

THE
NOBEL
PRIZE

Assets, metadata and integrations at The Nobel Prize

10 years with QBank DAM

Press Images - Nobel Prize laureates 2026

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CONTACT

Rebecka Oxelstrom
rebecka.oxelstrom@nobelprize.org

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Robert E. Hall and Michael Woodf...



 3000x2000

Robert E. Hall



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Michael Woodford



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Navanethem "Navi" Pillay



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Anne Carson



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Henri B. Kagan and Kenso Soal



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Henri B. Kagan



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Kenso Soal



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Francis Halzen



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Karl Deisseroth, Peter Hegemann ...



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Karl Deisseroth



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Peter Hegemann



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Georg Nagel

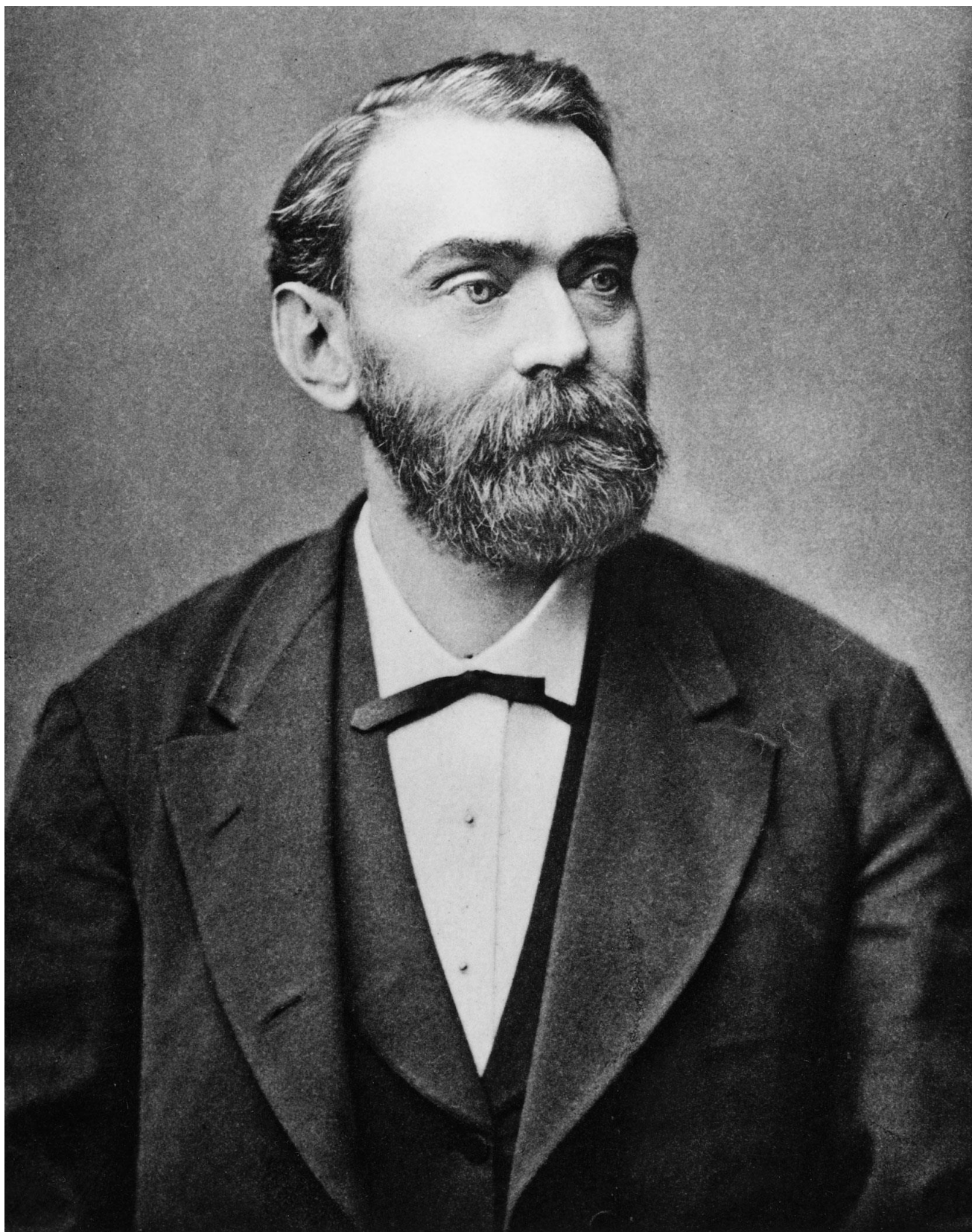


 3000x3000

One asset, many contexts

An image can serve a website, a press request and a museum installation.

One name, several needs



Public-facing work

- Global communications
- Websites and editorial teams
- Museum exhibitions and installations

Shared responsibilities

- Historical collections
- Rights and licensing
- Prize and laureate masterdata

A shared but heterogeneous ecosystem



DAM – Images, finished video and audio

CMS – Exhibitions, audioguides, web sites, systems

