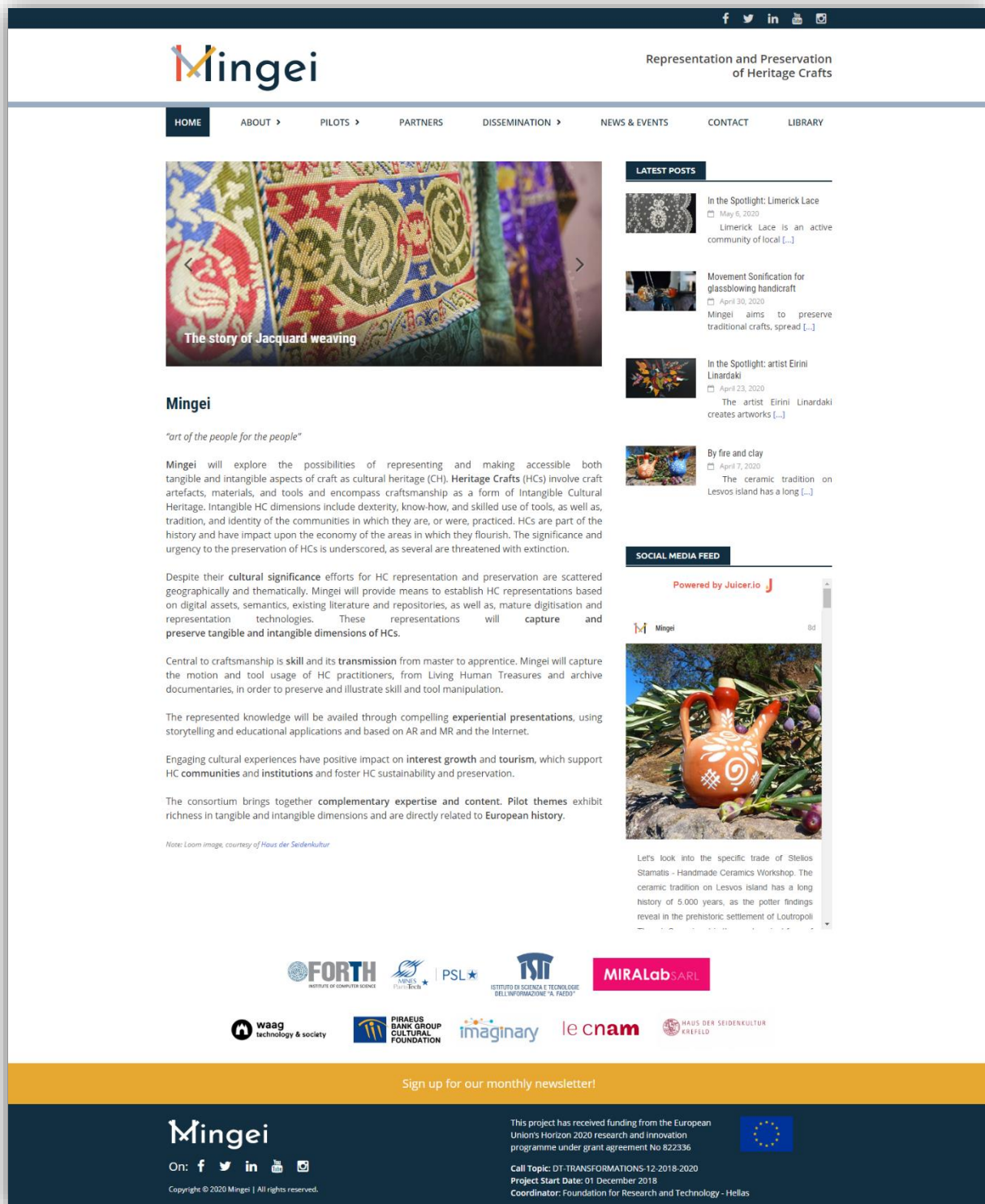


Figure 1. The homepage of the Mingei website [2]

2.2 About Mingei

In this subsection of the deliverable, the pages that are under the “About Mingei” website section are presented. These pages are relevant to the **vision**, the **objectives**, and the planned **pilots** of the Mingei project.

2.2.1 Vision

This page presents the vision of Mingei project, which is summarised as “... *to explore the possibilities of representing and making accessible both tangible and intangible aspects of craft as cultural heritage (CH)*” (see Figure 2).



Figure 2. The Vision section, of the Mingei website [3]

2.2.2 Objectives

In this page, the objectives of the project are presented together with an overview of the partnership in terms of multidisciplinary, expertise, and know how. The purpose is to present to the reader the way that the project is planning to achieve its vision and the role that each of the partners will have in this process (see Figure 3).




