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[1] OJ L 79, 24.3.2005, p. 1.

1   Dissemination plan

A project like *Bernstein* makes sense only if it grows steadily, attracts new users and data providers, lives beyond the end of the development phase, and is continuously maintained. Our dissemination activities intend at making the project into a product effectively used by the largest number of interested parties. We have the strong ambition to become the main online information source for historical paper expertise and history. That's why dissemination is considered as a major task of Bernstein. Following is explained how we intend to achieve our goal and what was done so far.

1.1   Active Internet presence

Aims, developments and achievements of the project are regularly advertised by the consortium website (http://www.bernstein.oeaw.ac.at), the collaboration platform Twiki (http://www.bernstein.oeaw.ac.at/twiki), a mailing list (BERNSTEIN-L@NIC.SURFNET.NL), press releases, and presentations at scientific conferences. By this we try to reach the interested public as well as the scientific community and institutions which comprise universities, museums, scientific organizations (e.g. International Association of Paper Historians, IPH), auction houses and archives.

1.2   Targeting experts

Papers about Bernstein are submitted to relevant expert conferences like the IPH congress, Electronic Information, the Visual Arts & Beyond (EVA) conferences and other. Two of the forthcoming presentations will be at the EVA conference in Moscow (December 2007) and at the IPH congress in Stockholm (May 2008). The following list includes past presentations:

- April 11th, 2007 - Bernstein/Bildsubtraktionspräsentation, Kunstmuseum Basel, Swizerland, by Georg Dietz
- Feb. 21st-22nd, 2007 - Poster presentation at Eudico-Conference, Berlin, Germany
- Jan. 26th, 2007 - Bernstein/Bildsubtraktionspräsentation, Städelmuseum Frankfurt, Germany, PowerPoint Presentation by Georg Dietz
- Dec. 15th, 2006 - Authentication and Dating of Art on Paper, University of Nijmegen, The Netherlands
- Dec. 11th, 2006 - Wiener Archäographisches Forum (WAF), Generalversammlung, Akademie der Bildenden Künste, Wien
- Dec. 4th-5th, 2006 - Poster presentation at International Conference, Museums, libraries and archives online: MICHAEL service and other international initiatives, Rome, Italy
- Nov. 29th, 2006 - Fake and False in Art, Amsterdam, The Netherlands
- Nov. 23rd, 2006 - Bernstein-Informationshalbtag (9 a.m.-12.00 a.m.), Clubraum of the Austrian Academy of Sciences, Vienna, Austria
- Nov. 15th, 2006 - Presentation about the Bernstein-project and image su btraction method on the 15th meeting of restorers in the Kupferstich-Kabinett Dresden, Germany, PowerPoint Presentation by Georg Dietz
- Nov. 9th, 2006 - EVA Berlin, lecture about Bernstein, Berlin, Germany
- Oct. 18th, 2006 - Meeting with cooperating partners of TU Graz and UB Graz, Austria
- Oct. 8th, 2006 - 28 Congreso IPH, Biblioteca de l'Abadia de Montserrat, Capellades, Spain

- Oct. 6th, 2006 - Meeting with interested parties of the Academy of Fine Arts and the Prints and Drawings Colletion, Vienna, Austria

1.3   Targeting the general public

A series of exhibitions together with a 70-page catalogue illustrates the aims, the value, the advantage and the importance of paper and watermark research. The series started with a German version resulting from a collaboration of the Landesarchiv Baden Württemberg in Stuttgart and the Austrian Academy of Sciences in Vienna. The first Italian exhibtion is already scheduled for July and August 2007 in Fabriano. Further planned Italian venues are Rome, Florence, and Milano. Dresden, Leipzig, and Berlin are in discussion for future German exhibitions. Finally, we will also produce an English version with intended exhibitions in Liverpool, Glasgow, London, and Leiden (The Netherlands). A final exhibition will conclude the Bernstein project in Vienna in February 2009. Such exhibitions generate additionally an intensive response from the media. Exhibitions held so far:

- Dec. 14th, 2006-Feb. 2nd, 2007, Landesarchiv Baden-Württemberg, Hauptstaatsarchiv Stuttgart, Germany, „Ochsenkopf und Meerjungfrau. Wasserzeichen des Mittelalters".
- March 22nd-June 9th, 2007, Schottenstift Vienna, Austria: „Ochsenkopf und Meerjungfrau. Wasserzeichen des Mittelalters", (http://www.schottenstift.at).
- July 9th-Aug. 31th, 2007, Museo della Carta e della Filigrana, Fabriano, Italy: „La testa di bue e la sirena. Filigrane del Medioevo", (http://www.museodellacarta.com).

A project poster, a project folder, both in English and German, and a Power Point presentation that can be automatically run describes the consortium, project objectives, challenges and benefits for the general public. Posters and folders can be downloaded from http://www.bernstein.oeaw.ac.at > FAQ > poster, folder.

1.4   Tutorials

We actively seek to implicate in our objectives potential users: by organizing tutorials and by using voluntaries for feed-back on the usability of our outputs during the development stage. A series of tutorials will accompany the project during its runtime. The number of tutorials will increase in the second half of the project when already first results can be demonstrated. The length of a tutorial can vary between one and three days. First tutorials:

- Dec. 11th, 2006: Tutorial at Cambridge University Library; methods of cataloguing metadata of medieval manuscripts, paper reproduction methods, demonstration of the backlight-minus-frontlight method, Cambridge, U.K. Maria Stieglecker, Georg Dietz.
- Jul. 24th-25th, 2007: Tutorial at the National Library of Egypt, Cairo, Egypt. Vlad Atanasiu, Martin Haltrich. http://www.bernstein.oeaw.ac.at/twiki/bin/view/Main/Tutorial2007Egypt

1.5   Integration databases from beyond the consortium

In order to enlarge the number of online databases connected to Bernstein, to attract new users and user groups and to guarantee the sustainability of the project we will distribute and offer as download a ready-to-use "dissemination kit" containing Open Source software and documentation on how to set up new services for paper studies and produce new digital on-line collections according to the best practices of the field. This kit will provide the necessary

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know-how for the construction of a digital paper collection, specifies the standards for data structures and meta-data, provides a ready-to-use software, and enables the integration into the *Bernstein* integrated workspace. The dissemination kit will be free of charge and multilingual (English, German, French, Italian, Spanish, Russian).