

Between Tradition and Innovation: Art d'Histoire's Mission in the Digital Landscape

White Book



ART

D'HISTOIRE

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AUTHOR'S NOTE

This white book aims to share our views on the transmission of knowledge in art history in today's digital world. The world is currently facing an overwhelming amount of data, a problem that AI will only exacerbate, increasing the risk of misinformation.

To address this issue, we have developed a tool for students, teachers, researchers, writers and art enthusiasts that combines videos with annotated collections of primary and secondary sources.

Our goal is to enable quick yet scientific navigation of history.

Our approach is intended to support and enhance the browsing habits of Generation Z in particular, who are accustomed to video and blog formats, while encouraging them to consult primary sources.

Rather than being a manual, our tool is an infallible source of condensed quotations and quick access, enabling everyone to rewrite, own and reinvent history.

This white book will guide you through the concrete benefits that LISA can offer.



Lise Martinot

Founder and researcher

INTRODUCTION

Have you found yourself in this situation?

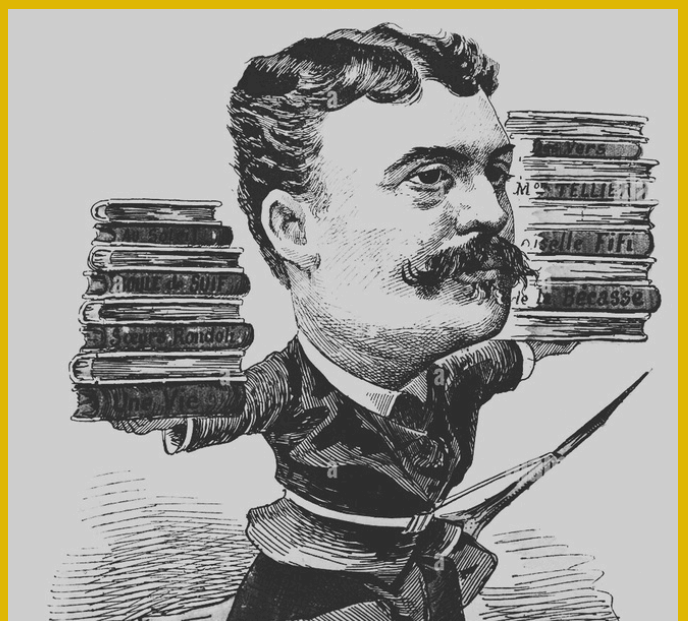
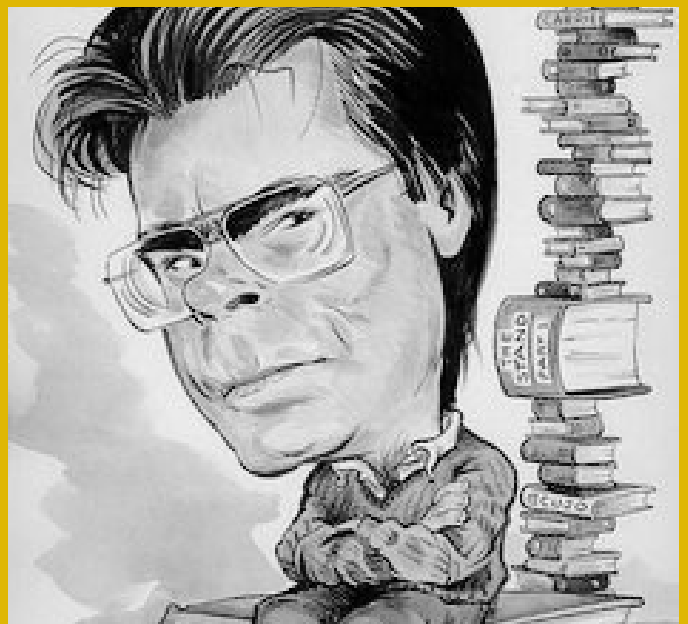
Our teachers, publishing houses and blogs recommend fascinating, yet overwhelming, reading material, and we fall further and further behind.

