

Helen Conneely

Mementooh



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Having worked as an artist for 25 years, Helen Conneely has created a range of different collections, from personalised jewellery to sculptures made from bogwood.

Her latest project is Mementooh, a digital souvenir project creating a range of bespoke digital and physical contemporary souvenirs that tell a story using museum data.

The collection is designed in association with an individual museum for specific exhibitions. The collection includes jewellery and gifts based on museums' top sellers. The buyer scans the souvenir with an app downloaded onto a smart device, to find out the story.

Helen created Mementooh for a Creative Design Challenge, hosted by Europeana — the EU digital platform for cultural heritage. The competition had over 40 entrants and Mementooh was a runner up in February 2015.

Participants in the competition developed their apps using the Europeana application programming interface, (API) which hosts over 39 million items of content from the European cultural institutes.

Through this, Helen was able to build an application that used the wealth of cultural heritage objects stored in the Europeana repository, and deliver this curated content to her museum customer.

Helen designs and produces the Mementooh products with laser and 3D printing from The Celtic Roots Studio in Ballinahown, County Westmeath. Each product has a narrative that blends the physical souvenir with the story behind the museum.

Taking part in ACORNS helped Helen structure how she moved on with planning and helped her to find new goals.

Mementooh will go live in 2019 and Helen is currently in talks with Museums about taking on the app.