

The FC Barcelona Documentation and Studies Center: a specialized information unit within a centennial sports organization

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The Futbol Club Barcelona is a private, non-profit sports organization with 120 years of history. It is owned by its 141,846 members and is governed by deeply democratic criteria that are reflected in its statutes and are a part of the institution's values. Although it's mainly known for its football team, it's a multi-sport club with more than 2,100 athletes—women and men, girls and boys, who compete in fourteen different sports, both professional and amateur. Barça is an institution with a social vocation that is expressed in many ways, largely through the Club's Foundation. It also has a large public involvement that goes beyond just its members, with events that bring together its fans - the World Supporters Confederation, and is widely followed by the media. It's an organization that shares a cultural link and commitment with Catalonia, but with a global vocation, as proven by the 303 million fans that follow it worldwide. A club with a projection for the future and open to innovation, but without forgetting about its history or its traditions.

Given the need to preserve and disseminate this century-old legacy, the Barcelonista Documentation Center was created in 1994, as an initiative of the director and Culture delegate at that time, historian Jaume Sobrequés i Callicó. In terms of organizational structure, this new department was linked to the club's museum and became responsible for the documents and records of the entity's administrative archive, which was partially disposed of over time. Until that time, the documents were stored inside the stadium, without any archival processing.

The concept of a sports club creating a documentation center that was to be accessible to researchers and scholars was a pioneer initiative in Spain. In creating this center, the documentary heritage would have its own place to be stored and made accessible for viewing, and ultimately, would become a reference service that could provide the organization with the information, documentation and historical reference that it needed.

In 2006, as part of the club's overall professionalization efforts, the documentation center began a new chapter, this time under the direction of the Communication Department, and its name was changed to the FC Barcelona Documentation and Studies Center (CDiE). The purpose of this change was not merely to rename the center, but also to act as a driving force for researching and disseminating Barça history and to serve as a source of media content for the club, which was increasingly in demand. The CDiE wanted to be a modern information and resource department, which is why it requested scientific-based advice from the Faculty of Library and Information Sciences (now the Faculty of Information and Audiovisual Media), at the University of Barcelona, with whom it had a cooperation agreement in place until 2014. In addition, they sought to expand the collection by implementing a strategy for collecting new archive material, like the Horacio Seguí photo collection or the personal collection of President Agustí Montal i Costa.

At this stage, the CDiE began an integration process with other departments at the club, with the goal of carrying out a study and analysis on the types of documents that the organization generates, in order to design a classification table. At the same time, they focused a lot of attention on the process of documenting and systematically describing the collections. As a result of this work, the first library and archives catalogs were created.

The increasing importance of ICT and the production and communication needs associated with its use, meant it was necessary for the CDiE to evolve and experience a digital transformation. Beginning in 2014, a growth strategy was developed focusing on two new aspects.

First, the club's needed to find an appropriate processing method for its audiovisual collections, both historical and contemporary, in order to achieve optimal distribution and commercial use. Thus, a new document management model was born, based on MAM (*multimedia asset management*) software. Together with Barça Studios (the entity that centralizes the creation, production and marketing of all the Futbol Club Barcelona audiovisual material, including the management of Barça TV, the club's television channel), the CDiE implemented the use of this software which allows documents to be processed at the source and distributed, in a process that involves several of the club's production departments.

The second aspect had to do with implementing a whole series of new management and regulatory policies, geared towards improving the quality of the service. The close collaboration with the organization's legal department was essential in making sure these instruments were aligned with corporate compliance.

At the same time, the construction work on the future Espai Barça prompted the CDiE to be moved to a new location in April 2019. From its location on the second floor of the museum, inside Camp Nou, it was moved to a location on *la travessera de les Corts*, along the perimeter of the Futbol Club Barcelona campus. This change made it possible to optimize the Center's physical space, by separating the viewing area and the office onto one side, and the other side, the space dedicated to displaying the documentary collections. This way, the records and documents are stored in the appropriate physical, environmental and safety conditions. Another benefit of the move was that it provided a better spot at street level, meaning it was easier to see from the outside, and consequently, more accessible to the general public.

