

# Uses of images and data for a 21st century audience

## Heritage importance recognised

In 2012 the UK Heritage Lottery fund recognised the significance of the temperance movement, especially to working people, by giving £50K for the Temperance and the Working Class Project. This included three exhibitions in 2012-13, one of 8 months at a major museum, a shorter pop-up exhibition in a shopping centre, and a virtual one at [www.demondrink.co.uk](http://www.demondrink.co.uk)—which is introduced by a slide show, complete with sound! A selection of Livesey collection lantern slides were projected at the main exhibition entrance, featured in posters and displays, and remain among the most popular items in the virtual exhibition. Individuals and groups of people in recovery from alcohol addiction visited the exhibitions and found the lantern images particularly powerful—one group asked for copies of files to use as posters in their meeting room. The two lantern slides at the left drew the most appreciative comments in the main exhibition entrance hall loop projection, according to the attendants who monitored visitors' reactions. These ranged from amusement to agreement with the message...

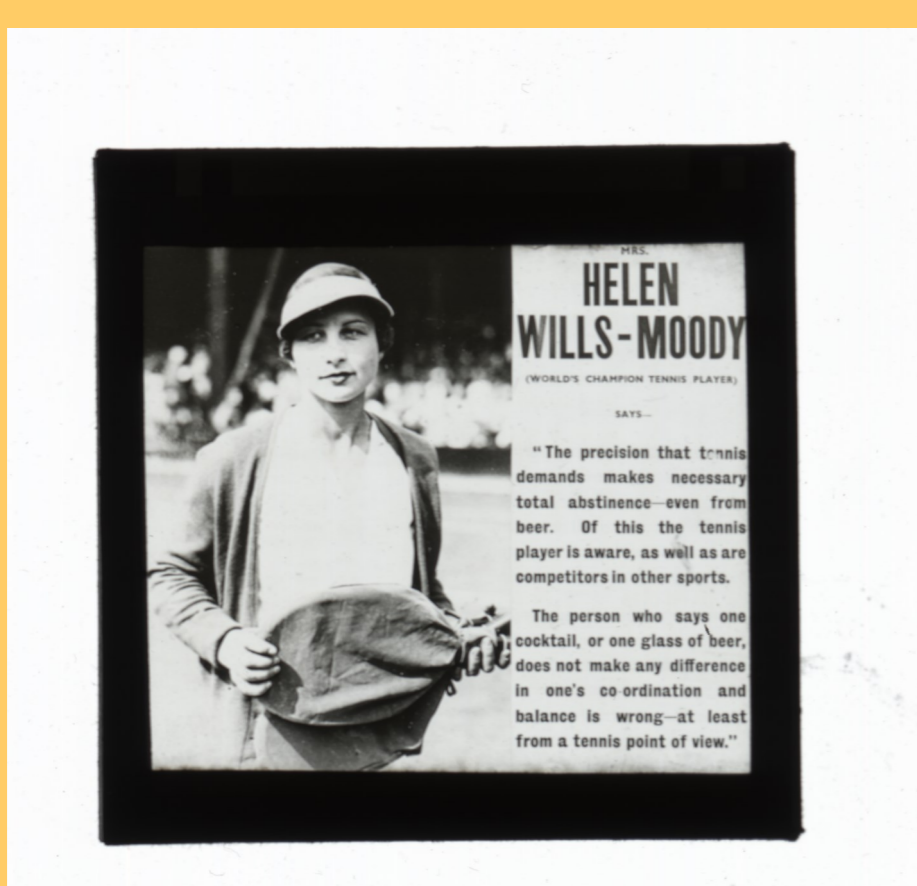


## Future plans using the slides

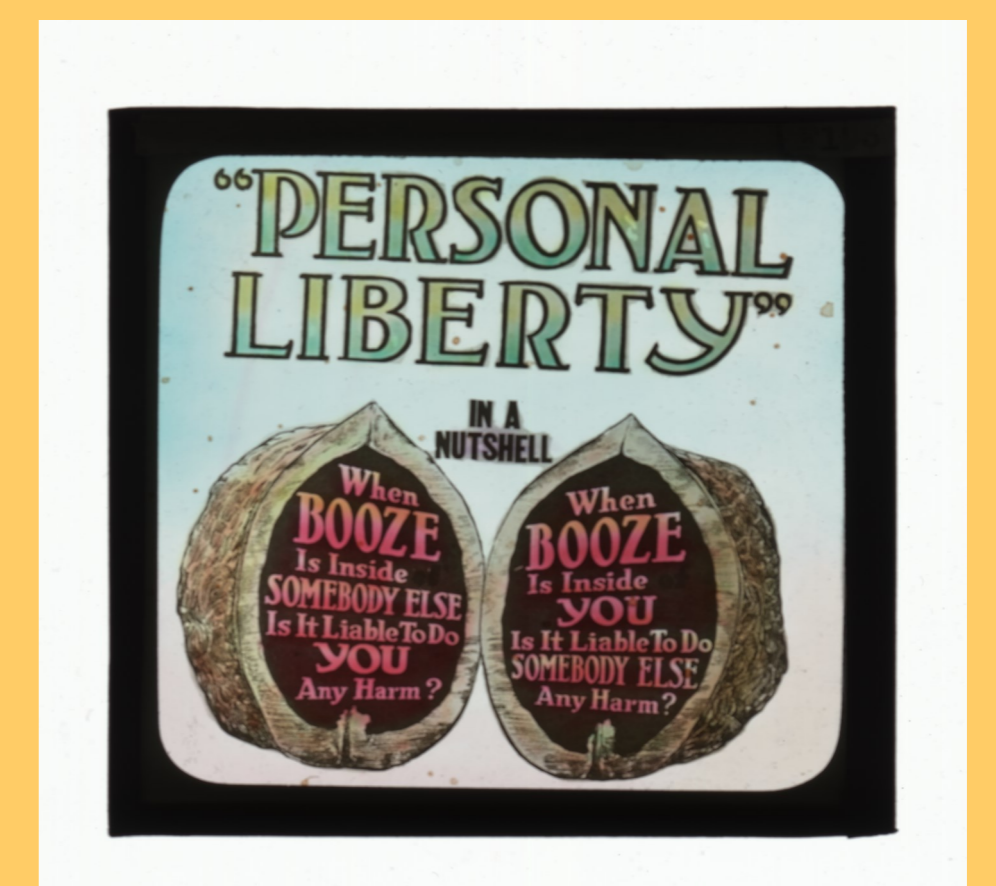
