

Digital Material.  
Digitized collections in cultural  
heritage institutions.

Conference on the curating and  
analyzing of digitized collections  
using the example of  
Jan Tschichold's estate.

#tschicholddigital  
#digitalmaterial

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September 15 and 16,  
2021

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Deutsche Nationalbibliothek  
September 15 and 16, 2021

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Deutscher Platz 1, 04103 Leipzig

[www.dnb.de/tschicholddigital](http://www.dnb.de/tschicholddigital)

2021

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## About the project: Digitizing Jan Tschichold's Estate

The project has made it possible to provide free global access online to the estate of the typographer Jan Tschichold. Jan Tschichold is one of the most important book and type designers of the 20th century. He worked in the context of the Bauhaus and had a lasting influence on typography after the Second World War. His estate has been kept at the German Museum of Books and Writing of the German National Library in Leipzig since 2006.

The project was based around four objectives: firstly, the digitization of the estate; secondly, the provision of open access; thirdly, the indexing with linked data; and fourthly, scientific monitoring. Those parts of the estate have been selected for digitization whose publication online is legally possible. Future users can now clearly see the availability of the collection: Materials that have been digitized are all freely available online worldwide. What has not been digitized can be consulted on site in the museum. The digital copies can be accessed via different channels. Via the portal catalogue of the German National Library, the metadata and digital copies can be searched, displayed and exported in bulk. The metadata is offered under a CC-0 license, the digital copies under CC-BY-SA 4.0 licence. In addition, the data will be imported into the Deutsche Digitale Bibliothek (German Digital Library) and Europeana. During the cataloguing process, the digital copies were enriched with the vocabulary of the Integrated Authority File (GND). This means that it is now possible to search for individual designs and book projects according to clients, publishers and subject headings. There now exists for the first time an electronically linked directory of the designer's work. The academic supervision and evaluation were performed in collaboration with the University of Erfurt's Faculty of Philosophy (Professor Patrick Rössler).

## About the conference: Digital Material

Alongside the German Museum of Books and Writing, there are many other institutions in Europe that are archiving parts of Jan Tschichold's physical estate. Because Tschichold worked internationally in places in Germany, Switzerland and Great Britain, the physical legacies of his design work can also be found in all three countries. On September 15th, 2021, institutions from these countries will gather for the first time and jointly examine Tschichold's life's work.

On the second day, September 16th, 2021, experts from the Digital Humanities (DH) will come together. They will seek answers to pressing questions on the digitization of cultural heritage: How does one successfully transform the material into the digital? What opportunities do DH tools offer for visualizing, curating and analyzing digital collections? What possibilities does machine-based learning offer for image-based collections?

## Program

September 15, 2021, 13:00 – 16:30, Wednesday

Conference Day 1: Jan Tschichold's Legacy in European Cultural Heritage Institutions

13:00	Welcome  Patrick Rössler, University of Erfurt, Germany
13:15	Opening  Christopher Burke, University of Reading, UK: Jan Tschichold: international perspectives Remote
13:45	Panel 1 – Jan Tschichold's Legacy in European Cultural Heritage Institutions  Moderator: Patrick Rössler  Linda Wößner - University of Erfurt, German National Library, Leipzig, Germany: Jan Tschichold's work estate - German Museum of Books and Writing Leipzig On site  Mirjam Brodbeck - Library of Design, Basel, Switzerland: Tschichold's Typographic Model Collection – Library of Design Basel Remote  Sandy Jones - National Art Library V&A, London, UK: The Jan Tschichold acquisition at the V&A's National Art Library London Remote

	15:15 – 15:30 Coffee Break
	<p>Moderator: André Wendler</p> <p>Hannah Lowery - Arts and Social Sciences Library, University of Bristol, UK: The Penguin Book Archive at the University of Bristol Library Remote</p> <p>Alexander Bieri - The Roche Historical Collection and Archive, F. Hoffmann – La Roche AG, Basel, Switzer- land: The Roche Historical Collection and Archive On Site</p>
19:30	<p>Dinner (On Self-Pay Basis)</p> <p>Dolden Mädels Braugasthaus Leipzig, Bayrischer Platz 1, 04103 Leipzig</p>

## Program

September 16, 2021, 9:15 – 16:30, Thursday

Conference Day 2: Digitized Collections in Cultural Heritage  
Institutions – Methods of Curating and Analyzing

