

**LEARNING THE ROPES:
Establishing an
“Art in the Library” Program**





HELLO!

We are Paige and Melissa.

We're librarians at the University of Wisconsin-Parkside.

You can find us at:

uwp.edu/library

facebook.com/uwparksidelibrary

twitter: @uwplibrary



*Love art. Of all lies, it is the least untrue.
~Flaubert*

- **WHY BRING ART TO YOUR LIBRARY?**



CHANGE PERCEPTION OF “LIBRARY”

What do you and the public think an academic library offers? What should it offer, and what CAN it offer?

OUR MISSION

UNIVERSITY OF
WISCONSIN **PARKSIDE**
LIBRARY

OUR MISSION

• AS THE •

ACADEMIC HEART OF THE UNIVERSITY,
THE UW-PARKSIDE LIBRARY
CHAMPIONS

**STUDENT SUCCESS AND
COMMUNITY CULTURE**

THROUGH A SEAMLESS PROVISION
**OF RESOURCES, TECHNOLOGY,
& INSTRUCTION**

IN A RELAXED ENVIRONMENT
THAT SUPPORTS DIVERSE
LEARNING STYLES.

WELCOME TO
• YOUR LIBRARY •

CHANGE PERCEPTION

- More than just books and scholarly journals
- A place for creativity and culture
- A viable partner on campus
- A place to hang out, not just study (or print)



- **FOSTER CREATIVITY**

Get creative juices flowing to stimulate brain power in all subjects!

**ART FROM ACROSS
CAMPUS**

Faculty

Students

Staff



CHEAPLY & EASILY • UPDATE SPACES

Easily “redecorate” three times a year to keep spaces fresh and inviting!

SPACE OPTIMIZATION



- **HOW TO GET STARTED**



INSPIRATION!

(And Guidance)

Make a Statement

“The purpose of the ART in the UW-Parkside Library program is to create a defined space for the students, staff, faculty and alumni of UW-Parkside to exhibit works of art and to foster creative activities within the library.”



**FIND YOUR
SPACE**

art in the library

Your Work. Your Art.
Create & Submit

Columbia
COLLEGE CHICAGO



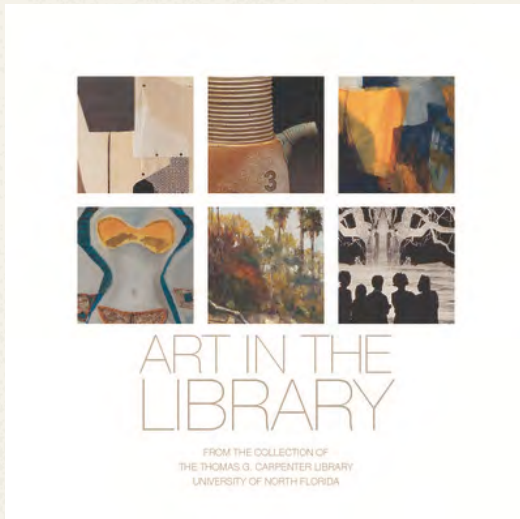
Libart
student art
in the libraries



KU

Library Art Gallery

**DO YOUR
RESEARCH**



WE ARE NAPA COUNTY
ART IN THE LIBRARY
NAPA LIBRARY'S MONTHLY ARTIST PROGRAM



Art at the Library

- **LOGISTICS**

LOGISTICS

- Timeline
- Budget
- Curation
- Reception
- Promotion

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TIMELINE

Break/Beginning of sem
2nd Monday after begin
3rd Wednesday after begin
4th Monday after begin

Design Posters/Invites
Call for Submissions
Order advertisements
Submission Deadline
Download spreadsheet
Print contact

sheet.