The tempting shortcut to getting back on track is to watch blogs and popular videos.

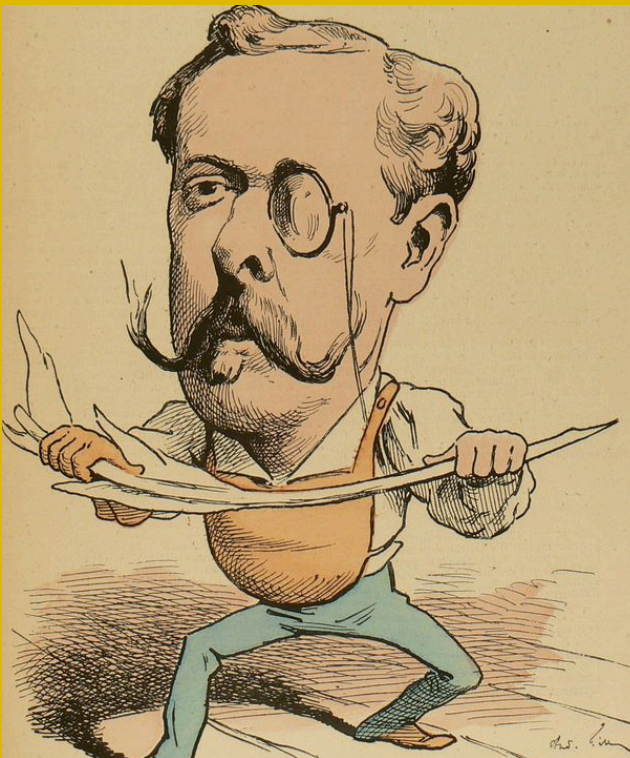
Who hasn't taken a shortcut by reading a well-written IA summary instead of the original text?

We believe it is possible to satisfy the need for rapid access to information while maintaining the high academic standards specific to research.

We call this approach **LISA** (Learning Interactive Smart Art). It involves integrating hundreds of in-depth, dynamic and captivating fact sheets into art history videos while maintaining a scientific approach.



OUR STORY



VISION

Tomorrow, we will establish partnerships with other teachers and schools in order to expand our programme, which currently focuses on 19th-century European art.

MISSION

To transform traditional formats, such as long reading lists of pdf, into modern, concise formats that align with academic learning and contemporary browsing habits.

How?

By providing access to a selection of primary sources via a platform combining the academic reliability of traditional methods with the communicative power of video.



OUR TEAM

Lise Martinot is a historian passionate about transmitting knowledge. She is a graduate of the Courtauld Institute of Art. In 2016, she founded Art d'Histoire, the first French-language channel dedicated to 19th-century art history. Driven by her desire to make scientific knowledge more accessible, she developed **LISA**, a rapid scientific learning tool based on Art d'Histoire videos.

Our team is an ever-evolving entity, with each year offering a new chapter. Young writers join us, adding their stories and enriching the collective narrative that gives Art d'Histoire its soul.