09:15	<p>Welcome Day 2</p> <p>Stephanie Jacobs, German National Library, Leipzig, Germany</p>
09:30	<p>Panel 2 – Visualization and Curation of Digital Collections</p> <p>Moderator: Stephanie Jacobs</p> <p>Jens Weber, Andreas Wolter – Studio WeberWolter, Weimar, Germany: Collecting – Analyzing – Visualizing: Visualization of Biographical Data in the Projects “ImpulsBauhaus” and “Bewegte Netze” On site</p> <p>Florian Strob – Stiftung Bauhaus Dessau Foundation, Dessau, Germany: Bauhaus Written Heritage On site</p>
	<p>10:30 – 10:45 Coffee Break</p>
	<p>Moderator: André Wendler</p> <p>Matthias Müller-Prove – Chrono Research Lab, Seevetal, Germany: Geo-Interaction-Design-Thinking for Cultural Objects On Site</p>

	<p>David Knecht, Jonas Schneider – Kleio Lab, Basel, Switzerland: Geovistory – a tool for data management, visualization and publication Remote</p> <p>Sascha Collet – Studio Figures, Berlin, Germany: Possibilities of data visualizations beyond cultural collections: Project “Biodiversity and management of agricultural landscapes” for Leopoldina – German National Academy of Sciences On Site</p>
12:15	Lunch
13:30	<p>Panel 3 – Beyond Text: Material and Visual Resources in Digitality</p> <p>Moderator: Linda Wößner</p> <p>Douglas McCarthy – Europeana, The Hague, Netherlands: Digital cultural engagement: notes from Europeana Remote</p> <p>Eva Mayr – Danube University Krems, Krems, Austria: Uncertain, ambivalent and sketchy? On data quality issues in a linked in/tangible cultural heritage database On Site</p>
	14:30 – 14:45 Coffee Break
	<p>Moderator: Linda Wößner</p> <p>Anne Baillot – Le Mans Université and ENS Lyon, France: Because you can see, smell, touch a book. Challenges of text materialities in the digital age Pre-Recorded</p>

	<p>Carol Chiodo - Harvard University Library, Cambridge, USA: Collections at Scale: Visual Resources and Machine Learning On site</p> <p>Peter Bell - Friedrich-Alexander-University Erlangen-Nuremberg, Erlangen, Germany / Fabian Offert - University of California, Santa Barbara Exploring Cultural Heritage with Computer Vision On site</p>
16:15	<p>Closing</p> <p>André Wendler, German National Library, Leipzig, Germany</p>

## Notes

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## Day 1 – Wednesday, September 15, 2021 – OPENING

Dr. Christopher Burke

Jan Tschichold: international perspectives

Christopher Burke is a typographer, type designer, and design historian. His research focuses on graphic design in the 20th century. He has written two books on 20th-century typographic protagonists: “Paul Renner: the art of typography” (1998) and “Active literature: Jan Tschichold and New Typography” (2007). Burke is co-editor of Otto Neurath’s visual autobiography “From hieroglyphics to Isotype” (2010) and of “History of the Monotype Corporation” (2014).

He was curator of the exhibitions “Isotype: international picture language” (Victoria & Albert Museum, London, 2010) and “Time(less) signs: Otto Neurath and reflections in contemporary Austrian art” (Austrian Cultural Forum, London, 2014). He is co-editor and author of “Isotype: design and contexts, 1925-1971” (2013). Burke designed the typefaces Celeste, Celeste Sans, Pragma, and Parable.

He is a Principal Research Fellow in the Department of Typography & Graphic Communication at the University of Reading, UK.

## Notes

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## DAY 1 – Wednesday, September 15, 2021 – PANEL 1

Linda Wößner

Jan Tschichold's work estate – German Museum of Books and Writing Leipzig

Linda Wößner is a museum professional. She studied Applied Museology / Museum Studies at the Leipzig University of Applied Sciences. She is currently working on the estate of Jan Tschichold as part of the joint digitization project of the University of Erfurt and the German National Library.

The extensive work-related estate of the typographer, book and type designer Jan Tschichold came to the museum in 2006. It contains, among other things, typographic designs and preparatory work for publishers and institutions, commercial graphic works, typeface designs and preparatory work for books written by him, and essays on typography and book design. Linda Wößner will talk about the digitization project funded by the German Research Foundation. In her talk, she will also provide insights into the estate of Jan Tschichold, focusing on his early work before 1925.