4th Tuesday after begin
4th Wed after begin

Selection by Committee
Notify artists of acceptance
Download spreadsheet
Transfer info to Artists
database
Send info to Ranger Today
Ad posted on Library Screen
Ad posted on Rita Screen
Send out email invites
Friends
Ranger News
Send out paper invites
Request photographer
Order catering
Put up posters/fliers

5th Friday after beg

Order poster to hang in gallery

6th Friday after beg

Materials Collection

7th Monday after beg

Setup

7th Wednesday after beg

Reception (5 Weeks)

8th Wednesday after beg

End of Exhibit

9th Wednesday after beg

Prepare Summary for FoL

Create Digital Collection

Post Event Images

13th Wednesday after beg

Pickup Deadline

December/May

Put in request to Friends of Library

LOGISTICS

- Timeline
- **Budget**
- Curation
- Reception
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LOGISTICS

- Timeline
- Budget
- **Curation**
- Reception
- Promotion

Curating a Campus Community Exhibit

- Deciding on Criteria
- Gathering Submissions
- Keeping Track of Submissions & Artists
- Selecting the Work
- Communicating with Artists
- Protecting Works and Ourselves

CRITERIA

- Artist must be member of Parkside community.
- Limit of three pieces per artist.
- Art must be ready to hang.
- Media accepted

GATHERING



- Contact Info
- Title
- Dimensions
- Media
- Digital Image of Work



Form Settings

Title

Art Submission Form

Description

Encrypt Entry Data?

 Off

Limit Form Availability?

 Off

Share as Template?

 Off

Allow Entry Link Sharing?

 Off

Developer Mode

 Off

Country

United States

Art Submission Form

Name

A Textbox (Single Line)

Email Address

Phone Number

A Textbox (Single Line)

Upload digital image of work

or drag files here.

Please use a separate form for each piece

Title of Work

A Textbox (Single Line)





Communication

SECURITY



- Secure place to store art
- Protect yourself from liability
- Secure right to share images

- **EXHIBITION**



DISPLAY TIPS

- Hang art so middle of piece is at eye level (62”).
- Vary heights and widths, and try to find a balance.
- Place larger and darker items toward the center.
- If placing one piece over another, darker/larger should be on top.
- Title cards are simple to make and should include title, artist name, media, and year.
- Make sure hangers are appropriate for the size and weight of the piece.



Reception

- Time
- Parking
- Food

True Grit AiTL Private

Curate Collection

Create Ambush Marketing Spreadsheet and Share 1

Contact Art Professors 1

Plug in call to AiTL page

Create Qualtrics Form

Send Out Call 1

Visit Art Classes

Download Qualtrics Spreadsheet

Select Images

Add a card...

Market Event



Advertisements 2 0/5

Send Emails 0/7

Submit Press Release to KPL and RPL

Announce on FB/Twitter

Add a card...

Set up Show

Ask FoL for money

Create and Order Exhibit Poster

Arrange parking

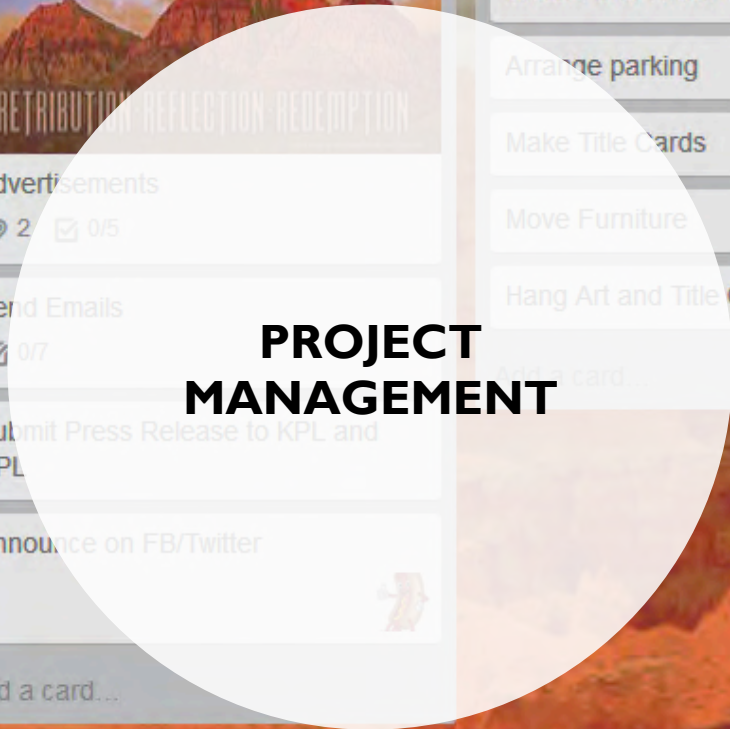
Make Title Cards

Move Furniture

Hang Art and Title Cards

Add a card...