IMAGE CAPTURE AND EDITING

Alex and Gonzalo,
Pablo, Michelle



RESEARCH AND TRANSLATION

Lise, Marie-Victoria,
Hellen, Trinity



DEVELOPMENT AND TECHNOLOGY

Javier, Sebastián



BUSINESS DEVELOPMENT

Aurélie, Louise, Raphaël



PROJECT CHRONOLOGY

2016-2017

Creation of Art d'Histoire
Image capture and editing
Launch of the channel

2019-2020

Incubation at Start-up Chile
Technological development

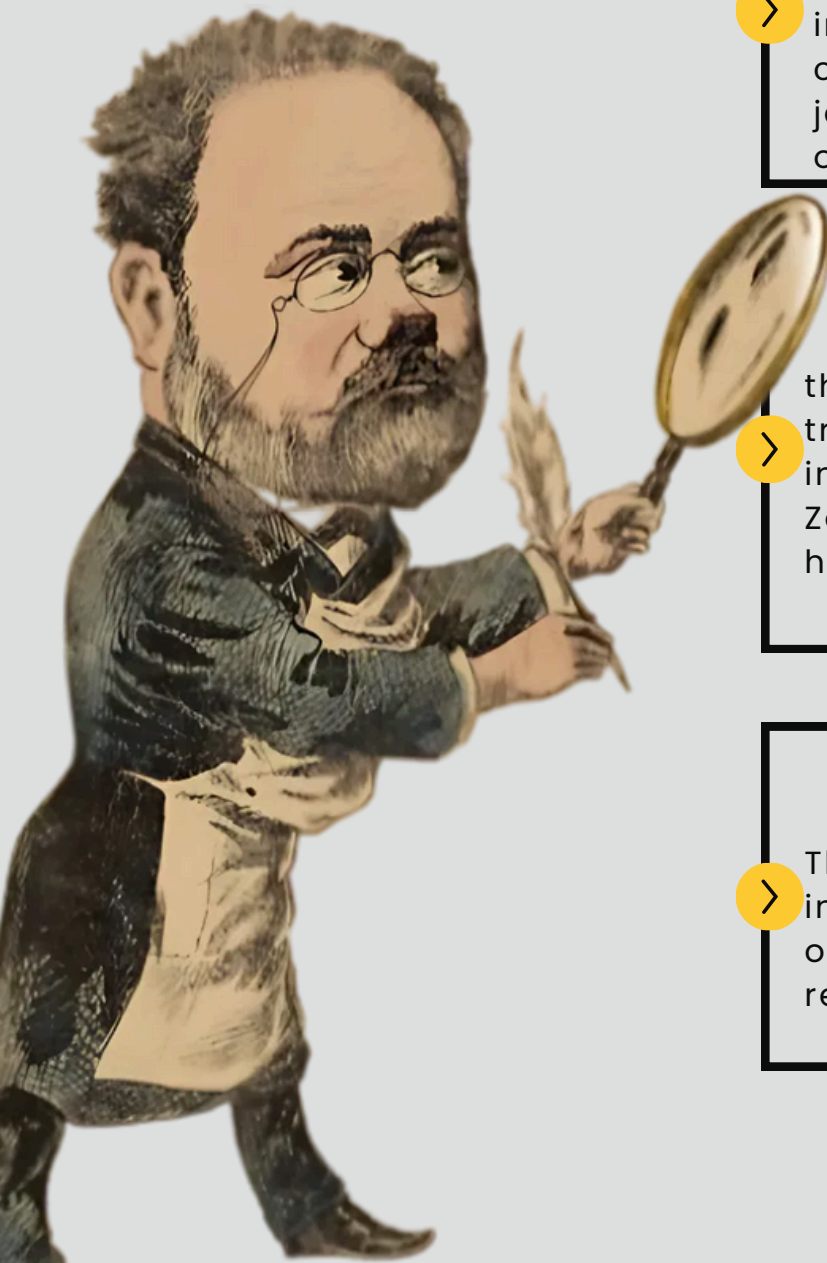
2020-2023

Research and writing
Creation of videos in English
Cultural funding

2025-2026

Publication in French
English translation
Publication in English

OUR VALUES



ACCESSIBILITY



Thanks to its hybrid interactive video format, complex discourse and jargon are not our concern or objective.

RELIABILITY



thanks to the interactive traceability of all our information. Now, if we quote Zola and he was wrong, don't hold us responsible!

LIGHTNESS



Thanks to its segmentation into short, scientific capsules, our information is easy to research.

CURRENT EDUCATIONAL CHALLENGES AND OUR RESPONSE



CHALLENGES

Teaching art history presents at least two challenges.

The first is the vast quantity of available texts and images. In a field in which billions of lines of text are being digitised and millions of blogs are commenting on thousands of works of art, the amount of information is overwhelming. AI is exacerbating this critical situation exponentially.

The second challenge is that of ultra-performance. By comparison, the apprentice or experienced art historian seems anachronistic, progressing slowly from one article to another in a vast, dusty library. Yet their research remains indispensable as they delve into infallible sources.

