ERIH
Linking Europe

What is Linking Europe?

- Linking Europe is a new ERIH project aimed at sites that are connected in some way to other sites in Europe with regard to a certain aspect of industrial heritage. This connection will be ingeniously illustrated by a selected exhibit featured at the sites involved, thus linking them in a compelling story about cross-border relations on a European scale.

Who can participate?

- Two (or more) sites that are thematically related and have a connection between them.
- Industrial heritage sites that are accessible to tourists.
- At least one of the partner sites must be an ERIH member. The other partner site(s) do not necessarily have to be related to industrial heritage.

What are the requirements for the exhibit?

- The exhibit establishes a cross-European connection between the involved sites and has a story to tell.
- The exhibit might be a product, a tool, a permanently installed machine, a building, a person ...
- The size of the exhibit is not specified.

How to display the exhibit?

- The exhibit will be displayed at both sites according to the "Linking Europe" graphics kit and, digitally, as a virtual exhibition on the ERIH website.
- The display follows specified design standards.
- Depending on spatial and content-related requirements, there are different design options (for details see enclosed KEYVISUAL) with the following components:
    - 'Linking Europe' Logo
    - Stele 'Sandwich' H 2000 x W 500 x D 30 mm
    - Stele 'Triangle' H 2000 x W 500 x D 30 mm
    - Roll-up banner H 2150 x W 850 x D 250 mm (two-sided)
    - Poster dispenser H 115 x W 64.5 x D 70.5 mm (two-sided for posters DinA1: 841 x 594 mm)
- Each site selects its individual design.
- In those cases where a site's corporate design is used, it will also be necessary for the 'Linking Europe' logo to be prominently displayed.
- The costs of the above listed setup options will vary depending on the countries involved and are estimated to range between 200 and 300 euros. Steles and banners can be ordered from companies specializing in advertising technology or from online retailers and print shops.
- Production should be organised by you, ERIH will cover up to 250 Euros (gross) per site for the production, subject to presentation of the original invoice for the relevant work.
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The following contents will be displayed:

- Abstract of the European industrial history and economic sector of the site
- Description of the exhibit, the site and the partner site(s) including indication of the website
- Description of the cross-European relation (tell your story with emotion)
- Photos of the exhibit at the partner site(s)
- Map highlighting the sites involved
- Information on the ERIH/ECHY project
- Information on the virtual exhibition on the ERIH website
- ERIH logo and website
- Prominent 'Linking Europe' logo on the object (minimum requirement)

Amount of text varies according to chosen design

- Stele 'Sandwich': approx. 665 characters, roughly 100 words
- Roll-up banner: approx. 940 characters, roughly 135 words
- Poster dispenser: approx. 520 characters, roughly 75 words

ERIH's service

ERIH provides
- the inDesign print templates for the above listed standard designs, compiled from the information on the registration sheet and available photos
- Translation of text
- press releases
- virtual exhibition on the ERIH website
- Up to 250 Euros (gross) for the production of displays

Involvement of the sites

- research of the cross-European connection between the partner sites involved
- contact partner site(s) in order to coordinate exhibits
- provide professional photos of one's own exhibit
- obtain photos of partner site(s)
- grant rights of use for photos and texts
- complete the registration sheet and send it back to ERIH (based on this information ERIH will create the InDesign file with texts in German and English as an essential component of the different design options).
- use the inDesign template provided by ERIH to produce the chosen design option

Exhibition launch and duration

- Pioneering sites are ready to launch the 'Linking Europe' project with the first exhibits on site and as a virtual exhibition.
- The sites can choose between showing the exhibit permanently or for a limited period, e.g. as 'object of the month'. However, a minimum of one month should be ensured.
- In the virtual exhibition the exhibit will be permanently on display, while the website's design allows constant updates.

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