Figure 3. The Objectives section, of the Mingei website [4]

2.2.3 Pilots


Mingei is targeting the representation and preservation of heritage crafts, which is accomplished through a state-of-the-art technical infrastructure and will be validated through pilots. These pilots have complementary themes that cover tangible and intangible dimensions of Heritage Crafts. The pilots span from handicraft to industrial craft, have historical and societal significance, are related to the history of Europe, and, some, have special properties, such as being endangered or exhibiting hyper-locality.

Mingei pilots are extremely important for the success of the project and are presented in a separate page. The objective of this page is to communicate their diversity, societal and historical value of the selected pilots, as well as to underscore their tangible and intangible. More information will be added to this page, as pilots are planned, deployed, and evaluated.

A separate page has been developed for each Mingei pilot as shown in the following figures (dimensions (see Figure 4, Figure 5, Figure 6)



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PILOTS

Glass




Founded in 1794, the Conservatoire national des arts et métiers (CNAM) in Paris, is a Higher Education Institution, and home to the Musée des arts et métiers, a museum of technological innovation, traditional and industrial arts and crafts. CNAM is one of the oldest technical and industrial academic institutions and university museums in the world. It exhibits over 2.400 inventions, split into 7 collections: Scientific instruments, Materials, Energy, Mechanics, Construction, Communication and Transportation. Among these, glass and the glassmaking exhibition of the permanently exhibited "Materials Collection" is considered to be one of the most important for CNAM and its visitors. Glassmaking brings together artistic skill with a thorough **technical and sensory understanding of the material**. With a set of simple tools and processes, glassblowers are able to produce an almost endless variation of objects, from the decorative and fragile to the robust and functional. Glassmaking and glassblowing exhibit a range of expressions from **handicraft to industrial**, while it has been globally practiced for centuries. This pilot offers an excellent opportunity to produce and test meaningful tools for **capturing the gestures** of the contemporary creators of glass objects (tools, light machinery and glassware artefacts, etc.) and on investigating "reverse engineering" techniques for "re-inventing the gestures" of the creators of rare classical objects only, thus integrating them into motion-driven narratives for its visitors, in a MR environment.



This pilot will unfold in CNAM, Paris, collocated with the CNAM Higher Education institution, one of the pioneering institutions in France for formal, life-long learning, opening up the Mingei's target group to the collocated academic community. To instill life in the renowned glassmaking collection of the museum, collaboration with contemporary French glass-blowers will provide new captivating representations and experiences of this craft on the CNAM gallery floors.


[< Silk](#)
[Mastic >](#)

Sign up for our monthly newsletter!


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Figure 4. The Glass pilot page [5]