WEB – nobelprize.org and more

DATA – Prize and laureate identities

PHYSICAL STORAGE – Raw files

And piles and piles of unsorted things ...

Ten years of expanding use



Store and find – People locate and download files

Structure and govern – Metadata describes meaning and use

Publish and integrate – Assets reach websites and exhibitions

Serve systems – Applications request the assets they need

A central source of truth

Important asset classes live in QBank. Content also exists elsewhere.

The museum floor



QBank manages the media

CMS combines media references
with editorial content and laureate
data

Visitors experience an exhibition.

Behind it sits a chain of systems and
responsibilities.

Media delivery to an installation



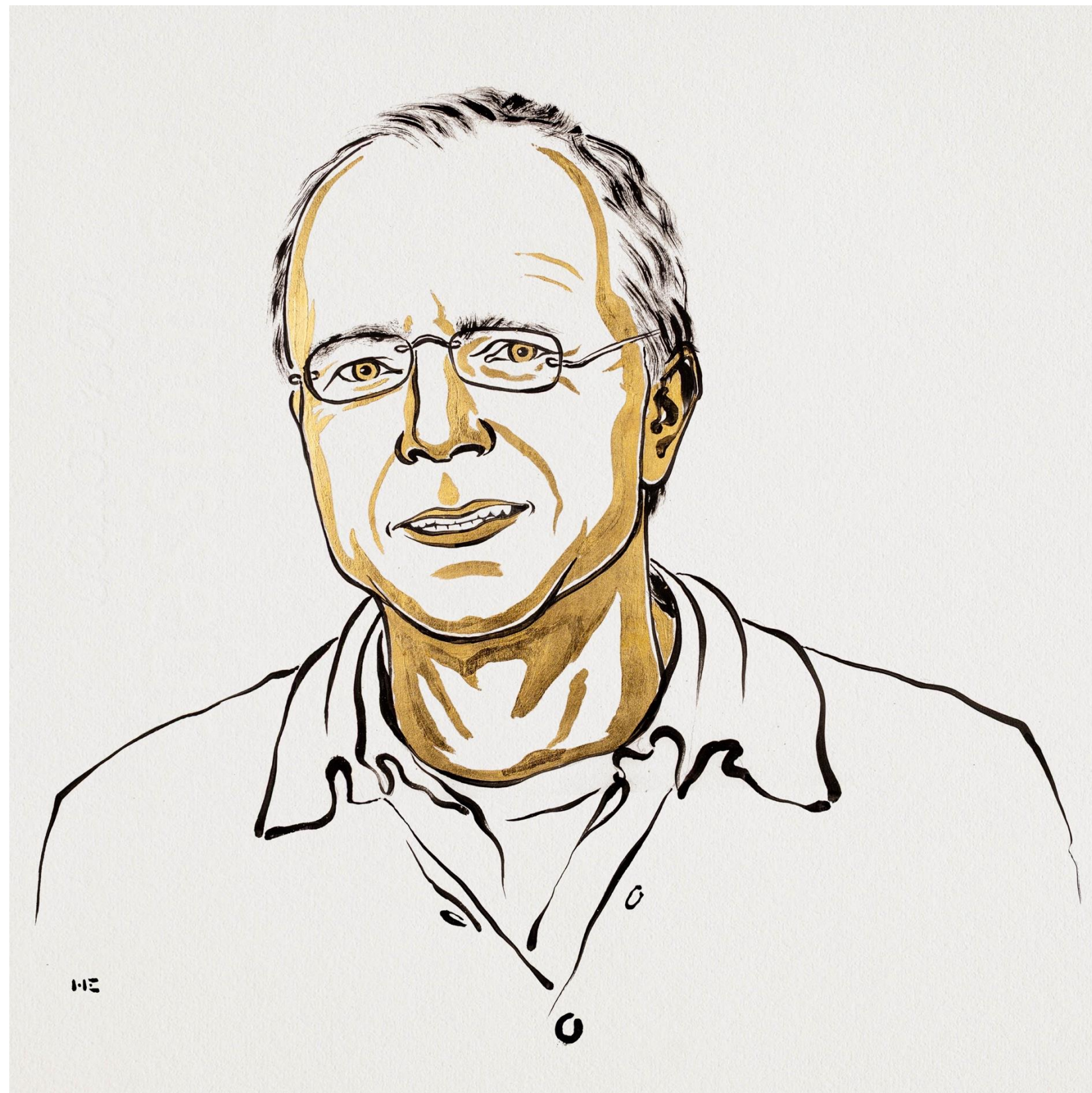
QBank – Manage the asset and its metadata