How can we quickly access scientific information lost among billions of digitised lines? How can we encourage students to adopt a scientific research approach while still allowing them to browse with just three clicks?



ENGAGING ACADEMIC CONTENT

Yes, it's an annotated anthology, but we must ensure that readers are not put off by too much text.

This famous F-shaped reading pattern could destroy all educational efforts. The tragedy of digitised text, consists of scanning a text with the eyes. Unless you have a photographic memory, you will only really read the first line and half of the second line, before reading more vertically. Almost all of the in-depth information is lost.

This is why our fact sheets are limited to one or two pages, with spacious areas of images. The advantage of this short multimedia format is solid but light text and dynamic graphics.



LISA : AN INTERACTIVE ANTHOLOGY

LISA is an interactive, video-based educational tool which combines engaging content with scientifically reliable primary sources.

Thanks to a system of clickable pop-ups, similar to footnotes in a scientific text and embedded at an average rate of once per minute in each video, users can access detailed information sheets. These files cite irrefutable academic sources, which can be viewed in their original digitised format with a single click.

The aim is to simplify the learning process by providing students, teachers and professionals with easy access to historical documents, thereby making the subject matter more engaging.

SCIENTIFIC APPROACH

At Art d'Histoire, academic rigour lies at the heart of our research approach. Our work is based on the highest standards of verification and authenticity.

We prioritise primary sources such as contemporary documents, including newspapers, letters and official archives, to ensure that all published information is accurate and unaltered. Spelling mistakes will be marked with [sic], unless the editor has already corrected them.

We have developed a strict anti-error policy aimed at eliminating any biased or erroneous sources. Our teams are dedicated to meticulously searching for authentic sources to ensure the longevity of our content. This preserves historical integrity and provides students, researchers, and enthusiasts with access to a reliable, sustainable database of transparent documents.

Additionally, our sustainability policy aims to prevent '404 errors' and 'content no longer online' messages. As it is not the responsibility of a museum to ensure stable links, we limit the number of links to websites belonging to museums, authors' societies, and so on.

ERRATUM ?

Have you spotted an error or a problem?
Please let us know via our Chatbox or by emailing us directly at: adh@artdhistoire.com.
Our teams will be happy to get back to work.



RANKING BY PREFERENCE FOR PRIMARY RESOURCE PLATFORMS

- 01 **Gallica- BnF :**
This is one of the largest digital libraries, which is accessible free of charge on the internet. We will prioritise its documents, provided that the text can be searched by keyword.
- 02 **Agorha :**
The digital document platform of the INHA, the National Institute of Art History, and several partners, including the Louvre.
- 03 **Internet Archives :**
This Californian non-profit organisation specialises in web archiving and library digitisation. Its keyword search engine provides high-performance results for texts from the 19th and 20th centuries.
- 04 **Retronews :**
This is a digitised French press platform from the BnF. It is freely accessible, but certain features, including keyword searches, are reserved for subscribers.
- 05 **Cairn.info et Persée :**
French-language platforms for academic journals and books. We refer to open access articles.
- 06 **JSTOR:**
Most of our article citations available on JSTOR are freely accessible provided you create an account.
- 07 **Google Books :**
For copyright reasons, the full text may not always be visible. Where this is the case, we will indicate it with a purple link.
- 08 **Wikisource.org :**
This platform permanently reproduces texts in the public domain. When an article on Wikisource is accompanied by a photograph of the text to which we are referring, we will cite it.

