

From Archive to Experience: New Impulses for Reusing Digital Heritage

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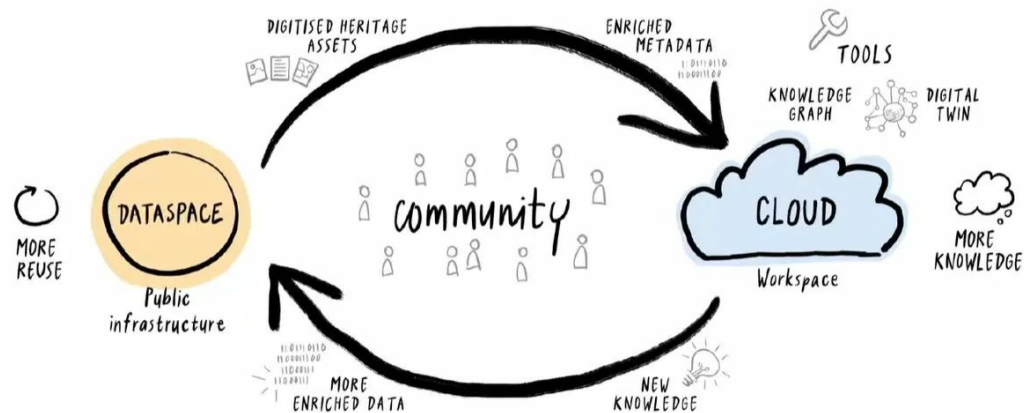
Warsaw, Poland



co-hosted by
National Film Archive
Audiovisual Institute

REFRAMING OPENNESS:
EMPOWERING AUTHENTICITY &
REUSE IN AUDIOVISUAL HERITAGE

ADDED VALUE



SHARED PRINCIPLES & STANDARDS

EU-POLICIES

COMMUNITY

Rethinking openness through community co-creation

THE PARADOX

Archives can be technically open
yet culturally closed.

Who decides what to digitise?
Whose stories are missing?
Whose vocabulary describes the objects?

THE SHIFT

From openness as *availability*
→ openness as
co-stewardship

Communities not as users of archives
but as **co-authors of meaning and co-builders
of integrity.**

IMPULSE launched before the current AI turn, which makes it an instructive contrast: what happens when communities, not algorithms, lead the interpretive process?

IMPULSE in Action

Three co-creation prototypes. AI as tool, communities as authors



FOR EDUCATION

Students as curators

Workshops with students, teachers & NGOs co-shape a metaverse exhibition from partner collections.

AI used to animate 2D scans: but students decide which stories those objects tell.

↳ Jagiellonian University, Heritage Malta, KU Leuven: manuscripts, scientific instruments, early prints, 3D objects



FOR CREATION

Artists as interpreters

Artists engage speculatively with digitised AV assets in immersive world, revealing hidden layers.

AI generates companion objects for 3D artefacts: artists reframe their cultural meaning.

↳ Thessaloniki Film Festival, Magna Žmien, FBKW: film, photographs, moving image



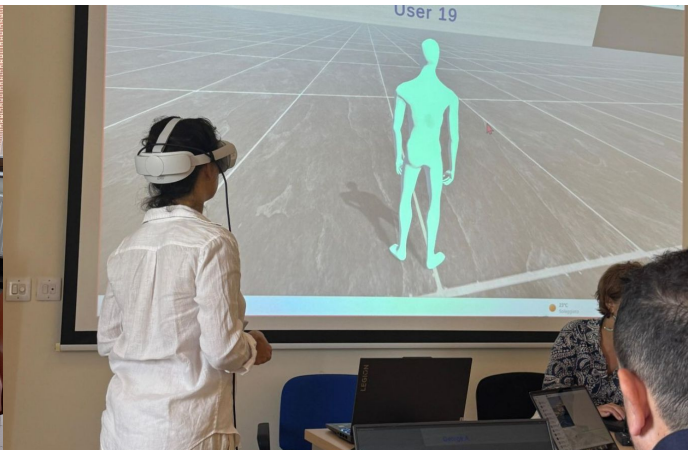
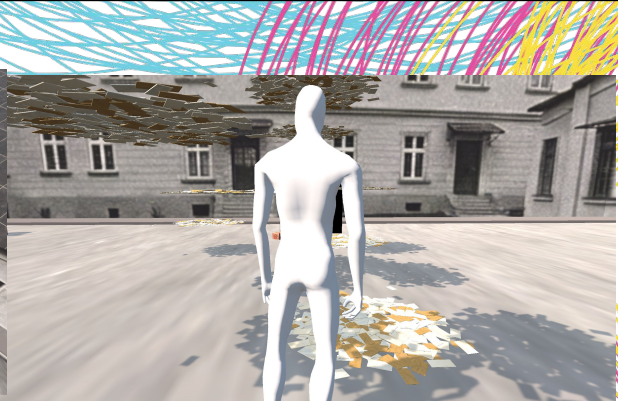
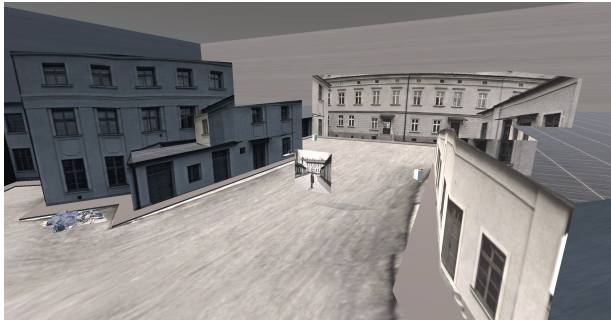
FOR CONNECTION

Open data as raw material

Communities test & improve integration workflows for Europeana & Wikidata in immersive platforms.

APIs + AI-assisted metadata: but validation stays with community contributors.

↳ 50M+ digitised objects available; up to 1000 used in prototyping



Co-creation doesn't threaten archival integrity, it's how integrity is built

01

Epistemic humility

Institutions must hold their interpretations lightly. Plural voices don't threaten authenticity, they deepen it.

02

Embedded workflows

Co-creation must shape metadata, access design, and what counts as a valid contribution, not be added at the end.

03

Trust as infrastructure

Communities need genuine agency, not symbolic consultation. Sharing authorship and accepting correction is what archival integrity requiring.

In an AI-mediated landscape: who sets the parameters of what gets surfaced, described, recommended, and who can contest them?

Open to the panel →

How do AV heritage institutions balance archival integrity with community authorship?

And when AI mediates access and description how do we ensure communities can still contest, correct and contribute?

The background is white with several colorful circles (pink, blue, purple, yellow) and large, intricate line drawings in pink and yellow. A light gray horizontal bar is positioned behind the main title text.

Who owns the archive ?

A large, solid purple circle is located at the bottom of the slide, partially overlapping the text.

Thank you !

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