Strapi – Select a media reference through plugin

CDN – Serve media to the exhibition application

Local cache – Keep media available inside the installation

Local reliability



Local caching helps installations continue through network problems.

Questions that remain

- When does the cache refresh?
- How do we invalidate old versions?
- How quickly do new laureates appear?

Websites for a global audience



QBank

- The image or media asset

Masterdata

- Laureate, prize year and category

Editorial systems – Wordpress

- Text and page context

CDN and web

- Delivery to the audience

An official portrait as structured content



Identity and selection

- Asset file and laureate ID
- Prize year and category
- Image type and intended use

Publication context

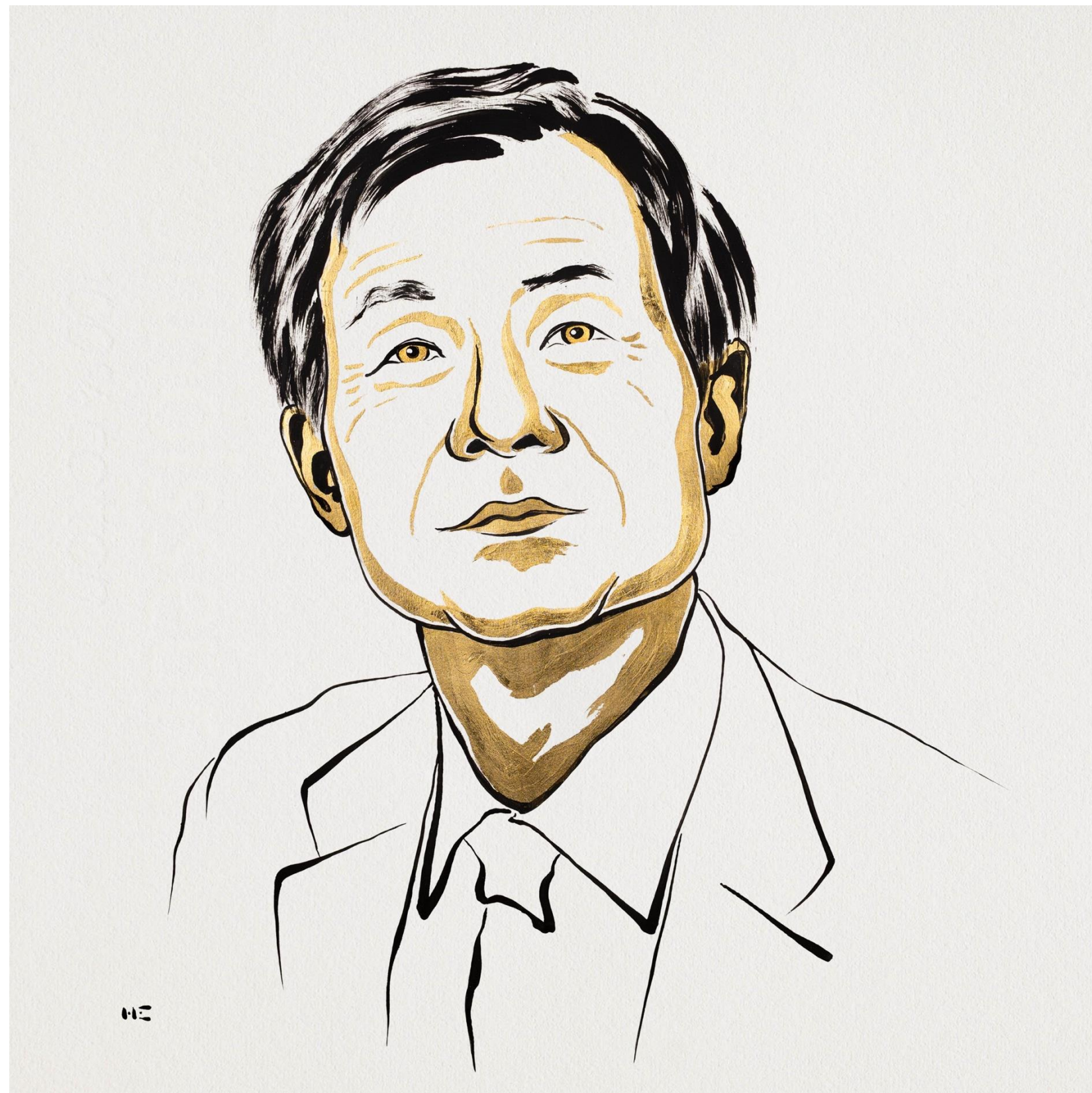
- Title and alt-text
- Rights status and credit
- Responsible organisation and contact

The announcement moment

Audiences expect portraits, facts and publishable material within minutes.



Asset flow during key moments



When don't we use Qbank?

- When speed is crucial
- When security is crucial

Version management and updates

- A distinct image type helps systems select the official asset when it becomes available.

