



THE KENNEL CLUB PICTURE LIBRARY

BAPLA

**Monday
7 March 2022**

Welcome and Introduction



**Heidi Hudson, Curator Photographic Collections
The Kennel Club**

1. Why the Kennel Club needed a DAM
2. Overseeing acquirement, installation and digital migration to DAM
3. Driving DAM into practice in your organisation
4. Pitfalls, challenges and halleluiah moments with having a DAM
5. Q&A... questions are welcome!

Who are the Kennel Club? What are our archival assets?



THE KENNEL CLUB
PICTURE LIBRARY



*An Early Canine
Meeting, London*
1855 by R. Marshall
The Kennel Club ©

The Kennel Club Picture Library timeline

1873 The Kennel Club was founded

1891 Crufts Dog Show debuts at Islington Agricultural Hall

1942 The Kennel Club takes over Crufts Dog Show

2000 The Picture Library was officially established

2001 first digital scanner was purchased at the Kennel Club

2008 commercial picture library site was launched, www.dogimages.org.uk

2012 investment in Digital Asset Management system [[Fotoware](#)]

2015 launch of new online picture library services updated on

www.dogimages.org.uk [[Media Store House](#)]

2016 Physical move to a new building on Clarges Street

2022 Moving to a new DAM software provider

The Kennel Club,
Clarges Street, Mayfair
London W1



Largest Canine Art Collection in the world (open to the public)



Largest Canine Library in the world (open to the public)



Largest Canine Picture Library in the world



Images we hold in our collections

- The Kennel Club Art Collection (private)
- Crufts
- Dog shows
- Kennel Club recognised breeds as well as other non KC breeds
- Puppies
- Dogs and people
- Health and care
- Play, sport and activity
- Training and education
- Working
- Historical
- Assistance dogs, dog charities
- Royal dogs and celebrity dogs
- The Diane Pearce Collection
- Early 19th Century collection (CDVs, Cabinet Cards, pre WWII)

These Rules shall be in force for all dogs entered for a show taking place on and after the 1st day of June, 1880.

Kennel Club Registry of Names.

COPY OF RULE.—Every dog exhibited at a show held under the Kennel Club Rules must, previous to the time of entry for such show, be entered in a registry of names kept by the Kennel Club at their office, 29A, Pall Mall, London, S.W. A charge of one shilling each dog will be made for registration. A name that has been already assumed and duly registered in the Kennel Club Registry, or entered in any published number of the Kennel Club Calendar and Stud Book, by the owner of a dog of the same breed, cannot be registered unless by a distinguishing name or number.

Dogs that are already entered in any published number of the Kennel Club Calendar and Stud Book are exempt from the above rule, provided their names remain unchanged.

The following names have been registered :

BLOODHOUNDS.

DESPOT, dog, Mr. J. C. Tinker's, by Don—Dido.
JUDGE, dog, Mr. W. Herbert Singer's, by Brutus—Juno.
CLERK, dog, Mr. W. H. Singer's, by Judge—Lufra.
DEFENDANT, bitch, Mr. W. H. Singer's, by Rival—Lufra.

BEAGLES.

BARMAID, bitch, Mr. F. Tetley's, pedigree unknown.
BELLMAID, bitch, Mr. F. Tetley's, pedigree unknown.
SYMPATHY, Mr. F. Tetley's, pedigree unknown.

COLLIES (Rough Coated).

DONALD, dog, Mrs. S. Slatter's, by Carlyle (8505)—Flirt.
ISLE, bitch, Mr. M. C. Ashwin's, by Mac—Rosa.

COLLIES (Smooth Coated).

FANNY, bitch, Mr. M. C. Ashwin's, pedigree unknown.

FOX TERRIERS.