Since the Project, social media and academic publications have kept interest in the Livesey Collection, and the slides, alive. Digitisation bids have met with lack of success, until recently. 800 of the slides will be the first items to be made available in the Temperance Electronic Archive, and will have a formal launch at the **Radical Temperance: from teetotalism to Dry January** conference, in Preston (28-29 June, 2018). This event, looking at alcohol use past and present, will include academic panels, roundtables and poster presentations, but also more informal discussions, stalls, and displays presenting work by third sector organisations and volunteers.

Some of the slides have already proved of interest and use to scholars and students who have visited the Livesey Collection to examine them. The appearance of some of them in exhibitions, particularly the online virtual exhibition, has made them available to many more people. Now we are making over 800 of them available on an open-access platform, who might use them, and how...?

## Some interested parties and stakeholders we hope will make use of the slides\*



- **Public Health and Health Service professionals**
- **Voluntary and Support groups for those with alcohol issues**
- **Education—teachers, students doing research, and general personal and social education work**
- **Artistic and Graphic users**
- **Academics in various fields:**
  - **Addiction Studies, Art and Design, Cultural Studies, History, History of Art, History of Education, History of Science, Health Promotion, Media Studies, Medical Humanities, Philosophy and Religion, Politics, and many more...**



\*Given the original purpose of the slides, we hope to include a restriction on any re-use disrespecting their anti-drink principles