## Notes

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## DAY 1 – Wednesday, September 15, 2021 – PANEL 1

Mirjam Brodbeck

Tschichold's Typographic Model Collection – Library of Design Basel

Mirjam Brodbeck holds a Bachelor's degree in Information Science with a major in Library Science. After engagements in various libraries, the state archive Basel-Landschaft and the archive of the Swiss radio channel SRF2 Kultur, she became the head of the Bibliothek für Gestaltung Basel, a library of applied arts existing since 1893.

In her presentation Mirjam Brodbeck will provide an insight into the so-called "Vorbilder-Sammlung Jan Tschichold", a collection of over 1'500 documents created by Jan Tschichold in the 1920s and 1930s including the works of 45 graphic designers from all over Europe with well-known names like Herbert Bayer, El Lisickij and Kurt Schwitters among them. The advertisements, brochures, business cards, invitations, postcards and small posters give an excellent insight into the New Typography and are currently being digitized and catalogued using RDA, the standard rule book for descriptive cataloging.

## Notes

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## DAY 1 – Wednesday, September 15, 2021 – PANEL 1

Sandy Jones

The Jan Tschichold acquisition at the V&A's National Art Library  
London

Sandy Jones is curatorial research volunteer for the National Art Library and the University of Brighton. She began her career in the design industry running brand and innovation projects. A graduate of the History of Design and Material Culture MA at the University of Brighton, her thesis was on the Jan Tschichold Purchase at the National Art Library (NAL). She co-curated *The People's Pavilion: Our First 70 Years* (De La Warr Pavilion, 2016), was curatorial researcher on both *The New Line: Works from the Jobbing Printing Collection* (2016) and a planned exhibition on plastic (V&A). Her research focuses on the Jobbing Printing Collection and tracing networks of association between the Jan Tschichold Purchase and others in international institutions.

From 1936–1939, Philip James, Keeper of the V&A's Library, initiated a collection of commercial art, writing to designers of the avant-garde and businesses in Britain, Europe and the USA to request examples of their most innovative work. Jan Tschichold visited James' exhibition, *Modern Commercial Typography* (1936/37) twice, and subsequently sold the V&A a curated selection of *New Typography* from his own collection. Sandy Jones' presentation examines the biography of the Jan Tschichold Purchase, and its relationship to MoMA's collection.

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## DAY 1 – Wednesday, September 15, 2021 – PANEL 1

Hannah Lowery

The Penguin Book Archive at the University of Bristol Library

Hannah Lowery has been the Archivist and Special Collections Manager at the University of Bristol Library since 1997. Amongst the main archives she helps care for is the Penguin Book Archive. She is also a trustee of the Penguin Collectors Society, UK, and takes great pleasure in helping to look after and make accessible 1km of materials relating to the history of Penguin Books.

Hannah will investigate the role of Jan Tschichold at Penguin Books through the evidence to be found in the Penguin Book Archive held at the University of Bristol Special Collections, covering the period 1935 to date. The archive of printed books, archives, objects, and photographs is partially owned both by Penguin Random House and also consists of materials given and purchased by the University of Bristol. The online archive catalogue lists 88 instances of Tschichold materials, which she will discuss.

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## DAY 1 – Wednesday, September 15, 2021 – PANEL 1

Alexander Bieri

The Roche Historical Collection and Archive

Alexander Lukas Bieri received formal education in Switzerland and the United Kingdom. He started working for Roche Group Holdings in 1994 and first was tasked with the management of market introductions of biopharmaceuticals. Pursuing his interest in public relations and information management, he became acquainted to the company's unique heritage in visual communications and started publishing on Roche's architectural history.

In 2000 he was appointed to the position of Curator of The Roche Historical Collection and Archive, assuming responsibility for the company's collections and for the heritage of Roche. Alexander Bieri has published many books and articles both on Roche-related and other themes. He also curates a variety of Roche in-house museums and is organizing exhibitions in Switzerland and abroad. In his capacity as a specialist for 20th century interior design, he is a member of ICOMOS Switzerland.

## Notes

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## DAY 2 – Thursday, September 16, 2021 – PANEL 2

Jens Weber, Andreas Wolter

Collecting – Analyzing – Visualizing: Visualization of Biographical Data in the Projects “ImpulsBauhaus” and “Bewegte Netze”

WeberWolter is an award winning (Weimar based) studio operating at the intersection of art, design and technology. Some of the studio’s projects resemble classical commercial work, but venture regularly into art, design, or academic research.