BUTCHER, dog, Mr. T. Brown's, by Joe—Betty.
BURGLAR, dog, Mr. T. Brown's, by Baff—Venom.
COMET, dog, Mr. J. R. Whittle's, by Pickle II.—Sir.
DEACON JOCK, dog, Mr. F. Redmond's, by Brokenhurst Joe—Deacon Rosey.
DUSTER, dog, Mr. T. H. Redwood's, by Pickle II.—Dusty.
JOKER II., dog, Mr. W. H. Strick's, by Jester II. (4850)—Beauty.
JONAS, dog, Mr. J. B. Dale's, by Little Harry—Blossom.
JOSS, dog, Mr. W. H. Strick's, by Jester II. (4850)—Beauty.
LITTLE BINKS, dog, Mr. R. R. Wallace's, by Donald—Venus.
RACKET, dog, Mr. H. Bright's, by Rake (4859)—Vic.

Image and photographic records of pedigree dogs





Mr and Mrs Charles
Cruft looking
through photographs
(circa 1920s)
The Kennel Club ©

Crufts



Piccadilly and Clarges Street
The Kennel Club ©

Preserving history relating to the pedigree dog



11th May 1941
1,2 and 3 Clarges Street destroyed by WWII bombing
The Kennel Club ©

Why have a DAM?

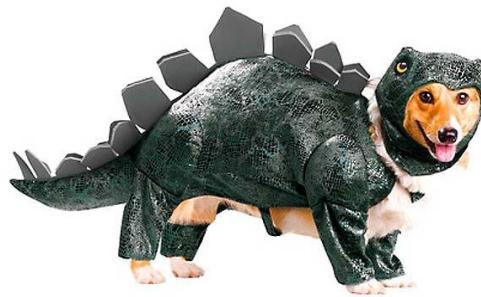
If you can't use it (digitally) – you may lose it



Dandy b.1856
Oldest photo in our collection

Why the Kennel Club needed a DAM

What it was like (pre-DAM) at the
Kennel Club?



OLD WAYS of looking for images



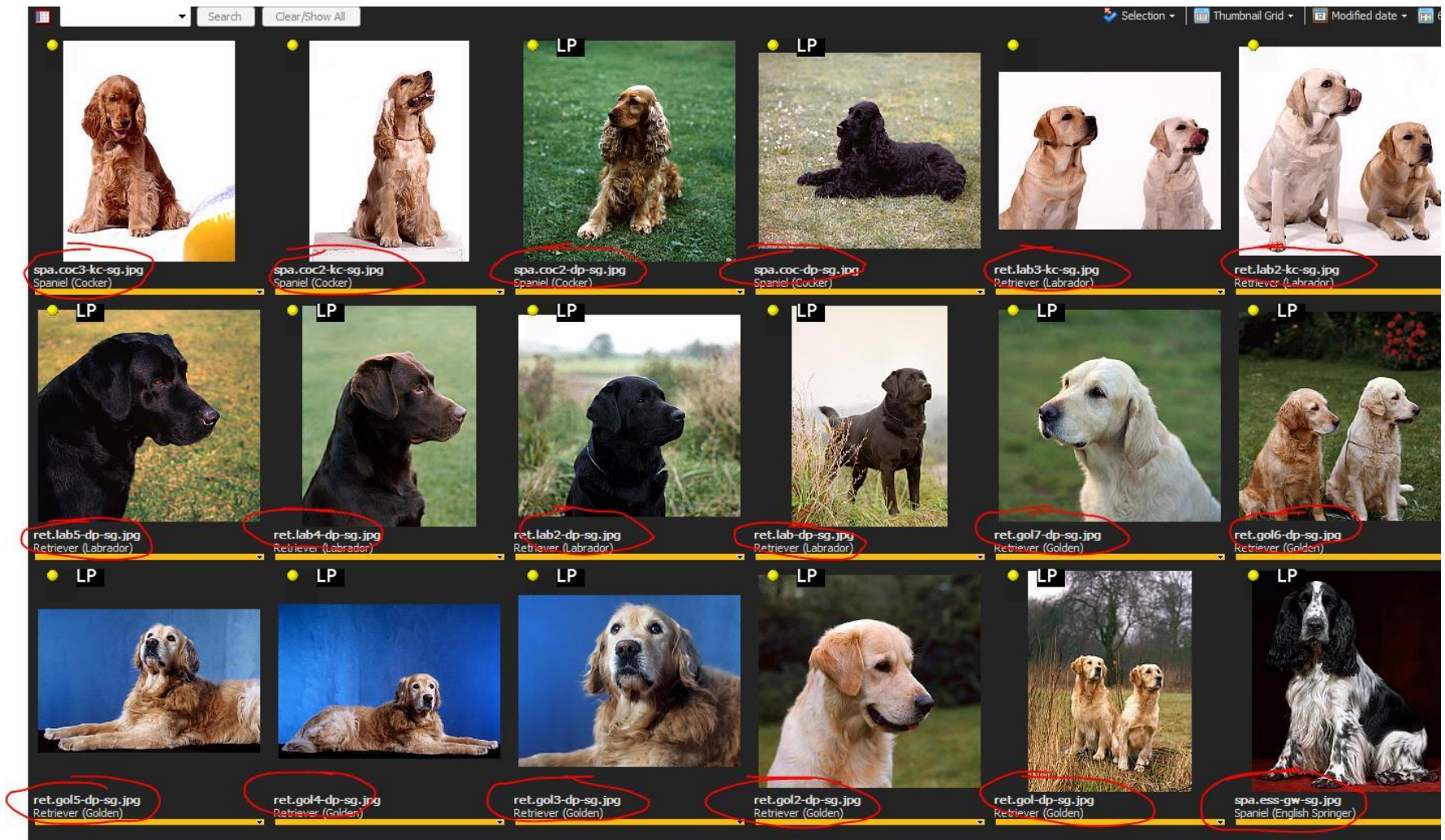
Broken and his dog	
DSC_0049	22/05/2012 12:45
DSC_0050	22/05/2012 12:45
DSC_0051	22/05/2012 12:45
DSC_0052	22/05/2012 12:45
DSC_0053	22/05/2012 12:45
DSC_0054	22/05/2012 12:45