OUR GRAPHIC CHART



OUR DIFFERENT ICONS COLOURS



BLACK COLOUR



Link to a primary source

GREEN COLOUR



Link to a secondary source

PURPLE COLOUR



Link to a restricted access source



OUR DIFFERENT TYPES OF FILES



Artistic context



Biographical elements



Theory



Cultural or social context



OUR DIFFERENT ICONS



Quote



Illustration



Book or newspaper



Link to another file



Vidéo



Audio file



OUR DIFFERENT FONT COLOURS



Basic text



Link to a file



Highlighted text



Author's comment

OUR INTERACTIVE VIDEOS

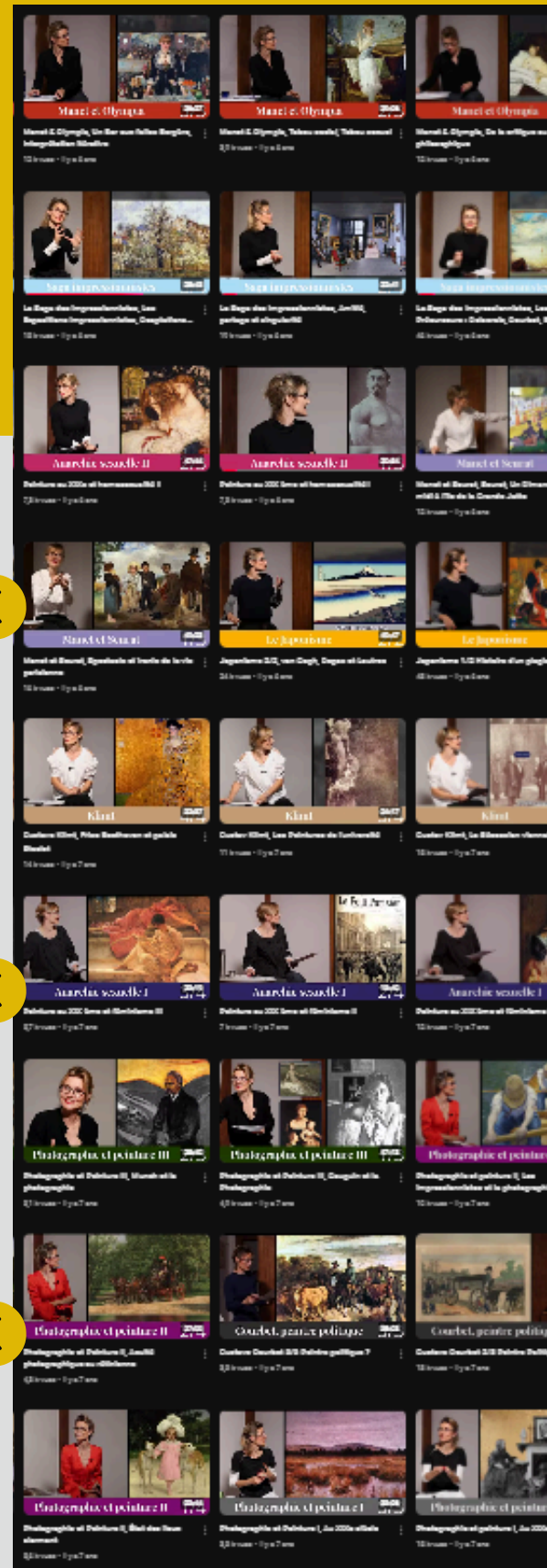
POP-UPS

L'ensemble de nos pop-ups sont cliquables.

Ils sont reliés à des liens qui vous permettent d'accéder aux fiches.

QUOTES

All of our pop-ups are clickable. They lead to our interactive files — namely, commented anthologies.



OUR PRICING OPTIONS



STUDENTS/19€

- Full access to four interactive conference videos accompanied by their text corpus.
- Upon presentation of proof when creating an account.
- Unlimited duration.

GENERAL/39€

- Full access to four interactive conference videos accompanied by their text corpus.
- Unlimited duration.

PARTNERSHIP

- You are a university or institution and would like to benefit from a special rate?
- Contact us!

CONCLUSION

> ACKNOWLEDGEMENTS

To all our YouTube subscribers, who have encouraged us to share our work,

To all the professionals, museums, archivists and authors who have guided us and shared their research,

To all our future users who, every day, encourage us with their enthusiastic messages to continue on this demanding path.

> LET'S STAY IN TOUCH



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