WeberWolter was founded in 2006 by Jens Weber and Andreas Wolter in Weimar.

Jens Weber studied media technology and mediaarchitecture. He has over 20 years of experience in web developing, new media consulting and in the field of interactive installations.

Andreas Wolter studied design and mediaarchitecture. He works over 20 years as freelancer in the fields of graphic-, product-, exhibition-design and motion graphics and is particularly interested in the area of information design and typographic art in space.

## Notes

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## DAY 2 – Thursday, September 16, 2021 – PANEL 2

Dr. Florian Strob

### Bauhaus Written Heritage

Florian Strob holds a B.Sc. in Architecture from the Technical University in Berlin and a PhD in Medieval and Modern Languages from the University of Oxford. As a researcher, author and curator he focuses on the fields of architecture, literature and contemporary art, with a strong transdisciplinary emphasis on architectural spaces and textual practices. He currently works at the Bauhaus Dessau Foundation as the research associate in the directorate.

The pilot project “Bauhaus Written Heritage” (2020-2022) examines for the first time systematically and critically the textual legacy of the Bauhaus. It marks the beginning of a new research focus at the Bauhaus Dessau Foundation. By placing a hitherto unique, concentrated focus on the written heritage, it enables an innovative approach to understanding the historical Bauhaus and lays the foundations for further research. In cooperation with international partner institutions, an interdisciplinary team of researchers will produce an annotated index of all texts written by members of the Bauhaus between 1919 and 1933 and two historical-critical editions.

## Notes

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## DAY 2 – Thursday, September 16, 2021 – PANEL 2

Matthias Müller-Prove

### Geo-Interaction-Design-Thinking for Cultural Objects

Matthias Müller-Prove is a computer scientist with a special focus on interaction design for cultural computing. His web-application “Chronoscope Hamburg” was selected as an official project of the European Year for Cultural Heritage 2018. He is founder of the Chrono Research Lab, and Senior Member of the ACM.

Culture happens in space and time when people and artists meet. However, the spacial and temporal dimensions of art and culture are often neglected as the artifacts of a collection seem to be the most important elements of arts as such. This is also true, for digitized collections, because time and place are even more irrelevant for the virtual online world.

In fact, they are not. Context matters to explore a digital collection. It offers an undervalued access path into a collection and extends classical meta data and full text search strategies. The talk will present “August Macke. Augenblick” (August Macke, Paul Klee and Louis Moilliet in Tunisia, 1914) and “Lyonel Feininger in Hamburg 1936” as new approaches how to visualize digitized objects on maps and how to apply Information Architecture and Design Thinking to cultural collections.

## Notes

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## DAY 2 – Thursday, September 16, 2021 – PANEL 2

David Knecht, Jonas Schneider

Geovistory – a tool for data management, visualization and publication

Jonas Schneider is a professional full-stack developer, co-founder and co-director of KleioLab. He holds a master's degree in History and Geography from the University of Zurich. In his studies, he specialized in GIS and geo-visualizations.

David Knecht is a professional economist, co-founder and co-director of KleioLab. He holds a master's degree in International Economics from the Graduate Institute Geneva. His academic background is complemented by many years of expertise in program management. David is responsible for the enterprise development of KleioLab.

Geovistory is a virtual research environment for the humanities and social sciences. It supports the entire workflow of historical knowledge production: From the collection of sources, to text or table annotation and fine-grained information extraction, which can be used for creating networks and (spatial) analysis. Geovistory produces reusable research data and allows publishing results and data in accordance with the FAIR principles.

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## DAY 2 – Thursday, September 16, 2021 – PANEL 2

Sascha Collet

Possibilities of data visualizations beyond cultural collections:  
Project “Biodiversity and management of agricultural landscapes”  
for Leopoldina – German National Academy of Sciences

Figures realizes visual communication of information in the online space with a spectrum ranging from interactive websites and dynamic storytelling to real time dashboards. Their most important product though is the Data Story, a concept that originates in journalism and that we also implement for the communication of scientific results. Figures’ clients include start-ups, NGOs and researchers. What they all have in common is that they have important and complex data that they want to present in an understandable and attractive way.