Name

- Assistance and Working
- BREED IMAGES
- Credits etc
- Cross breeds (DPOTY images)
- Crossbreeds
- exercise
- Field Trial etc
- Heath and Training
- High Profile Breed Images
- Lifestyle
- Misc
- NEEDS CLEANING+JPG
- People and Dogs
- Puppies
- Puppy Folder
- Top 20 Breeds 2012
- Top 101 Breeds
- Utility images - duplicates
- Vintage Crufts
- Vulnerable Breeds 2012
- Walking
- Working and Rescue
- A & F images
- KC BREEDS - full list
- Usage Details Approved Images



The 'old picture library' file naming convention presented a serious challenge for identifying copyright holders. 'gre.dan-**DD**-ibs.jpg' who or what was the photographer or event: Discover Dogs, David Dalton, Debbie Desmond, Denisa Delic or Debbie Deuchar?



Let the photo guessing games begin!



What year
was this
taken? Why
was it taken?

What year and
who was the
photographer?

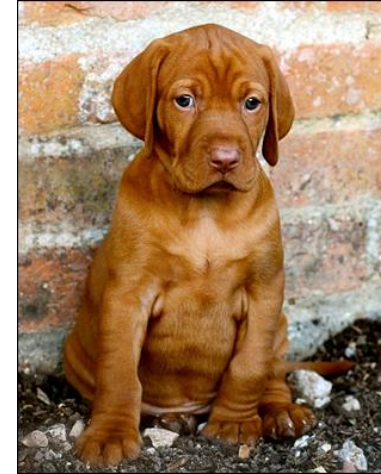


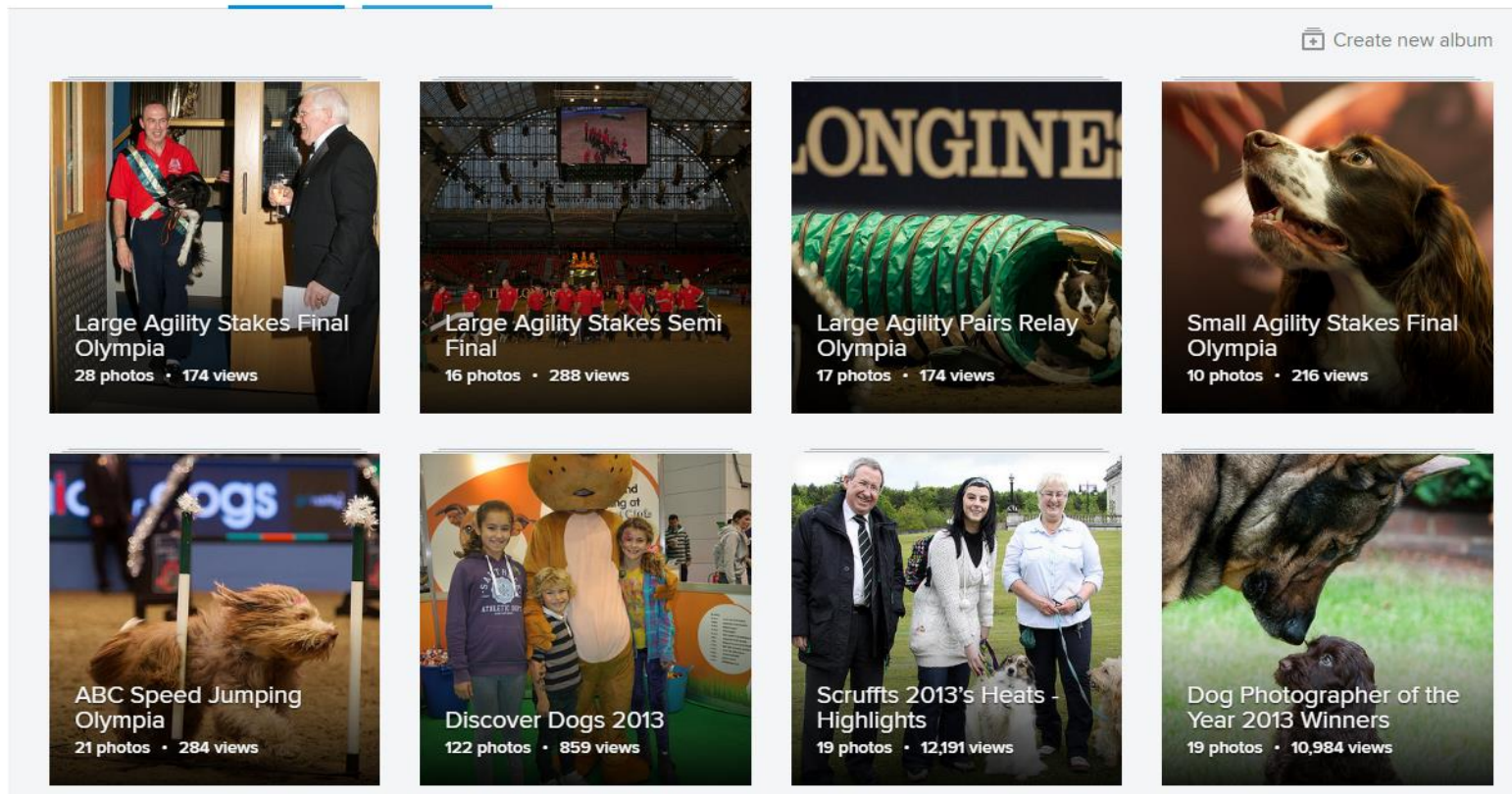
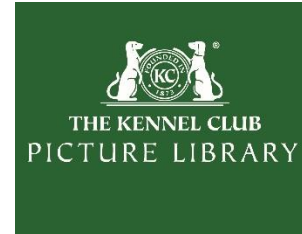
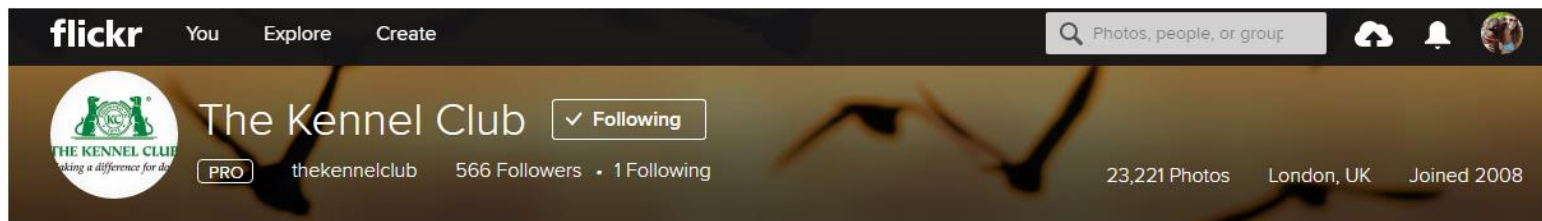
What year?
What's this from?
Who is the
photographer?
Do we have
rights to use it?



