

Hungry...
... for a Challenge?



Third Open Innovation Challenge

Reworking Digital Heritage of Food and Drink to Create Material Productions

1st October - 20th December 2015



foodanddrinkeurope.eu/challengethree

#EFDChallenge

Creatives and Craftsmen all over Europe

Submit your Europeana Food and Drink product video and win € 2.000,00!



Open and Browse Europeana
for Food & Drink related Content



Find your
Favourite Item



Re-Use
and Design your 2D...



... or 3D Product



Document on Video
max. 11 min.



Upload to
contest.upeurope.com



€ 2.000,00 in cash

for each Product Category (2D/3D)

Award Event in Sevilla, Spain
29th Jan 2016

For detailed Challenge Guidelines and Application Process visit
foodanddrinkeurope.eu/challengethree



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The Third Open Innovation Challenge is planned and launched in collaboration
between IAPH – Instituto Andaluz del Patrimonio Historico (Sevilla) and Sapienza University of Rome.