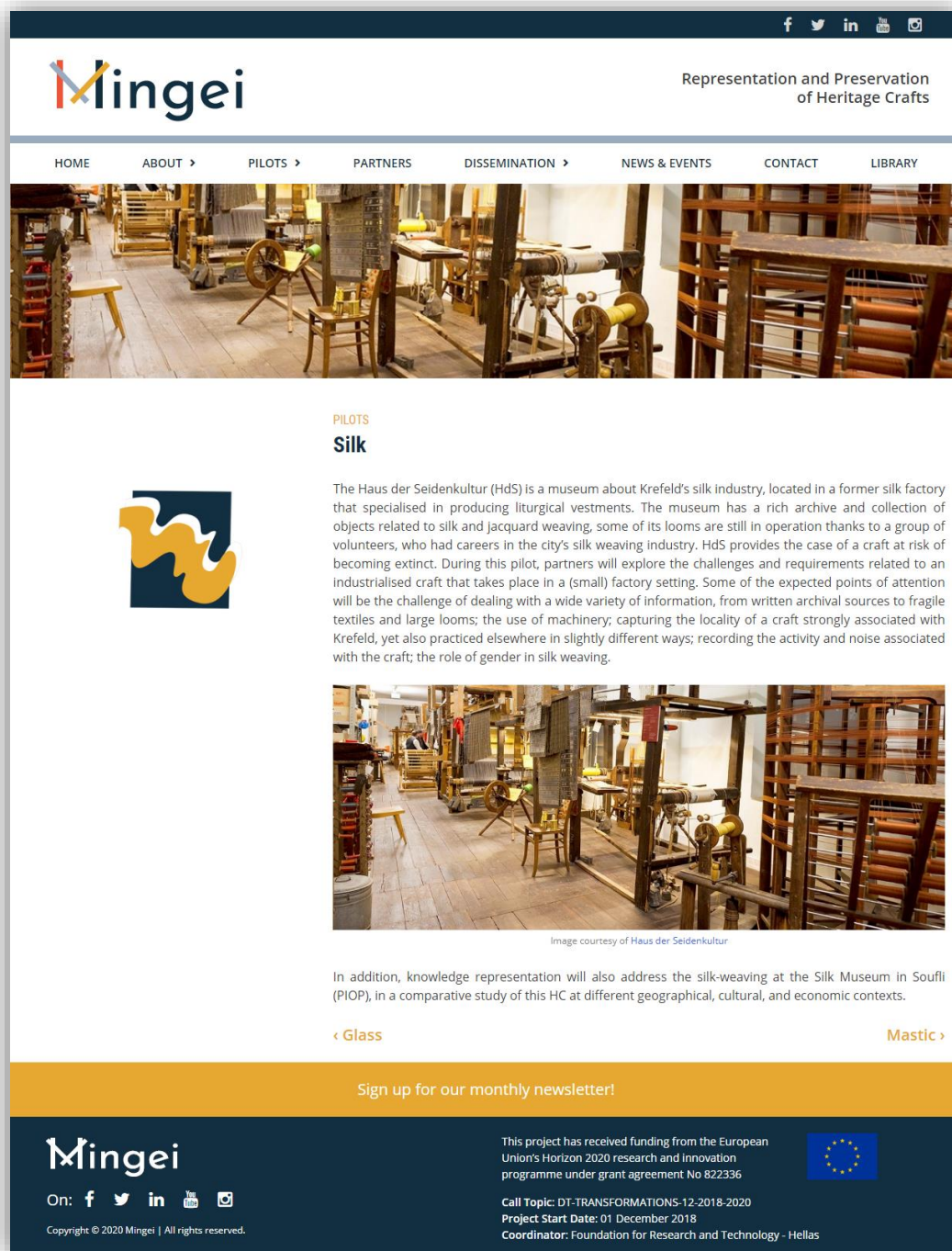


Figure 5. The Silk pilot page [6]

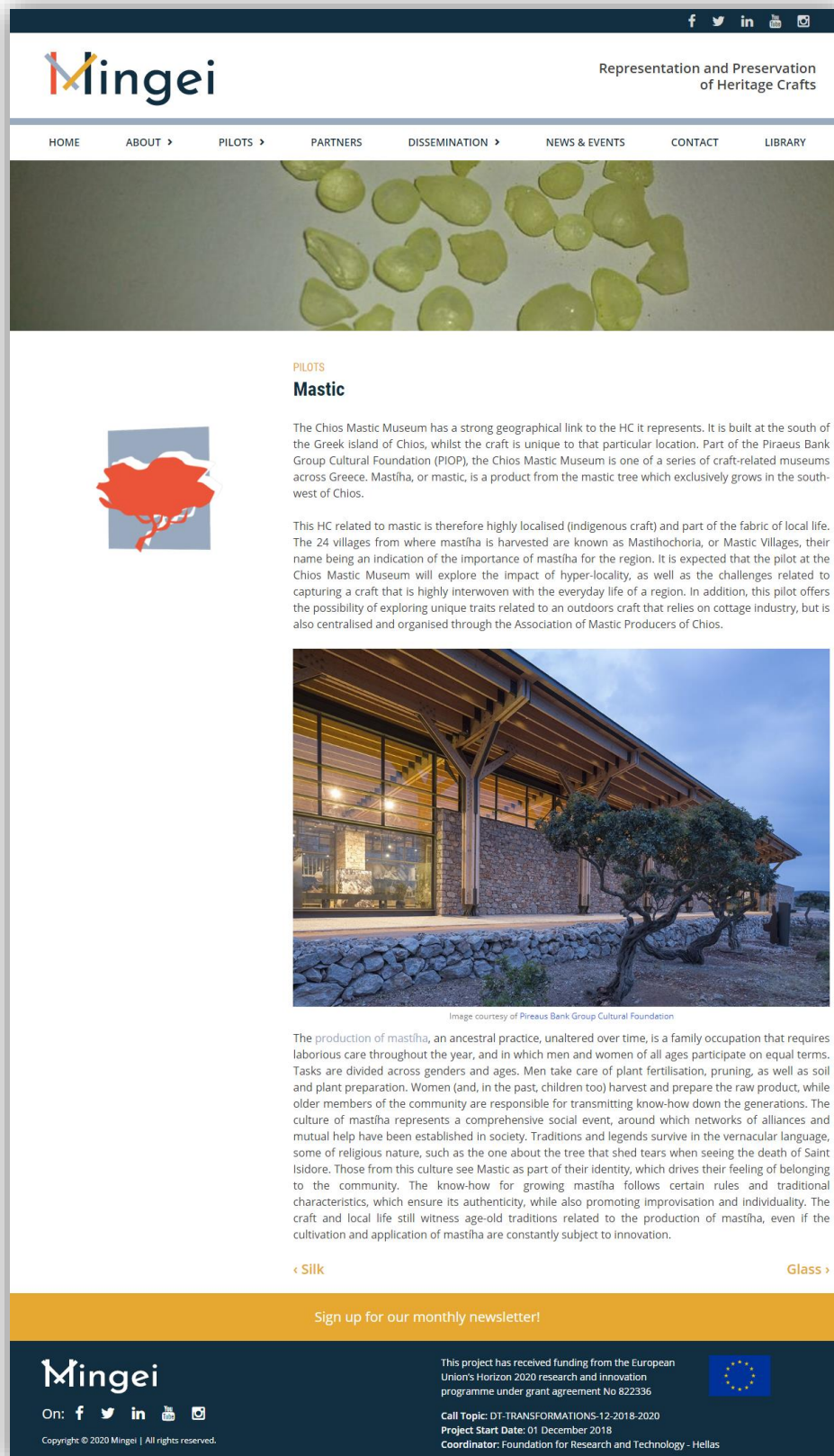


Figure 6. The Mastic pilot page [7]