In short, the Center is a unique document management unit. Its history is the result of a constant willingness to adapt to the club's needs, without losing sight of its inherent functions. It has been a challenge in balancing the flexibility that is unique to a private organization, with the desire to standardize processes and protocols.

The Futbol Club Barcelona Documentation and Studies Center has evolved from being a passive recipient and custodian of inactive documentation in the beginning, until what it has become today: a proactive part of the organization, involved in production work and content creation, open to historical research and dissemination. A hybrid unit that provides transversal support to all the club's different departments and affiliated entities, in addition to those who want to research and learn about the history of Futbol Club Barcelona.

Sport and culture: an oral memory exercise based photography collections

David Iglesias

This presentation will discuss the experience of the Image Research and Dissemination Center (CRDI), at the Girona City Council, in organizing a workshop to get the community engaged in the archive's amateur sports fonds, in an effort to promote community interest. The result of the experience is a virtual exposition that's included in the European project *WeAreEuropeForCulture*.

As part of the *#WeAreEuropeForCulture* initiative, funded by the European Commission, the CRDI organized a workshop to create a virtual exhibition on the subject of amateur sports. The result of this work would become a virtual exposition that would be shown as part of the centennial exhibition on the GEiEG (a sports association in Girona).

#WeAreEuropeForCulture was created with the goal of encouraging people to embrace cultural heritage. For this reason, ten cultural institutions from different European cities (Amsterdam, Budapest, Sofia, Hämeenlinna, Kraków, Pisa, Basel, Vilnius, Nicosia and Girona) were invited to create a virtual exhibition based on photographs and oral history, on a specific theme that each city would choose. The concept was created by the Catholic University of Leuven and the association Photoconsortium. A Dutch company, Noterik, provided the technology by developing an innovative app which allows users to view the digital images through an interactive system, which can be controlled with their mobile phones. Everything else, that is, the organization of the exhibitions, was up to each city.

As for the city of Girona, twenty people participated in the workshop, all of them related to the GEiEG, an organization with a hundred-year history. Involving these people in the workshop proved to be beneficial for the organization's photography collection (the GEiEG donated their fonds to the Municipal Archives on January 10, 2017, with the goal of conserving it and making it accessible to the public), but also for the other photography collections related to amateur sports. In both cases, the images were documented and more importantly, the photographs were contextualized thanks to the stories of each one of the participants, who in an exercise on historical memory, using the selected pictures, managed to provide an added value to the photographs. Some of the selected photographs, as well as the discussions about them, were later used for the virtual exhibition, first put on exhibit in Girona (from October 9 to November 23, 2019) and later, in Brussels (February 2020), the a city where the final event was organized, so that each of the institutions from the different countries could explain their experience throughout the whole process and show the results of their work.

The Girona exhibition was edited by the project managers, together with the CRDI technicians, and was integrated into the GEiEG centennial exhibition at the Casa de Cultura, which made it possible for a large number of visitors to attend, primarily due to the city's connection with the organization. We should bear in mind that the GEiEG was founded in Girona in 1919 with the initial goal of promoting hiking and other cultural and recreational activities. Soon though, it began organizing amateur sports activities, initially related to athletics, and after, went on to include all kinds of sports. Over the course of these hundred years, there were many people who were members of the organization at some point, and therefore, were interested both in the workshop as well as the exhibition.

The overall opinion on the experience was very positive, in the sense that the main objectives of the project were achieved, that is, to connect people with the cultural heritage - in this case, photography - and to include them in the task of attributing value to this digital heritage, which in Europe is mainly done on the Europeana platform. Therefore, it was clearly a European-wide initiative that was focused primarily on the user and getting them involved in order to promote and grow interest in culture, and doing this through an innovative use of technology, in a functional way, where it is used as a service for the people and heritage.



