

# IIF At the Getty: Vision & Tactics

Stefano Cossu, Software Architect, J. P. Getty Trust

## Portrait of a Halberdier (Francesco Guardi?)



*ARTIST / MAKER:*

Pontormo (Jacopo Carucci)

*CULTURE & DATE:*

Italian (Florentine)

1529–1530

*MEDIUM:*

Oil (or oil and tempera) on panel  
transferred to canvas

*DIMENSIONS:*

95.3 × 73 cm (37 1/2 × 28 3/4 in.)

*OBJECT NUMBER:*

89.PA.49

*PLACE CREATED:*

Italy

*COLLECTION:*

# Shortest Intro to IIIF Ever

## IIIF is:

- A set of standards to deliver and share audiovisual media over the WWW
- A community of professionals who develop these standards and related software tools, new ideas, and collaboration

## IIIF is not:

- A software product

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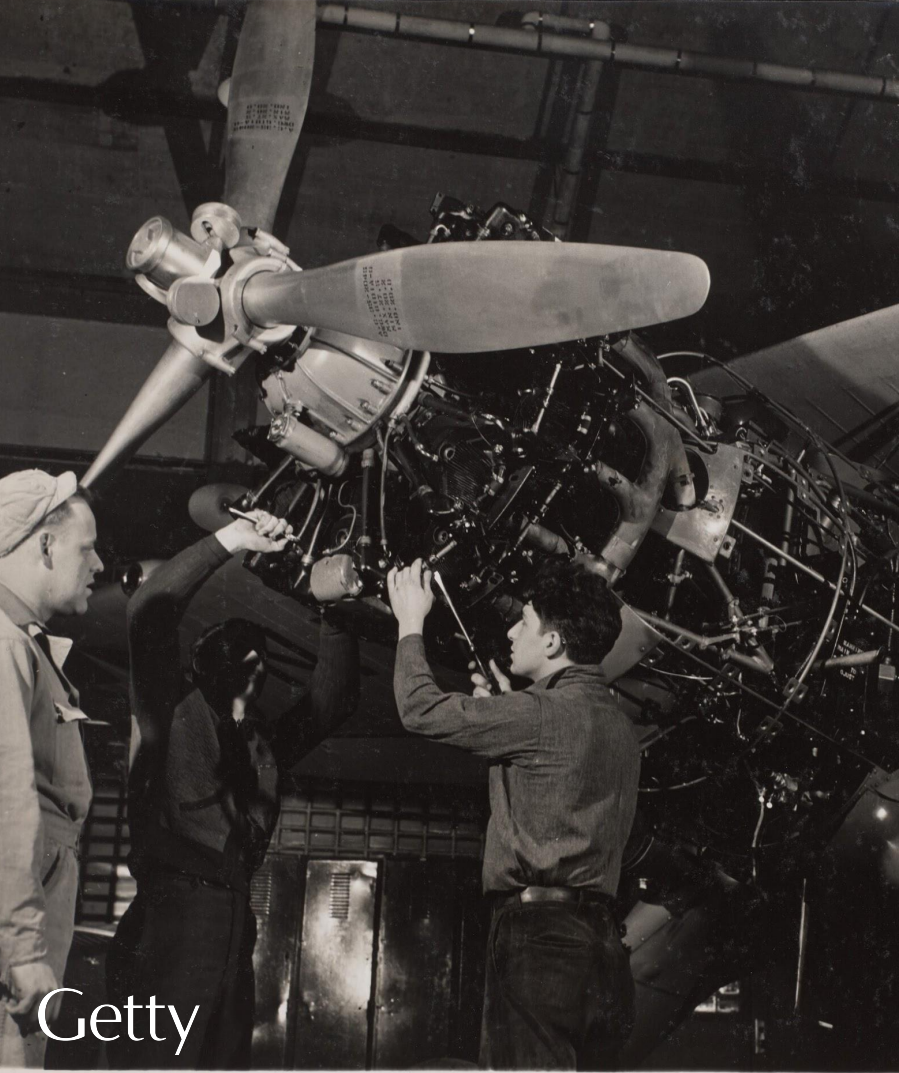
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IIIF URLs  
EVERY-  
WHERE



Getty

## IIIF Beyond the Visuals

- Logistical advantage
- Designed for sharing
- Can be adopted by institutions of any size
- Advantage increases with collections' volume & complexity



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bla toutes les basses  
eues qui occupoiet  
tout leur de leurs vauzures et