2.3 Partners

The consortium addresses a multidisciplinary topic that concerns both the definition of a protocol for HC representation, the development, and integration of mature ICT products to produce tools for motion capture and gesture recognition, and the exploitation of represented HC in the context of CHIs and via the Web. With this in mind, the consortium members have been carefully selected to cover pertinent innovation areas of the project, in a well-balanced way, utilising their expertise and prior collaborations to match the project objectives successfully.

In this website section, information regarding the partners of Mingei and the expertise brought to the project are presented together with **links** to the website of each partner (see Figure 7).



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2.4 Dissemination

Mingei will promote its results through a well-defined and specially designed communication strategy. The Mingei communication action plan realises a clear definition of the purpose, the message, the audience, the method and the timing of the dissemination. The consortium is ideally positioned in the scientific community to promote the uptake of the research outcomes of the project, through a number of channels. One of the channels that Mingei will utilise for disseminating the outcomes of the project is its website.

The Dissemination website section includes two pages. The first page, regards the **public deliverables** of the project. The second page regards **dissemination** of information. In this page, presentations, publications, news, and events will be posted. These pages are presented below.

2.4.1 Public deliverables

This page contains all the public deliverables of the project (see Figure 8). Initially this page contains information on what to expect in terms of publicly available information and will be update after the acceptance of these public deliverables by the EC. Upon acceptance, the textual reference to the deliverable will be updated with a link in order for site users to download the deliverable as a PDF file.



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DISSEMINATION
Public Deliverables

WP1 CO-CREATION: strategies, stakeholder engagement and requirement definition and scientific protocol for HC digitization

- Deliverable 1.1: Overview of community of experts and draft definition of technical and user requirements
- Deliverable 1.2: Tools and partners strategies for pilot engagement
- Deliverable 1.3: Scientific protocol for craft representation

WP2 CAPTURE: Collect Crafts and Narratives

- Deliverable 2.1: Definition of content types and assignment to project stakeholders
- Deliverable 2.2: The Mingei collection of knowledge
- Deliverable 2.3: Text based narratives

WP3 EXAMINE: Analyse & model HC representations

- Deliverable 3.4: Mingei CrO and online authoring platform - Report
- Deliverable 3.5: Mingei Online Platform - Report
- Deliverable 3.6: Mingei Narratives and Storytelling authoring tools - Report

WP4 IDEATE & DESIGN: Explore potential HC representations and training requirements

- Deliverable 4.1: Use cases and application scenarios
- Deliverable 4.2: System iterative design

WP5 DEVELOP & EXECUTE: Build Toolkit and Platform

- Deliverable 5.6: Offline human motion capture - Report
- Deliverable 5.7: Real time human motion capture - Report
- Deliverable 5.8: Gesture and action recognition - Report
- Deliverable 5.9: Hands and body tracking from video archives - Report
- Deliverable 5.10: Gestures visualisation - Report

WP6 EXPERIENCE, LEARN & EXPRESS: Narratives and storytelling for novel craft experiences in CHIs

- Deliverable 6.4: Integration and validation reports
- Deliverable 6.5: Reports on Mingei pilots
- Deliverable 6.6: 'True-AR' real-time rendering framework - Report
- Deliverable 6.7: Craft storytelling applications for Mobile Devices - Report
- Deliverable 6.8: Mixed reality craft training and education - Report

WP7 MAXIMIZING IMPACT: Evaluation and Impact Assessment

- Deliverable 7.1: Reaching out and working with HC communities: Hands-on Guide
- Deliverable 7.2: Assessing best practices and guidelines for working with HC communities
- Deliverable 7.3: Learning and engaging around HCs

WP8 INFORM & ENGAGE: Dissemination, Communication and Exploitation


- Deliverable 8.1: Project Website
- Deliverable 8.2: Publicity & Dissemination Plans
- Deliverable 8.3: Business scenarios and Exploitation Plans
- Deliverable 8.4: Monthly newsletter
- Deliverable 8.5: Standardisation reports

WP9 MANAGE: Coordination and Management


- Deliverable 9.1: Quality Assurance reports
- Deliverable 9.2: Quality Plan
- Deliverable 9.3: Data Management plan

WP10 Ethics requirements

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Limerick Lace is an active community of local [...]