Metadata model beyond DAM



Representatives across the Nobel sphere developed the schema

Dublin Core provides a foundation

The scope extends beyond images to objects, documents and datasets

Stable masterdata IDs connect records across systems

Editorial reality

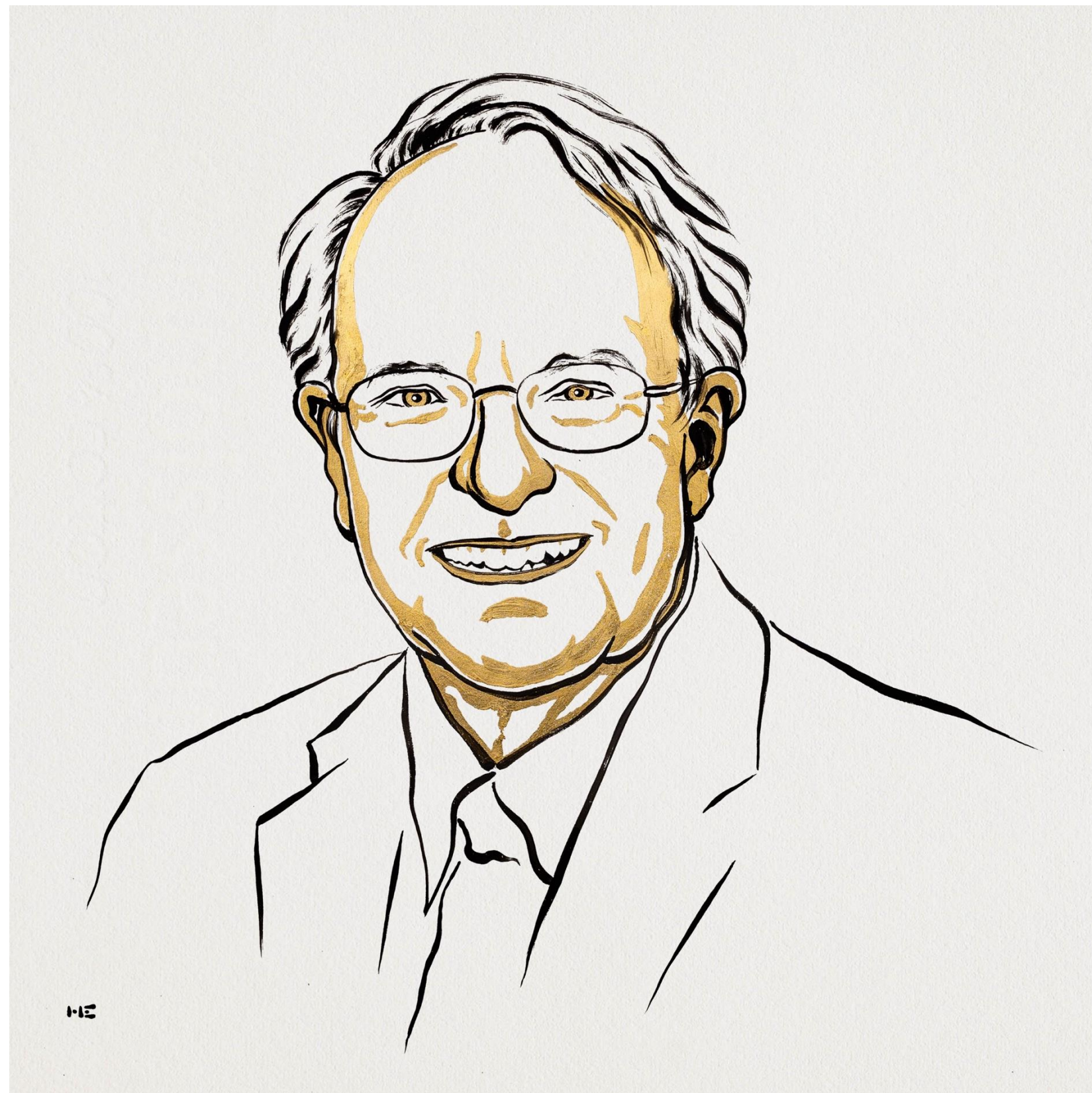


Controlled values help systems trust metadata. Flexible entry helps editors describe it.

The maintenance challenge

- Duplicates and synonyms accumulate
- Spelling and usage vary
- Regular structured cleanup is still a gap