Getty

## IIIF and Linked Open Data

- Getty has been investing in LOD for a long time
- IIIF is *conceptually* LOD
- IIIF as a visual support for LOD
- Separation of concerns:
  - IIIF optimized for presentation
  - LOD for semantic discovery



# Getty Digital (GDi) Mission

GDi occupies a “Central IT” role within Getty:

- Consolidates IT knowledge
- Centralizes services formerly maintained by individual programs
- Supports Getty’s role as a scholarly knowledge hub and authority



## IIIF Role in GDi Mission

IIIF provides (or will provide):

- A standard access point to search, view, and compare Getty audio-visual media collections
- A single destination for all media production processes
- A modular framework to efficiently build and reuse tools for scholarly research, learning, and recreation alike

# The Getty IIF Investment

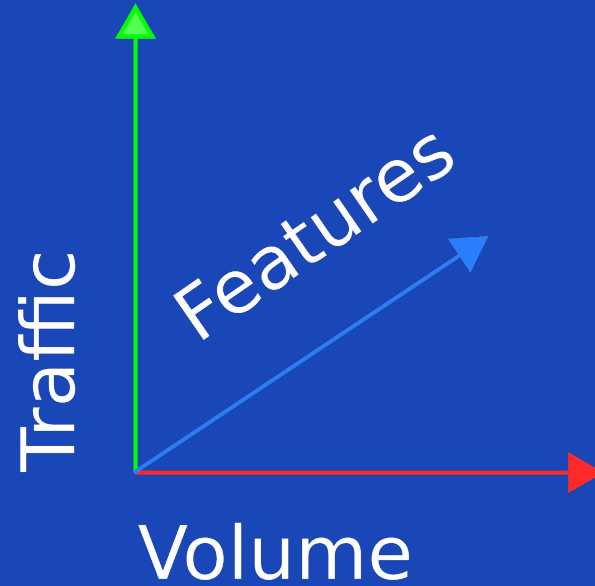


- Initially promoted for specific purposes
- Formally endowed institution-wide scope by Sr. management
- Getty joined the IIF Consortium as a full member in 2016

# Adoption Challenges

- "So, IIF will fix my archives, right?"
- Managing project requests and priorities
- Growing complexity and volume
- Concerns about rights management
- Old habits creeping in
- Tighten quality control

# A Problem of Indefinite Scale





# Implementation

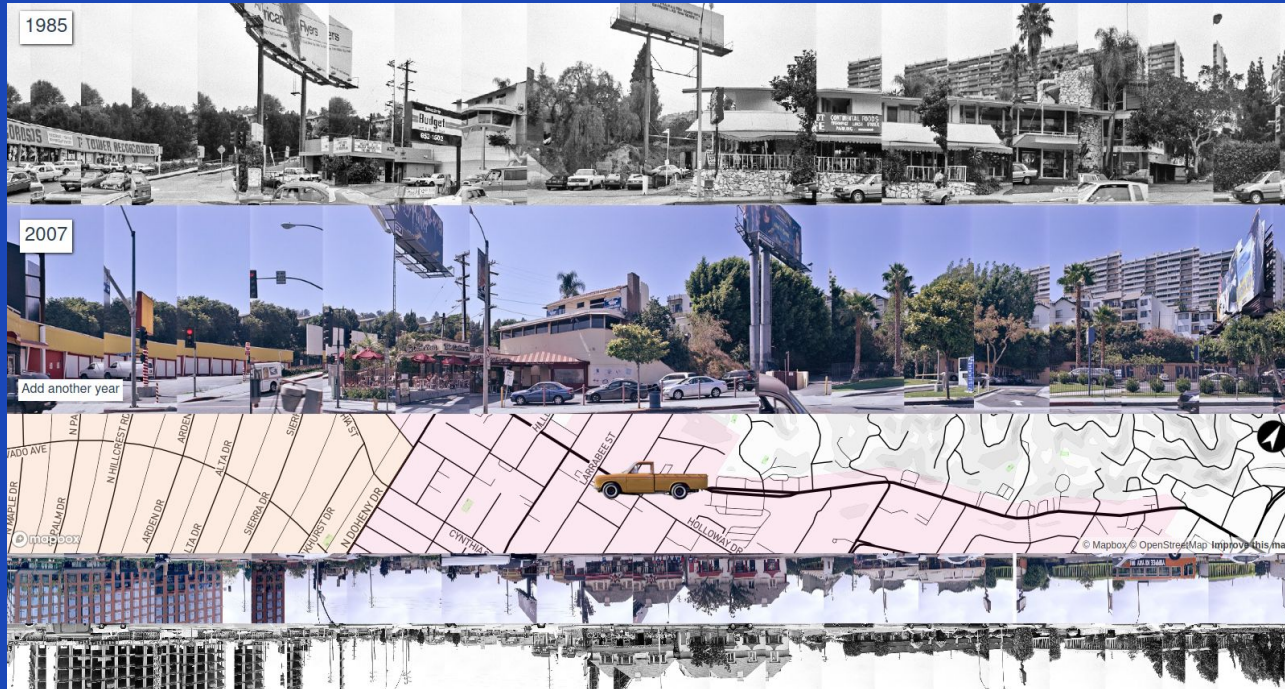
1.5 FTE, 1 year (phase 1)