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April 30, 2020
Mingei aims to preserve traditional crafts, spread [...]



In the Spotlight: artist Eirini Linardaki
April 23, 2020
The artist Eirini Linardaki creates artworks [...]



By fire and clay
April 7, 2020
The ceramic tradition on Lesbos island has a long [...]

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Let's look into the specific trade of Stelios Stamatis - Handmade Ceramics Workshop. The ceramic tradition on Lesbos island has a long history of 5.000 years, as the potter findings reveal in the prehistoric settlement of Loutropoli

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Figure 8. The Public deliverables section, of the Mingei website [9]

2.4.2 Presentations, publications and papers

The Mingei consortium will offer **open access** to its scientific results reported in publications, to the relevant scientific data, as well as to the data generated throughout the project lifetime in its numerous technology evaluations and demonstrators. The consortium believes that by providing open access to scientific results, important breakthroughs can speed up knowledge transfer among European researchers and industries, boosting knowledge and competitiveness in Europe.

This page of the Mingei website will be one of the locations where end-users will have the possibility to access the open access publications of the project (see Figure 9). Furthermore this page will contain additional information about the project, such as presentations in public events, or expos.

Throughout the duration of the project, this section will be updated to contain additional sources of publicly information targeting experts and scientists, such as project datasets made available under the constraints and processes defined in the project's Data Management Plan.

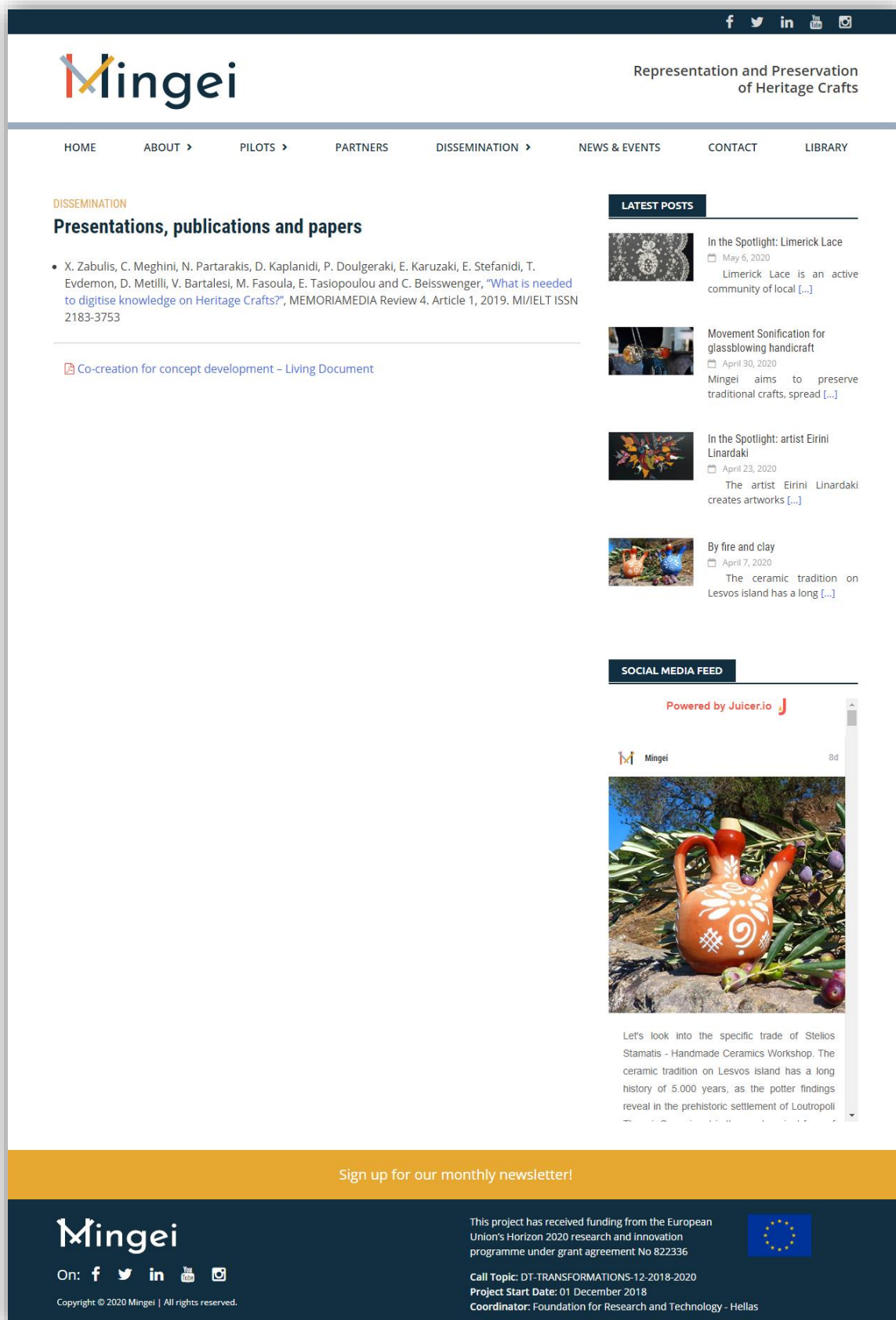


Figure 9. The section for presentations, publications and papers, of the Mingei website [10]