What's this about?

The 'who owns the photo' guessing game!





We used to send people away from our website (brand) to other sites such as Flickr

Introducing DAM to the Kennel Club

- Seeking DAM advocates in our organisation (£)
- Shopping and choosing a DAM vendor
- Installation and migration process to DAM
- Create timelines and an achievable strategy!

Ask yourself and your colleagues first HOW and WHY you want to use a DAM ...

Why we use dog images everyday in our business ...

- to tell a story
- convey a message
- illustrate a point
- educate
- promote a brand
- share ideas
- engage with our audience
- to sell a service, product, market, promote ...



"Making a difference for dogs"

Who is a DAM for?

DAM is for anyone (at the Kennel Club) who intends to

Access
View
Search
Download
Upload
Share
... our images

Meeting needs for growing Internal and External Clients

The Kennel Club Limited

Preservation and
conservation of
archives

The Kennel Club
Charitable Trust

Marketing
(Print, Digital)

Research / Academic



THE KENNEL CLUB
PICTURE LIBRARY

Editorial Content
(Print, Digital)

£ Prints Online

Social Media
(Digital)

£ Licensing

Dog Photographer
of The Year
2005- Present

Why we chose our previous vendor, Fotoware

- History in DAM market place
- Other clients include libraries, picture libraries, museums, public services, corporate business, historical archives
- Needed a system to allow **customisation** for our collection needs
- Required independent IT support for DAM

Most importantly what is your Budget £ ?

Setting up a DAM

Going from old school to new school

- Learning a new software (for Administrator)
- Learning new workflows
- Taxonomy (creating new or improving old)
- Metadata, Metadata, Metadata...
- The joys of keywording
- Instructing new users to register, upload and use system

Preparing for DAM: File structure, taxonomy & metadata



Uploading images

We always need to answer for DAM:

Do we have the rights to use the photos?

To ensure we have clear permission to use submitted images

What were the photos for?

So that staff can locate content easily and intuitively

Who took the photos?

To ensure we have copyright & properly credit the photographer

Why were they taken?

So that we can understand what's going on in the photograph

What's important in the photos?

In order to enable us to enrich our content and keep a record of the event for future

Unlocking our images through Metadata (keywords, tags)

Keyword: a word that serves as a **key**

Metadata: a set of **data** that describes and gives information about other data

Tag: tags are nothing more than **keywords** used to describe a piece of data; be it a web page, a digital photo, or another type of digital document.

Hashtag: a word or phrase preceded by a hash sign, used on social media sites such as twitter to identify messages on a specific topic



Pitfalls ...these are not our DAM friends

- Punctuation
- Hyphens
- Plurals
- Initials
- Acronyms
- Nicknames
- Incorrect spelling
- Wrong files (too small)
- Missing information
- Slang



Challenges for the Kennel Club

- Training, time, investment, long term
- Our own business adapting to new methods of digital archiving (DAM)
- New workflow methods not being met by photographers and staff
- Sharing content digitally (editorial and social media)
- Copyright and IP issues
- Material not being discovered or acquired in time – being lost or damaged
- Less value for acquiring and conserving photos compared to other collectibles (such as art, books, trophies, silver goods)

Halleluiah Moments!