Most resource-consuming tasks:

- Building ETL pipelines
- Metadata mapping
- Designing auto-scaling architecture (AWS)



# Why It Works: I/O Performance Challenges



# Why It Works: Scaling Challenges



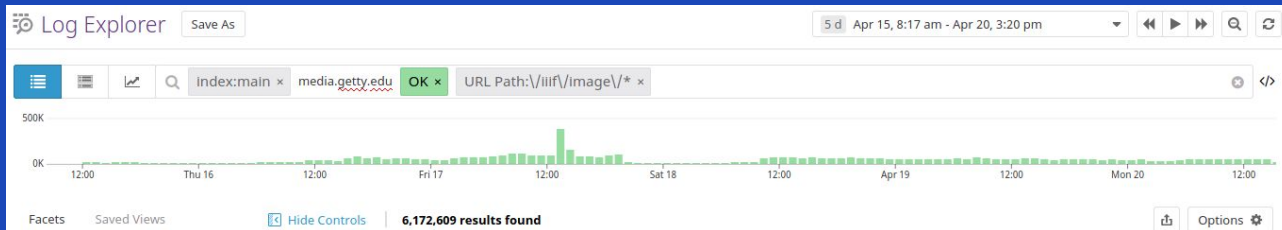
# Why It Works: Rapid Delivery

## Animal Crossing Art Generator



### Add art to your game using the Animal Crossing Art Generator

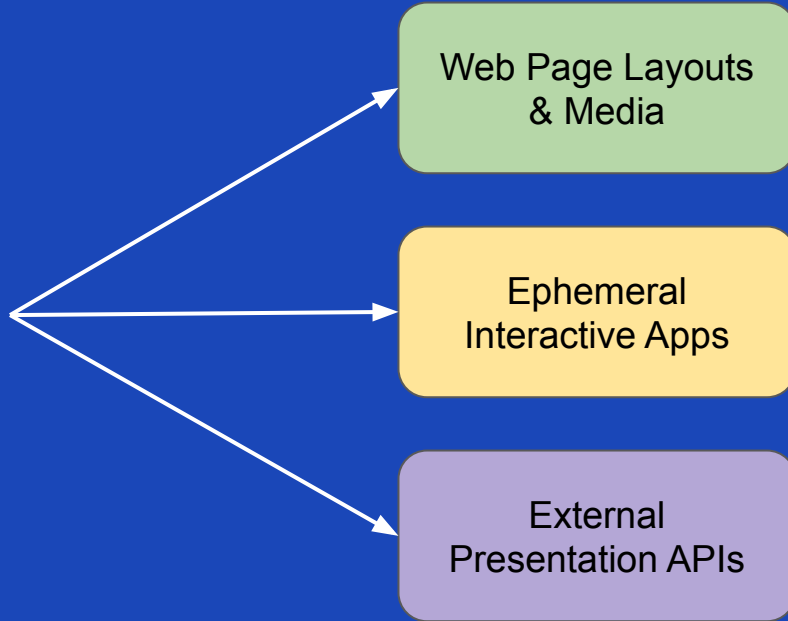
With this tool you can fill your island with art and transform your home into a world-class art gallery. Create your own custom patterns featuring artwork from famous art collections around the



# Why It Works: Reusing Architecture



IIIF Images  
+Manifests





## Next Steps

- Auth (restricted + public access)
- More and more datasets
- Use manifests for complex and user-generated structures
- More monitoring infrastructure
- Annotation server

**Thank you.**

Stefano Cossu  
[scossu@getty.edu](mailto:scossu@getty.edu)