Rights metadata needs continuing care



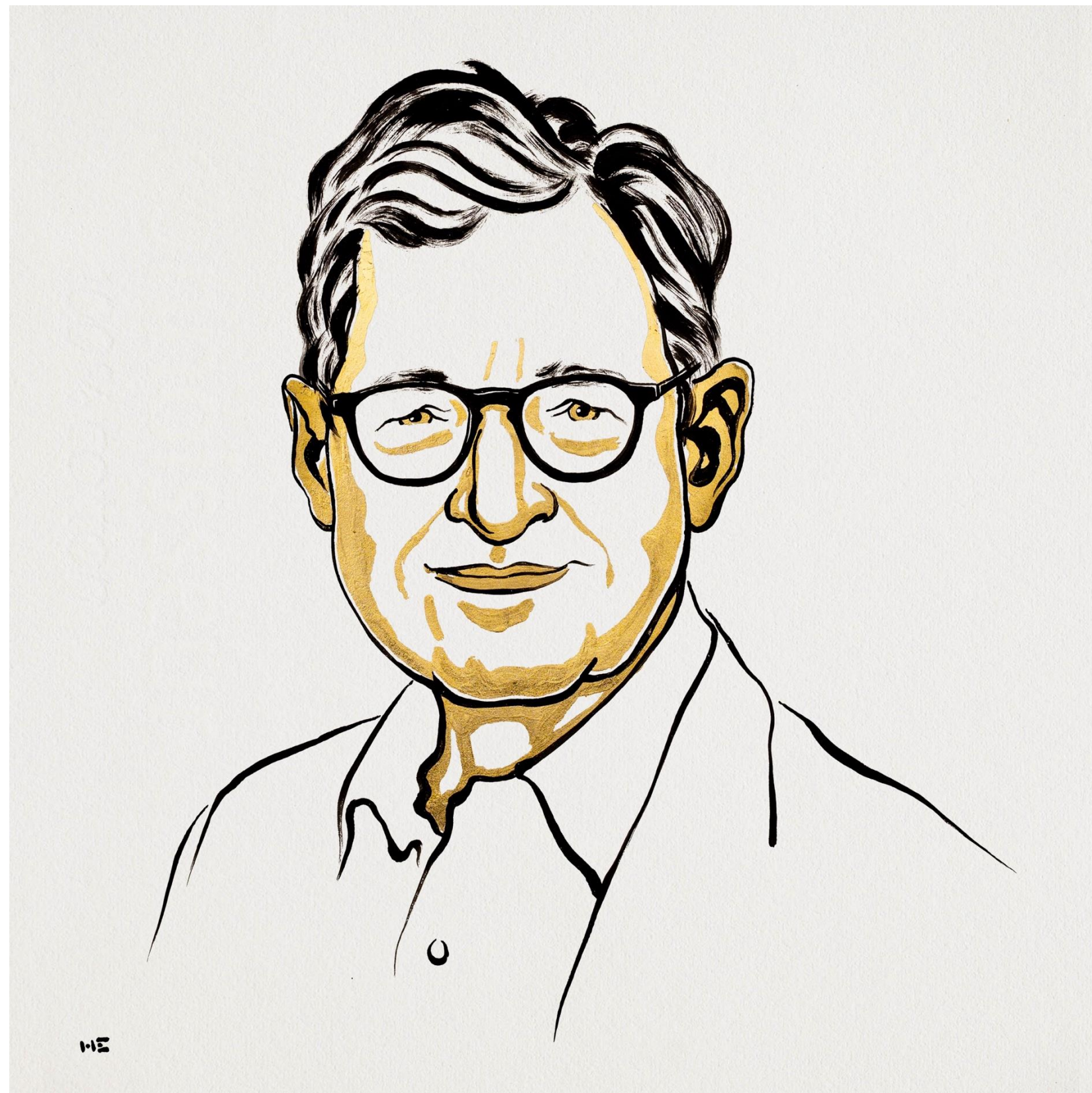
The model records

- Owner and contact
- Rights status, credit and expiry
- Licensing and use restrictions

The operational challenge

- Historical records vary in completeness
- Rights and purposes change

What ten years have taught us



The DAM becomes part of public infrastructure

Metadata must work for people and systems

Every integration brings operational dependencies

The gap between the model and reality needs visible ownership

Every asset needs a clear purpose

A stable identity, an owner, proper metadata, and a route to its
audience.



And soon ...