Add a list...



**PROJECT
MANAGEMENT**

• **PROMOTION**

ART

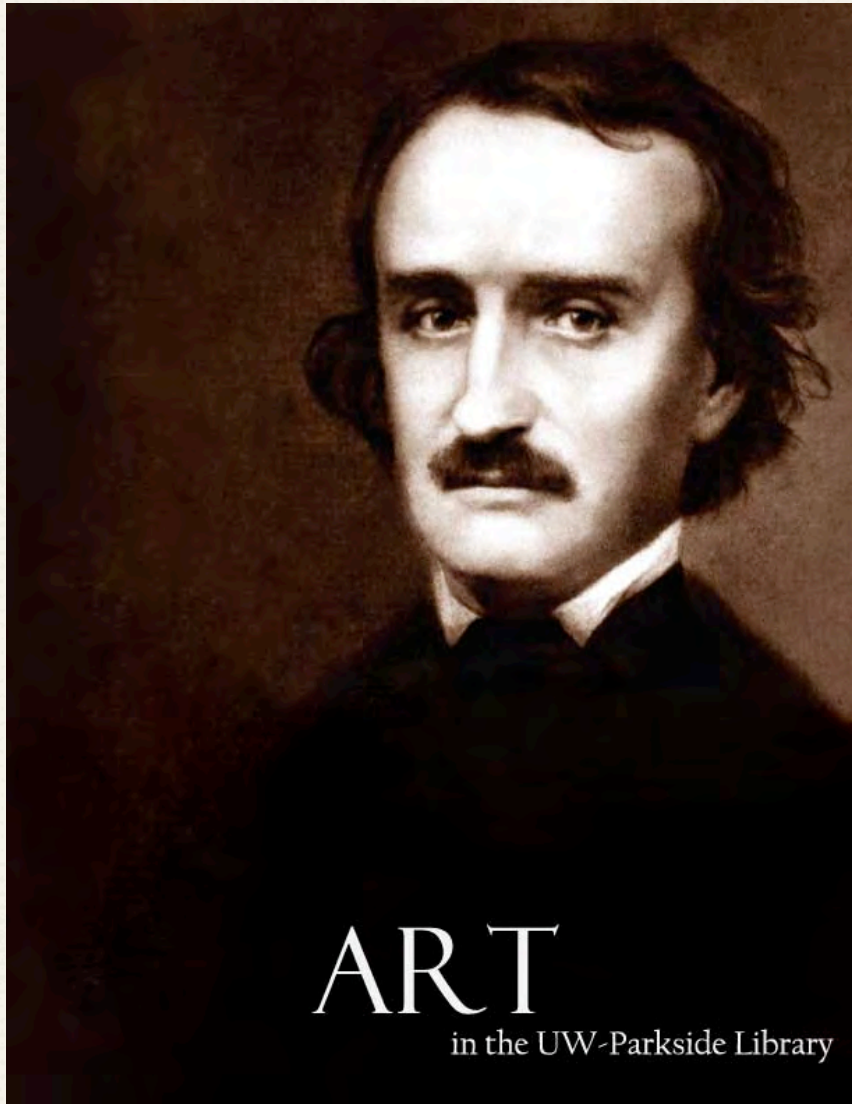
in the UW-Parkside Library

GRAPHICS

DYSTOPIA

Art in the UW-Parkside Library is an ongoing exhibition program in the library that is open to any student, faculty, staff or alumni at the University of





Art in the UW-Parkside Library is
now accepting submissions for its
Spring 2013 show!

Art in the UW-Parkside Library
is an ongoing exhibition program in the library
open to any faculty, staff or student of the
University of Wisconsin-Parkside.

*Pieces will be juried by committee and selected in
order to create a cohesive exhibition.*

- Submissions will be accepted through
November 12th, 2012
- For more information, see the UW-Parkside
Library on Facebook! 
- Questions? Email us! art.library@uwp.edu
or stop by the library!!



CALL FOR SUBMISSIONS

Students, Faculty, Staff and Alumni are invited to submit works for the Fall, 2016 Art in the UW-Parkside Library exhibit.