*Participants in the workshop done at the CRDI.
inauguration.*

(Author: Albert)



*Visitors at the exhibition on the day of
inauguration.*

(Author: Albert)

"Mataró: persones i carrer(e)s" [Mataró: people, streets and races], a collaborative experience based on sports photographs from the Maresme County Archives

Alexis Serrano Méndez. Maresme County Archives, County Archives Network

From September 7 to October 21, 2018, in the exhibition halls at Can Palauet (Mataró), home of the Maresme County Archives, a photo exhibition was held that also served as a workshop for identifying images. The activity was designed as a sort of crowdsourcing, in which, with the help of people, the goal was to put names, dates, locations and details in the descriptions of many photographs where previously, the only information known was the author. In fact, the experience was more of a plea to acquire knowledge from the people, and as such, should be referred to more aptly as a sort of "crowd wisdom". More than four thousand people attended the exhibition-workshop: a total success. Using forms that were specifically created for each image, the people were asked to leave their notes and comments. The material, collected in an urn, was ultimately put together and added to the descriptions for each image in the collection database, and at the end, a catalog was published.

Very sports-related collection

The photography collection that was the subject of the exhibition and workshop was the Carreras Photography Collection, which has a chronological scope from 1923 to 1982 and was donated by the Carreras family in 1992 to the Mataró City Council so it could be stored in the Municipal Archives. The collection includes the work of three generations of professional photographers: Santiago Carreras Oliver, Santi Carreras Sajaloli and Santi Carreras Suris. It is the most important photographic collection preserved at the Archives, and is currently being digitized and catalogued, in addition to identifying the people and places that appear in the more than seventy thousand images. The family's passion for sports comes from afar, as seen in many of the photographs, and was largely reflected in the exhibition/workshop.

Although the exhibition was overall quite general in nature, including cultural, political and historical aspects, almost a third of the images put on display and



Generalitat de Catalunya
Departament de Cultura
Anxh Comercial del Maresme



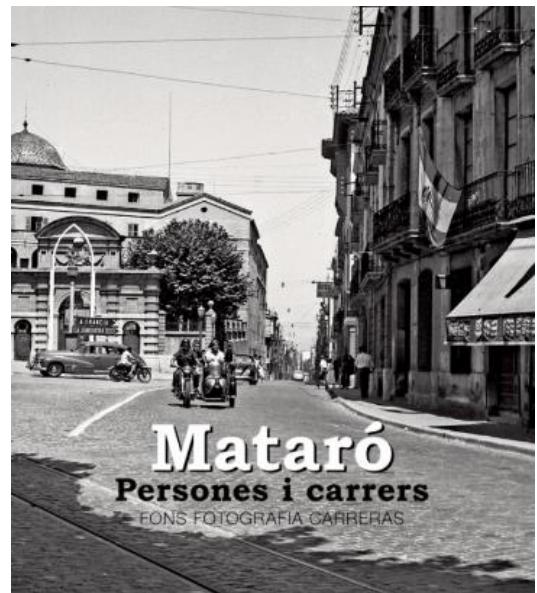
Poster of the workshop-

discussed in the workshop were sports photos, given the photographers' close link to sports.

An example of this link to sports is the last of the photographers in the Carreras family, who was a sports journalist himself for many years and was the head of Sports at Catalunya Ràdio, currently a specialist in the history of sports in the capital of Maresme.

The exhibition and the workshop

It consisted of a permanent part with large-format photographs and a section along the wall of smaller photographs, that had little or no information about them available. This group of unknown photos was made up of fifty pictures, that every fifteen days were replaced with another fifty pictures. This cycle was repeated three times and it allowed us to improve the documentation we had on some one hundred fifty photographs.



Cover of the exhibition catalog.



Some of the sports images from the exhibition-workshop. (Source: ACM. Carreras Photography Collection. Santi Carreras.)