- Metadata, Metadata, Metadata...
- Digital Taxonomy = Amazing organisation
- Quicker search facilities
- Quicker workflows
- Photographers now upload directly to our DAM
- Better identification of dogs
- Dog Photographer of the Year almost ran itself!

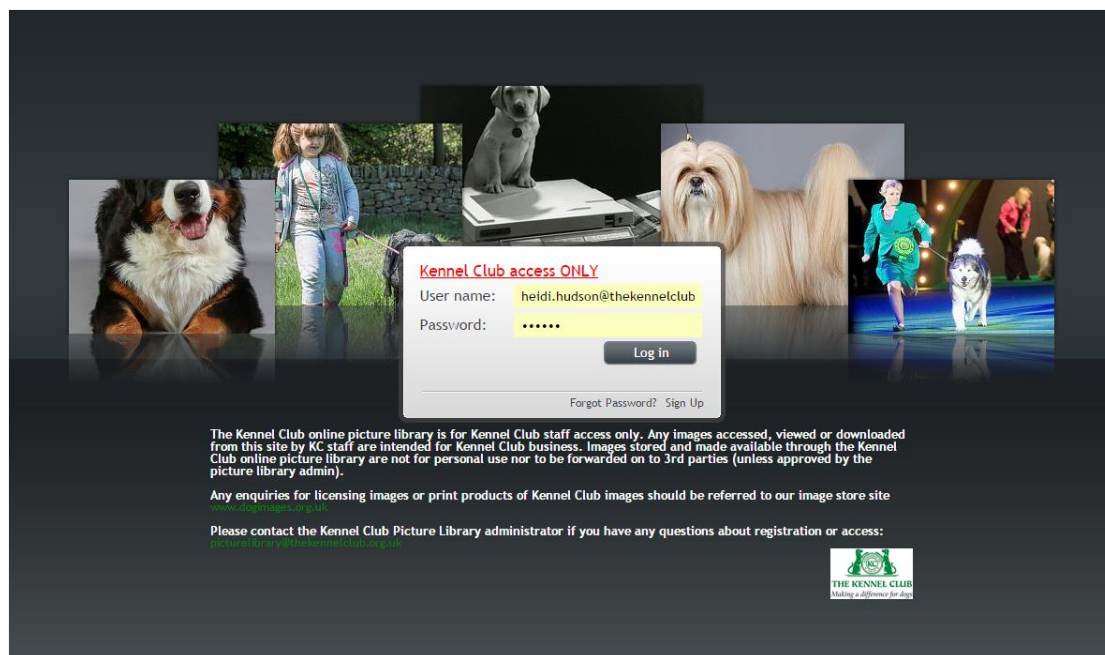
Where we are today ...

- Files and copyright being assessed
- Photographer contracts and images managed
- New upload processes being utilized
- New capture processes being utilized
- New metadata standards being utilized
- New search facilities being utilized
- New editing processes being utilized
- New content being created and submitted
- New reporting and evaluations for image use and assets

Our (staff) Online Picture Library ...

<http://picturelibrary.thekennelclub.org.uk>

- Registration
- Searching
- Collections
- Albums
- Sharing images
- Uploading
- Downloading
- Watermarks
- Different file sizes, etc.



Complex metadata fields for reporting and searching

Edit text - IMG_4508.JPG

File Edit Tools Templates Macro

Artwork



Image Description
 Crufts 1891 special prize
 The only item we have from the first ever Crufts dog show, apart from a Silver posy vase donated by the Norwegian Kennel Club.

Notes for Kennel Club Staff
 There was an unspecified special prize for that class in poodles at Crufts 1891. Note from Ebay: Awarded on the first day of the first ever Crufts Dog Show at the Royal Agricultural Hall in Islington, this clock has been masterfully crafted using three different equine pieces: a horse shoe with blue enameled nail heads cradles the clock, suspended from a spur within what appears to be an old cavalry stirrup.