2.4 News & Events

This section regards the communication of news and events related to Mingei. From this section visitors will also have access to the monthly newsletters of Mingei. Figure 10 presents this section at the third month of the project, where the first two newsletters have become available.

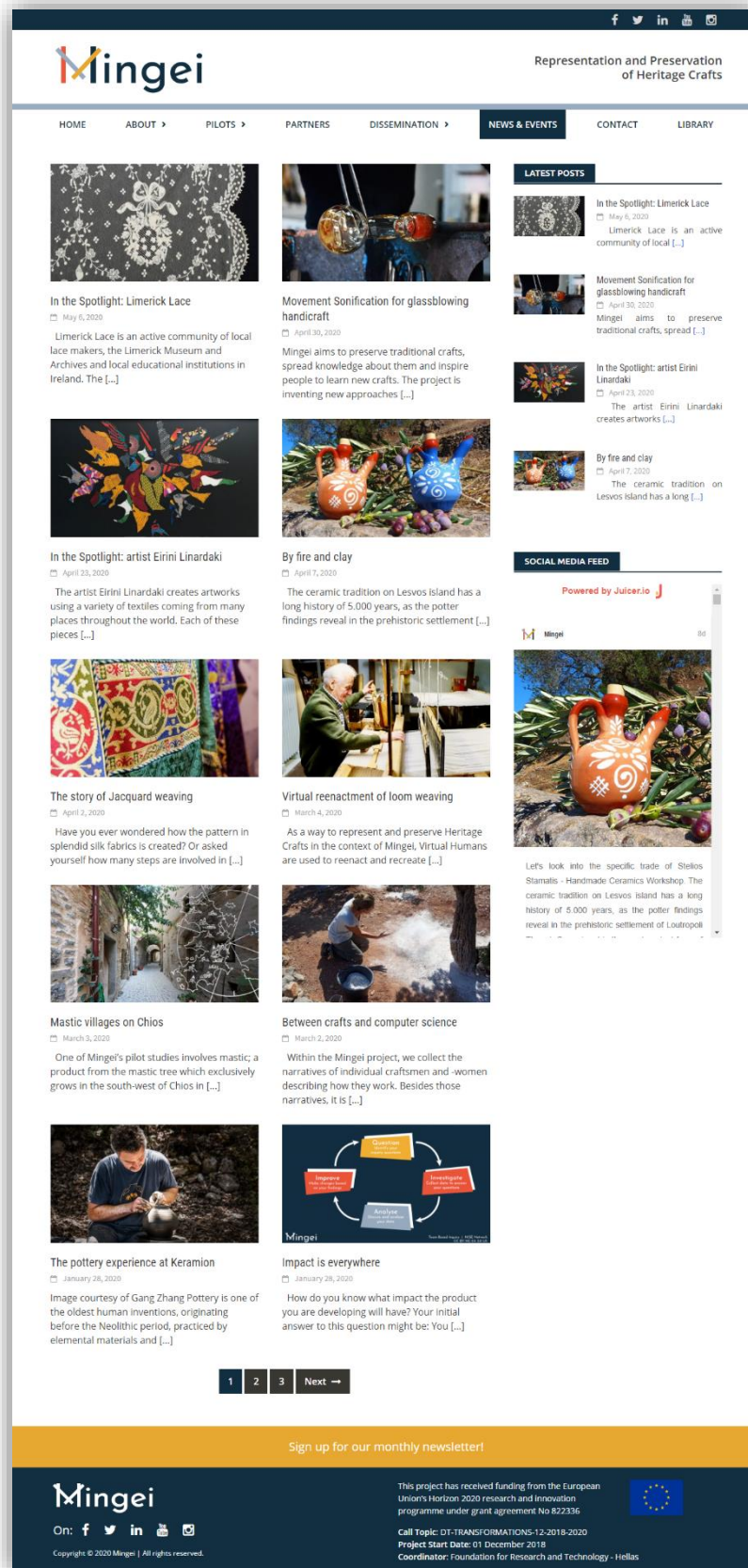


Figure 10. The News & Events section, of the Mingei website [11]


The first page of the first Mingei Newsletter, provided in PDF format, is presented in Figure 11.



