

## Europeana Food and Drink Open Innovation Challenge ? 2D & 3D Product Design

[Europeana Food and Drink](#) would like to invite you to get involved in our third and final **Europeana Food and Drink Open Innovation Challenge ? Reworking Digital Heritage of Food and Drink to Create Material Productions?**

**We're looking for creatives and craftsmen** all over Europe to use the [Europeana](#) Digital Library collections to create **2D or 3D products** around the theme of **food and drink**. This can vary from all kind of objects such as glasses, wine bottles, boxes used for product packaging, tools, stickers & logos or handicraft products for educational or commercial use.

Europeana Food and Drink aims to enhance knowledge and highlight the value of the European food and drink heritage, promoting artisan food productions and their relation to cultural identity. The project is part of Europeana, a **database of some 30 million digitised cultural and historical documents**, images, sound and video files from Europe's museums, libraries, galleries and archives. The Europeana API allows you to access most of the collections and incorporate them into objects in many fields such as **design, advertising and marketing, digital 3D reproduction tools or other traditional printing techniques**.



The call for applications is open now!

**How to apply?** Create your food and drink product, document the production by a max. 11 minute video and upload this until 20th December 2015 on <http://contest.upeurope.com>.

**The prize?** Each of the two winning products - one for 2D category and one for 3D category - will receive ? **2.000,00 in cash**, funded by the Europeana Food and Drink Project. Our expert jury will evaluate all video applications and winners will be invited to Sevilla, Spain (29th January 2016) to present their work at our 3rd Challenge Award Event.

**Need some inspiration?** Check out these mouth-watering [Europeana Food and Drink](#) Pinterest and Europeana Pinterest Boards..

Stay tuned about the project at [@foodanddrink\\_eu](#) and via the Europeana Food and Drink facebook page.

For additional information have a look at our Open Innovation Challenge **Factsheet** and visit our website to find out more on how to enter the challenge