Sascha Collet will talk about the process in which Figures transformed a statement of the Leopoldina Academy into an interactive dossier. He will explain the motivation behind the individual decisions that led to the final result. Sascha Collet will also talk about what technologies Figures used and what he learned in the project.

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## DAY 2 – Thursday, September 16, 2021 – PANEL 3

Douglas McCarthy

Digital cultural engagement: notes from Europeana

Douglas McCarthy is a digital cultural heritage and open access specialist. In his current role at Europeana, Douglas and his team work with museums, archives and libraries to bring engaging collections and editorial content to online audiences. Using a range of digital storytelling formats, such as online exhibitions, creative remix contests and social media conversations, Europeana brings culture and historical collections to life.

In his talk “Digital cultural engagement: notes from Europeana”, Douglas will share experiences from his work at Europeana and provide practical insight into the opportunities and challenges in this field.

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## DAY 2 – Thursday, September 16, 2021 – PANEL 3

Dr. Eva Mayr

Uncertain, ambivalent and sketchy? On data quality issues in a linked in/tangible cultural heritage database

Eva Mayr is a postdoctoral researcher with the Department for Arts and Cultural Studies, Danube University Krems, Austria. Her main research interests include the cognitive processes during interaction with information visualizations, in particular in “casual”, informal learning settings. She received the Ph.D. degree in applied cognitive and media psychology from the University of Tübingen, Germany.

Digital humanities tools have to balance between the user needs and the technical conditions found in humanist data(bases). To increase trust in DH technologies, different kinds of uncertainties have to be taken into account on both sides. On the user side, we collected relevant data quality issues for the work with cultural objects and actors in two workshops with cultural heritage experts. On the data side, the consortium of the H2020 project InTaVia (In/Tangible European Heritage - Visual Analysis, Curation & Communication) discussed how different data quality aspects can be handled, modelled in the data, and represented visually. This talk introduces the project and reflects on questions of uncertainty, data quality, and trust.

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## DAY 2 – Thursday, September 16, 2021 – PANEL 3

Dr. Anne Baillot

Because you can see, smell, touch a book. Challenges of text materialities in the digital age

Anne Baillot is a Full Professor of German Studies at Le Mans Université and an invited researcher at the Ecole Normale Supérieure de Lyon. She specializes in German Romanticism, Digital Scholarly Editions, Open Access, and Digital Humanities at large. Her topics of interest include preservation challenges for Cultural Heritage institutions in the digital context. Her current work focuses on the development of a reusable publication pipeline from the digital image to the digital scholarly edition for text-based Cultural Heritage data.

## Notes

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## DAY 2 – Thursday, September 16, 2021 – PANEL 3

Dr. Carol Chiodo

Collections at Scale: Visual Resources and Machine Learning

Carol Chiodo is the Librarian for Collections and Digital Scholarship for the Americas, Europe and Oceania Division at Harvard University Library (USA). Before that, she was visiting faculty at Princeton University. In May, she edited with the Arizona Center for Medieval and Renaissance Studies a collection of essays entitled *Dante's Volume From Alpha to Omega*. In addition to Dante studies, her other research interests include data ethics, book history, and digital humanities. Currently, she is the principle investigator for the Mellon-funded project, *Images as Data*, which deploys machine learning on digitized and born digital visual resources.

## Notes

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## DAY 2 – Thursday, September 16, 2021 – PANEL 3

Prof. Dr. Peter Bell; Prof. Dr. Fabian Offert

Exploring Cultural Heritage with Computer Vision

Prof. Dr. Peter Bell is assistant professor in Digital Humanities at the University of Erlangen-Nürnberg (FAU). Areas of specialization are Digital Art History and Computer Vision, Critical Machine Vision as well as representations of strangers in art.

Prof. Dr. Fabian Offert is tenure track Assistant Professor in the History and Theory of Digital Humanities at the University of California, Santa Barbara. His research investigates machine learning as a critical technical practice in the digital humanities, with a special interest in the epistemology of machine vision. Website: [www.zentralwerkstatt.org](http://www.zentralwerkstatt.org)

Many art historical questions are irreducible to metadata and can only be posed as visual queries. Hence, we propose *imgs.ai*, an open-source, dataset-agnostic, deep visual search engine for digital art history. In our talk, we discuss the epistemic and pragmatic capabilities and limitations of *imgs.ai*, and visual search in general, using visual material from Jan Tschichold's estate.

## Notes

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