Figure 11. The Mingei Newsletter #1 (page 1 out of 2) [12]

2.5 Contact

In this website section, website visitors can contact the Mingei consortium through a **contact form** whose contents are sent through email to the project coordinator. Later on in the project duration, the contact form functionality will be upgraded targeting on categorizing incoming inquiries thematically (e.g. end users, experts, craft associations, etc.). It is foreseen that this will be the first step for someone that wishes to contact with the Mingei consortium, leading to further bilateral communication with the appropriate person within the consortium. Initial inquiries will be reviewed by the coordinator who will be responsible for including to the conversation other members of the consortium.



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Subject


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Send


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Let's look into the specific trade of Stelios Stamatis - Handmade Ceramics Workshop. The ceramic tradition on Lesbos island has a long history of 5.000 years, as the potter findings reveal in the prehistoric settlement of Loutropoli

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Figure 12. The Contact Page, of the Mingei website [13]

3. Website implementation

3.1 Website platform

The website of Mingei has been implemented using WordPress, which is a software designed for everyone, emphasizing accessibility, performance, security, and ease of use [1].

This platform was selected based on the provided functionality, ease of use and ease of maintenance.

3.2 Website hosting

The web site is hosted in a dedicated Virtual Machine at the Data-Center of FORTH to ensure total control over the content, improved security and seamless operation.

3.3 Website technical management

The technical management of the website is carried out by the Web team of the HCI lab of the Institute of Computer Science of FORTH. The Web team has a long established tradition in web technologies and the development of application and services.

4. Social Media presence

Mingei targets to establish a strong social media presence by focussing initially on popular social media platforms such as Twitter, Facebook, YouTube, and Instagram. Furthermore, as the project progresses additional platforms will be considered, such as craft-specific social media and trade portals that will disseminate exhibitions and increase content valorisation.

4.1 Mingei on Twitter

Mingei on Twitter can be found at the following URL: https://twitter.com/Mingei_project



Figure 13. Mingei on Twitter [14]

4.2 Mingei on Facebook

Mingei on Facebook can be found at the following URL: <https://www.facebook.com/mingeiproject/>



Figure 14. Mingei on Facebook [15]

4.3 Mingei on YouTube

Mingei on YouTube can be found at the following URL: <https://www.youtube.com/channel/UCrz-5wNIJY2PLGY6tjQW5bQ>

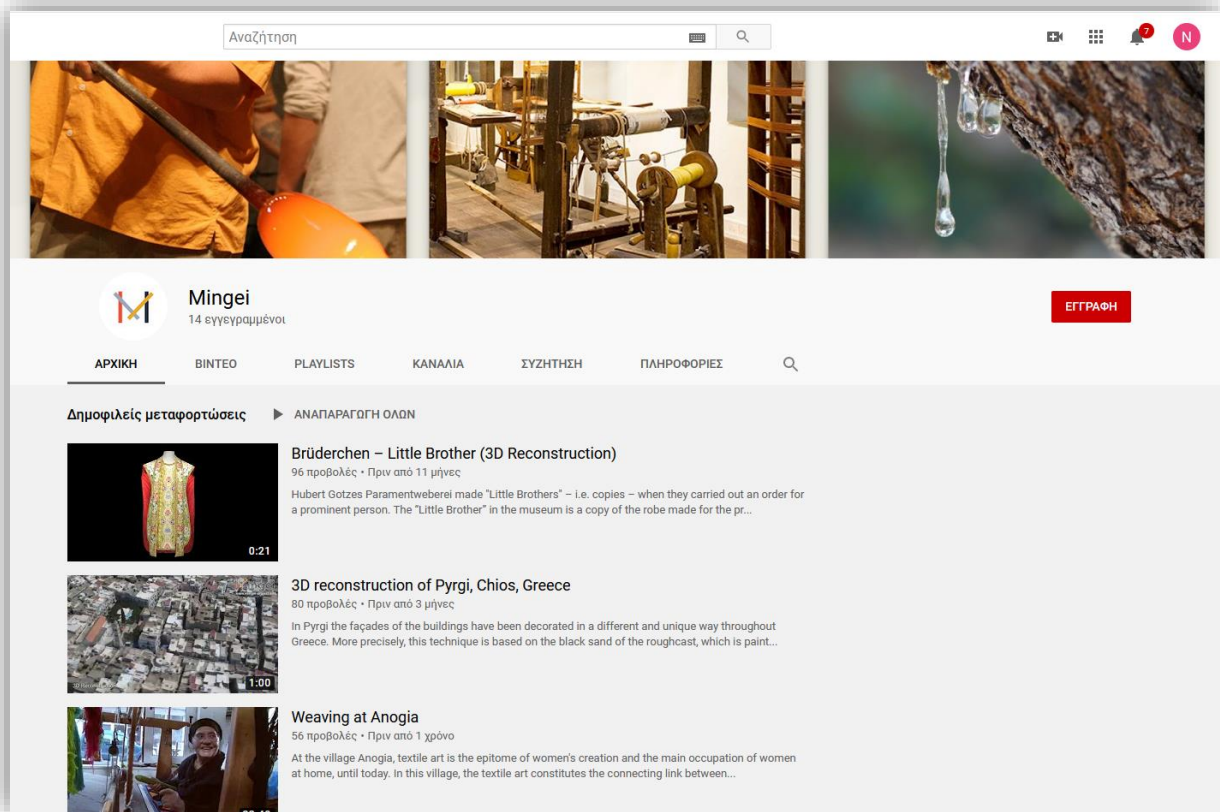


Figure 15. Mingei on YouTube [16]