View Status
 Add
 Replace
 Delete

Original File Name
 +

Type of Image
 Reference_file_only +

Keywords
 Add
 stirrup
 brass
 clock
 Crufts 1891
 horseshoe
 Miniature
 poodle
 Replace
 Delete

Title of image
 Special Prize from Crufts 1891

Physical Item No. (barcode)
 KC03224

Digital Image ID No.
 +

Ownership
 The Kennel Club Ltd. +

Available for print reproduction
 No +

Canvas reproduction
 No +

Dimensions of artwork
 25cm H x 15cm W x 10cm D approx

Provenance
 found on Ebay by H Hudson +

Donated By
 +

Location
 Lower Ground – Archive Room Ar +

Original price paid for item
 +

Value of item (insurance appraisal)
 +

Valuation Notes
 as purchase price

Date Of Purchase
 20.09.2016

Date Of Acquisition
 +

Date of De-Accession
 +

Last Evaluation Date
 +

Conservation Date
 +

Medium
 +

On Loan
 +

Artist
 unknown

Copyright
 The Kennel Club

Dog Name
 +

Breed
 POODLE (STANDARD) +

Add
 Replace
 Delete

OK Cancel

Title: Young Kennel Club trophies

Description: Bonhams ref: 296517/151
Three trophies:
Silver plated KC Junior Organisation Intermediate
Obedience Competition
Rebecca Pointer Memorial Trophy - height 35 cm
YKC Jumping Final - height 26 cm

Item No:
Barcode:
Artist: Unknown
Medium: silver
Worth: [REDACTED]
Notes:

Location: 1st floor, staircase
On Loan:



Title: Young Kennel Club Agility trophy and shields

Description: Bonhams ref: 296517/154
YKC Birmingham Agility Final Trophy
Silver-plated, height 35.5 cm
Together with two shields (3).

Item No:
Barcode:
Artist: Unknown
Medium: various
Worth: [REDACTED]
Notes:

Location: 1st floor, staircase
On Loan:



Title: Three Cairn Terriers

Description: Bonhams ref: 296517/29
'Honey Dancer', 'Bryany' and 'Taste of Honey'
Signed
Full names: Ch Felshott Bryany and her daughters Ch
Felshott Taste of Honey and Felshott Honey Dancer

Item No: KC01461
Barcode: [REDACTED]
Artist: Marjorie Cox
Medium: pastel
Worth: [REDACTED]
Notes:



Edit text - DPOTY 2016 DAP Heidi Hudson 15135.jpg

File Edit Tools Templates Macro

Images



Collection
DPOTY

Sub-Collection

YEAR
2016

Title
Miss

First_Name
Heidi

Surname
Hudson

Full_Address
10 Clarges Street, London

Respondent_ID
15135

Registered_Date
21/10/2016

Comp_Category
DAP

Breed
HUNGARIAN VIZSLA

Breed Group

Country
United Kingdom

Contact_number
02075181035

Age Range
11 or Under

Under_16
N

Under16 (Child)

Under16 (Guardian)

Own Dog
N

Keywords

Image Description

View Status

Email_address
heidi.hudson@thekennelclub.org.uk

Agreed to Terms and Conditions for entry

Photographer
Heidi Hudson

Copyright
Heidi Hudson ©

Credit Line
Heidi Hudson / The Kennel Club

Marketing from The Kennel Club
N

Marketing from Third Parties
N

KC Use Permission

Original File Name
DSC_0573.JPG

Notes for Kennel Club Staff

OK Cancel



Where we are headed with DAM

The Kennel Club Picture Library

- Digital images no longer considered a secondary or derived form but as significant assets in their own right – and managed business wide
- We are sharing content more efficiently
- IP transparency and branding
- Engaging more with external clients with images
- Adapting to new business models for monetizing content
- Future planned collective metadata projects from external users

TODAY

- The Kennel Club Picture Library serves as an archival custodian for pedigree history as well as holding modern pedigree images for both commercial and non-commercial use
- We are a treasure trove of dog images that promotes our mission statement “Making a Difference for Dogs” and the general improvement of dogs in every way



Best thing about working in the Kennel Club Picture Library?
Our four-legged interns ...



Questions?

Heidi Hudson, Digital Asset Manager
The Kennel Club Picture Library

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