



**WIKIMEDIA**  
UK

BRITAIN



WIKIPEDIA

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16 April 2010



# What?



- Photography contest
- Aiming for 'best' photographs taken in participating museums
- Ran throughout February 2010, special events on weekends



# Who?



- Organized by WMUK, with help from Collections Trust and support by the Museums, Libraries and Archives Council and Culture24, plus Museums Galleries Scotland
- 20 participating museums spread throughout England, Scotland and Wales

**Britain Loves Wikipedia** is running throughout February 2010 at the following museums and archives:

**South England:**

**Bedford Museum**

Special event on 18 February 2010  
[www.bedfordmuseum.org](http://www.bedfordmuseum.org)

**The British Postal Museum & Archive's Museum Store,**

Debden, Essex. Only during the special event on 20 February 2010  
[www.postalheritage.org.uk](http://www.postalheritage.org.uk)

**Horniman Museum,** Forest Hill, London  
[www.horniman.ac.uk](http://www.horniman.ac.uk)

**Mill Green Museum**

Special event on 16 February 2010  
[www.welhat.gov.uk/museum](http://www.welhat.gov.uk/museum)

**Museum of Army Flying,** Hampshire  
[www.flying-museum.org.uk](http://www.flying-museum.org.uk)

**Old Operating Theatre**  
[www.thegarret.org.uk](http://www.thegarret.org.uk)

**Royal Air Force Museum,**  
London and Cosford  
[www.rafmuseum.org](http://www.rafmuseum.org)

**Victoria and Albert Museum,** London  
BLW Launch event: 31 January 2010  
[www.vam.ac.uk](http://www.vam.ac.uk)

**Wales:**

**Ceredigion Museum,** Wales  
[museum.ceredigion.gov.uk](http://museum.ceredigion.gov.uk)

**North England:**

**Astley Hall Museum,** Chorley  
[chorley.gov.uk/index.aspx?articleid=840](http://chorley.gov.uk/index.aspx?articleid=840)

**Manchester Museum**

Special event on 13 February 2010  
[www.museum.manchester.ac.uk](http://www.museum.manchester.ac.uk)

**National Football Museum,** Preston  
[www.nationalfootballmuseum.com](http://www.nationalfootballmuseum.com)

**Nottingham Natural History Museum**

Special event on 11 February 2010  
[www.nottinghamcity.gov.uk/index.aspx?articleid=1272](http://www.nottinghamcity.gov.uk/index.aspx?articleid=1272)

**Segedunum Roman Fort, Baths and Museum,** Tyne & Wear  
[www.twmuseums.org.uk/segedunum](http://www.twmuseums.org.uk/segedunum)

**Working Class Movement Library,** Salford  
[www.wcml.org.uk](http://www.wcml.org.uk)

**Scotland:**

**Hunterian Museum and Art Gallery,** Glasgow, Scotland  
Special event on 17 February 2010  
[www.hunterian.gla.ac.uk](http://www.hunterian.gla.ac.uk)

**John Muir's Birthplace,** Dunbar  
**Prestongrange Museum,** Prestonpans, East Lothian. Only during the special event on 14 February  
[www.eastlothianmuseums.org](http://www.eastlothianmuseums.org)

**For more information, see [www.britainloveswikipedia.org](http://www.britainloveswikipedia.org)**



WIKIPEDIA  
*The Free Encyclopedia*



BRITAIN



WIKIPEDIA

**Improve Wikipedia with photos - and win prizes!**

Collections  
Trust



Culture  
24/

[www.britainloveswikipedia.org](http://www.britainloveswikipedia.org)

Welcome to **Britain Loves Wikipedia** - a free content photography contest held in participating museums nationwide!

You can take photographs at participating museums any time between 31 January and 28 February 2010, and upload them by 14 March 2010 at [www.britainloveswikipedia.org](http://www.britainloveswikipedia.org) to enter our competition and have a chance to win some fantastic prizes.

To enter the competition, you must take two photographs of each object - one of the object itself and another of the object label. You must also release your photographs under a Creative Commons license (Attribution-Share Alike or Attribution only) or into the Public Domain when you enter into the competition. Full details are available on the Britain Loves Wikipedia website.

Your photographs may be used to illustrate articles on the popular online freely-licensed encyclopaedia, Wikipedia, and will be visible on the internet to anyone anywhere in the world.

The best photograph from the competition will win a WikiReader - a device that lets you carry around the whole of Wikipedia in English in your pocket - courtesy of Openmoko. Numerous other prizes are also up for grabs thanks to our sponsors - see the website for full details.



**Upload your pictures at:**  
[www.britainloveswikipedia.org](http://www.britainloveswikipedia.org)

### Britain Loves Wikipedia at the Victoria and Albert Museum

Can you find objects related to the following themes?