4.4 Mingei on Instagram

Mingei on Instagram can be found at the following URL:

https://www.instagram.com/mingei_project/

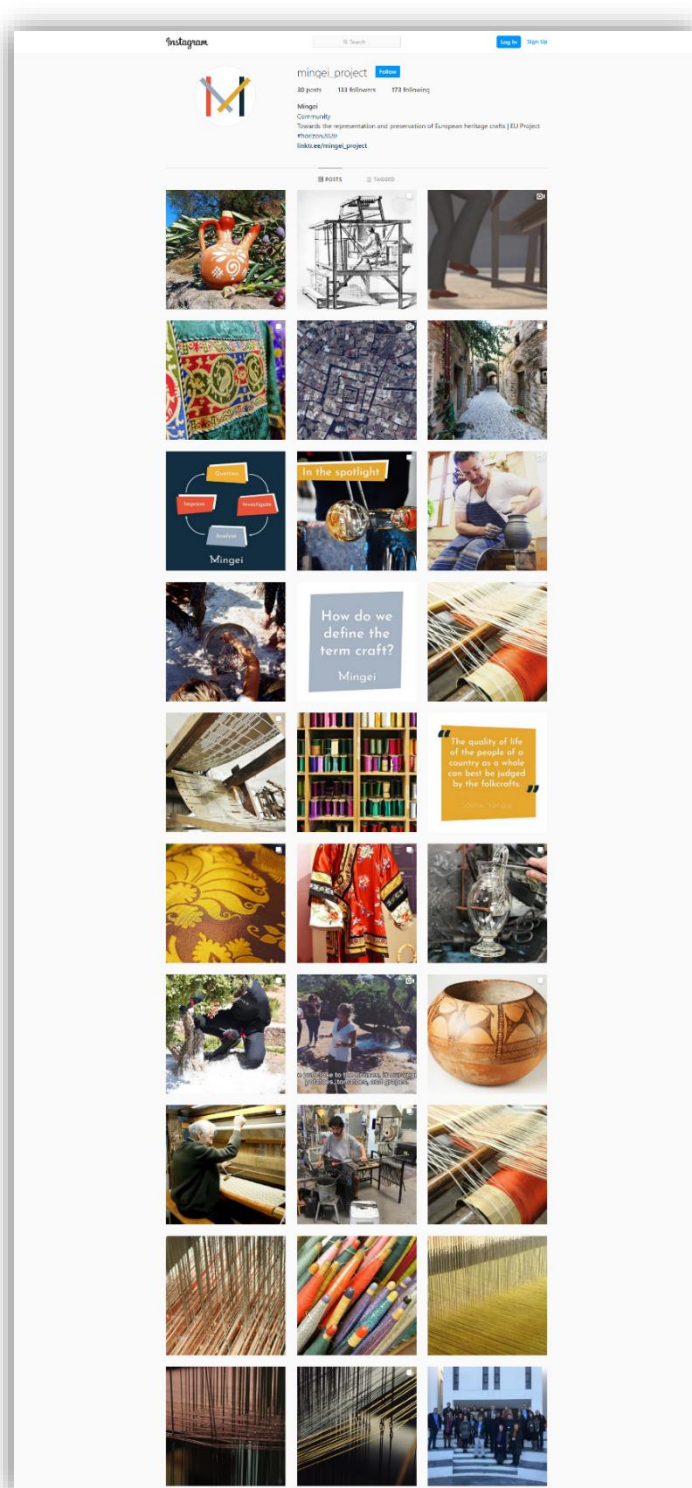


Figure 16. Mingei on Instagram [17]

5. Conclusion & Future work

This deliverable presented the structure of the Mingei website together with the initial steps towards establishing the required social media presence.

These two tools (website and social media) will be important parts of the Mingei communication and dissemination strategy and will be regularly updated during the project. Furthermore, they will be fine-tuned aesthetically based on the formulated visual identity of the project.

Both the website and social media are considered important dissemination points for Mingei and will be constantly updated during and after the project. During the project they will host achievements, events and publications while after the project Mingei wishes to continue disseminating on the outcomes of the exploitation of the project results including Mingei based innovation in the CH sector.

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