Submissions Due October 3rd

uwp.edu/learn/library/LibraryArt

Opening Reception October 26th 2016

Questions? Email art.library@uwp.edu

ART
in the UW-Parkside Library

TRUE GRIT

Submit up to 3 pieces for consideration.

(Use separate form for each one)

Each submission should include a digital image of work.

Files should be jpeg format. Limit size to 640X480.

File name should be artist's last name and # of work.

(ex: Smith_1.jpg, Smith_2.jpg, Smith_3.jpg.)

RETRIBUTION ~ REFLECTION ~ REDEMPTION

Original Image by Rhododendrites Via Flickr Commons

**Art in the UW-Parkside Library
is accepting submissions
for its
Fall 2015 show!**

To celebrate the topics found in this year's Big Read selection, the Fall 2015 exhibit will feature works based on the theme of **Social Justice.**

Submissions Due October 5th

www.uwp.edu/artinthelibrary2015

Opening Reception October 21st, 2015

Questions? Email art.library@uwp.edu



ART
in the UW-Parkside Library

UNIVERSITY OF WISCONSIN
PARKSIDE

THE UW-PARKSIDE LIBRARY INVITES YOU TO OUR OPENING RECEPTION
FEATURING WORKS CREATED BY STUDENTS, FACULTY & STAFF

Wednesday, March 13th
Noon ~ 2pm

ART

in the UW-Parkside Library



UW-Parkside Library, Wyllie Hall, 900 Wood Road, Kenosha, WI

Refreshments will be served



Art in the UW-Parkside Library presents:

Charles Nicholas Johnson Collection Color Photos of Japan, 1955-1957

Opening Receptions:

March 18th, 2015, Noon and 6:00pm

UW-Parkside Library



Title	Time	Days	Room	Professor	Marketer
INTRODUCTION TO 2-D DESIGN	1:00P - 3:20P	M W	CART D113	Bartel,Kristen N	Heather
INTRODUCTION TO 2-D DESIGN	3:30P - 5:50P	M W	CART D113	Swisher,Paula J	Paige
INTRODUCTION TO 2-D DESIGN	8:00A - 10:20A	T R	CART D113	Watters,Carey M	Dave
INTRODUCTION TO 2-D DESIGN	3:30P - 5:50P	T R	CART D113	Berenz,Thomas A	Liz
INTRODUCTION TO 3-D DESIGN	8:00A - 10:20A	M W	MOLN D136	Baylor,Trenton Willis	Liz
INTRODUCTION TO 3-D DESIGN	1:00P - 3:20P	M W	MOLN D136	Baylor,Trenton Willis	Paige
INTRODUCTION TO DIGITAL ART	8:00A - 10:20A	M W	WYLL D150M	Golombowski,Judith A	Dina
INTRODUCTION TO DIGITAL ART	10:30A - 12:50P	M W	WYLL D150M	Golombowski,Judith A	
INTRODUCTION TO DIGITAL ART	8:00A - 10:20A	T R	WYLL D150M	Golombowski,Judith A	Dave
INTRODUCTION TO DIGITAL ART	10:30A - 12:50P	T R	WYLL D150M	Golombowski,Judith A	Anna
INTRODUCTION TO DIGITAL ART	1:00P - 3:20P	T R	WYLL D150M	Golombowski,Judith A	
INTRODUCTION TO DRAWING	6:00P - 8:20P	M W	CART D105	Grant,Benjamin M	
BEGINNING CERAMICS	10:30A - 12:50P	T R	MOLN D134	Barber,Lisa Marie	Melissa
BEGINNING SCULPTURE	3:30P - 5:50P	T R	MOLN D136	Baylor,Trenton Willis	Dave
BEGINNING PRINTMAKING	10:30A - 12:50P	T R	CART D102	Bartel,Kristen N	Heather
TYPOGRAPHY I	8:00A - 10:20A	M W	WYLL D150A	Watters,Carey M	Liz
BEGINNING PAINTING	1:00P - 3:20P	T R	CART D106	Berenz,Thomas A	Liz

**AMBUSH
MARKETING**

FIND THEM WHERE THEY LIVE!

In Class!