**Conflict**      **Transport**

**Communication**      **Love**

**Daily Life**      **Freedom**

The following photography rules apply within the museum:

- You can use flash photography, but not tripods or monopods
- Only photograph objects that are from before 1923, and where their creator (if known) died before 1939
- Please do not take photographs in the special exhibits, the Raphael Cartoon Gallery or the Judith Bollinger Jewellery Gallery. Also, please do not take photographs of objects marked as private loans. Photographs of these will not be eligible for entry into the competition.

Don't forget to photograph both the object and the label!



# Website



- Information given on a dedicated wiki
- Custom upload page - upload images of object+label together with metadata
- Later on: custom gallery showing uploaded images

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# BRITAIN WIKIPEDIA

## Britain Loves Wikipedia

*Britain Loves Wikipedia* is a scavenger hunt and free content photography contest running in museums and cultural institutions across the UK through February. The aim is to increase the number of pictures available to illustrate Wikipedia articles, and to inspire new articles.

The event ran for the whole month of February 2010. **The deadline for submitting your photographs is midnight UTC at the end of 14 March 2010!**

Britain Loves Wikipedia has been organized by [Wikimedia UK](#), in collaboration with the [Museums, Libraries and Archives Council](#), [Collections Trust](#), [Culture 24](#) and [Museums Galleries Scotland](#).

## Museums and Archives

Britain Loves Wikipedia is taking place at the following museums and archives:

### South England

- [Bedford Museum](#)
- [The British Postal Museum & Archive's Museum Store, Debden, Essex](#) (Opening specially on 20 February 2010 only)
- [Horniman Museum, Forest Hill, London](#)
- [Mill Green Museum](#)
- [Museum of Army Flying, Stockbridge, Hampshire](#)
- [Old Operating Theatre](#)
- [Royal Air Force Museum, London and Cosford](#)
- [Victoria and Albert Museum, London](#)

### North England

[Ashey Hall](#)

## How to participate

The first step is to visit a [participating museum](#) at any time throughout February, or go to one of the special events (see below) with your camera. Let the museum reception know that you are participating in this event, then start photographing eligible items! You should not photograph objects covered by copyright or moral restrictions, and some museums may place extra restrictions on where you can take photographs; see the [museum descriptions](#) for more information. A leaflet covering these restrictions may be available from the museum.

Can you find objects that fit in with these themes?

**Communication, Love**

**Conflict, Transport**

**Daily life, Freedom**

You should always take two photos - one of the object, and one of the object's label. To enter your photographs into the competition, click the *Upload here* link below!

[Upload here](#)

Want to get the best photographs possible? Wikiversity has [advice for how to take good photographs in museums](#).

## Upcoming events

There are no more upcoming events.



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special page

# Photographs entered into Britain Loves Wikipedia

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**St Gregory and St Ambrose, V&A**  
Photograph by *art\_traveller*.  
Taken at the *Victoria and Albert Museum*.

St Gregory and St Ambrose  
About 1320-50  
Italy, Verona  
Painted limestone



**St Sebastian, V&A**  
Photograph by *art\_traveller*.  
Taken at the *Victoria and Albert Museum*.

St Sebastian  
1497  
Designed by Hans Holbein the Elder (about 1465-1524)  
Germany, Augsburg



**Two warriors shooting at the sun, V&A**  
Photograph by *art\_traveller*.  
Taken at the *Victoria and Albert Museum*.

Two warriors shooting at the sun  
About 1531-2  
Benedetto Cervi, also called Pavese (active 1500-32)  
Italy, Milan  
Marble

This is one of three reliefs which might have formed part of a monument intended for King Francis I of France. The original commission went to Bambaia, who was an established master, but he sub-contracted the work to Benedetto Cervi, a former assistant. Cervi was known for his skill in carving reliefs in the classical manner, with some parts entirely in the round





# Response



- Reasonable, but far from overwhelming
- 584 photos uploaded (25 declined by museums)
- Sadly, lots of museums with no photos
- V&A and Postal Archive were the best attended (50-60 people at each event)



# Comparison



- Wiki Loves Art (US and UK) - ~10k photos
  - Most from one museum in US?
  - More at V&A this year - some return entrants
- Wiki Loves Art/NL - ~10k photos?
  - 62 museums: distribution of # of photos?



# Reasons?



- **Lack of publicity?** (little media takeup, no external advertising)
- **Lack of visibility?** (in museums, on wiki)
- **Need to develop a core group of participants to guarantee events?**
- **Currently not reaching correct audience?**



# What next?



- **Britain Loves Wikipedia 2011?**
- **Wiki Takes Liverpool?** More focused on a single location and time
- **Liam's Backstage Pass at British Museum**  
Different approach: behind the scenes access, meeting curators
- **GLAM-WIKI UK**



# Other ideas



- Wiki Takes The World