Visit every art class each semester for 5 minutes to quickly explain the program and hand out flyers.

Via Email!

Send an email blast to faculty and staff, and send targeted emails to various majors: art, social sciences, psychology, etc.

Social Media!

Post frequently on Facebook, Twitter, Instagram. Boost posts if possible. Post in student/alumni groups.

BOOSTED POST



UW-Parkside Library ✓

February 17, 2014 · 🌐

IT'S SUBMISSION TIME! Here's your chance to show off your artistic skills in a juried show, held in our lovely new library gallery! Looks great on the resume, too! We're welcoming submissions from all campus community-- students, faculty, staff, AND alumni! Open to all types of media-- photography, paintings, sculptures, digital movies, etc. See the link below for more information and to start submitting!

<http://tinyurl.com/libraryart2014>



1,599 people reached



Boost Post

👍 Like

💬 Comment

➦ Share



👍 UW-Parkside Library, Tonio Flores and 10 others

1 share

A close-up photograph of a tortoiseshell cat with grey, black, and orange fur and yellow eyes. The cat is peering over a light-colored ledge. A large white circle is overlaid on the right side of the cat's face, containing the text "MAKE YOURSELF VISIBLE" in bold black capital letters.

**MAKE
YOURSELF
VISIBLE**

BE EVERYWHERE





Charles
Nicholas
Johnson
Collection



Color
Photos of
Japan,
1955-1957

Opening Reception
Wed March 18
Noon + 6pm
LW-P
Library



BEFORE





ART

in the UW-Parkside Library

AFTER



AFTER



AFTER



PARTNERSHIPS



Creating partners on- and off-campus early on
saves lots of time later!

PARTNERSHIPS



RISKING EVERYTHING

A Freedom Summer Exhibit for Students

UW-Parkside Library

September 3-15, 2014



Please join us for one of our opening receptions!

Wednesday, September 3rd, noon and 6pm in the UWP Library

UW-Parkside history professor Dr. Edward Schmitt will present a talk at both events introducing and interpreting the events and outcomes of Freedom Summer.

Light Refreshments generously provided by

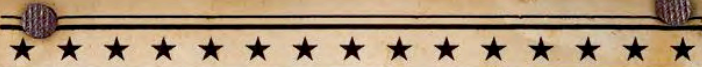
UNIVERSITY OF WISCONSIN
PARKSIDE

FRIENDS OF THE UW-PARKSIDE LIBRARY



WISCONSIN
HISTORICAL
SOCIETY





WANTED

**TRUE GRIT
EXTRAVAGANZA AND
ART IN THE UWP
LIBRARY OPENING**

OCTOBER 26, 6 TO 9 PM



FEATURING THE MUSIC OF THE
SATURDAY NIGHT PREACHERS

- GAMES
- CRAFTS
- FOOD
- PHOTOBOOTH
- SPOOKY ROOM & MORE



**YOUR PRESENCE AT
THE BIG READ EXTRAVAGANZA**



UW-PARKSIDE LIBRARY • 900 WOOD ROAD • KENOSHA, WI 53144



- **CHALLENGES, LESSONS, &
UNEXPECTED BENEFITS**

● CHALLENGES & LESSONS ●

- **Getting enough submissions**
 - One semester original art, one semester our collection
- **Art that's not ready to hang**
 - We will not touch art; if submitter wants it hung, they must make it ready
- **Having 2 receptions**
 - Daytime reception not attended unless invited guests; only evening reception
- **Broad enough theme?**
 - Make it abstract enough that people can interpret their pieces to fit the theme

UNEXPECTED BENEFITS



New Art in Library

Some artists allow us to keep their pieces to add to the library's art collection!



Campus Partnerships

Good for future collaboration!



Community!

Bring community to events as speakers and participants!



Traveling Shows

Use your gallery space to host shows from other organizations!



Work w/ Gallery

Cross-promote w/ university gallery: host their shows in our space, create book displays for their exhibitions



Art Workshops

Host DIY art workshops then display the results in our gallery--future plan!

THANKS!

Any questions?

You can contact us at:

paige.barreto@uwp.edu

olsonm@uwp.edu

uwp.edu/library

facebook.com/uwparksidelibrary

twitter: @uwplibrary