

Doe/Moffitt Library -- EXHIBITS MANUAL

To provide guidance in the selection and preparation of exhibits and to inform staff and users about the principles upon which exhibits are prepared.

CONTENTS

- **Policy**
 - **Goals**
 - **Exhibits Committee**
 - **Review Process**
 - **Criteria for Selection**
 - **Funding**
 - **Schedule**
 - **Exhibit Locations**
 - **Security**
 - **Insurance**
 - **Conservation**
 - **Timetable for Exhibit Preparation, Installation, & Removal**
 - **Publicity**
 - **Bibliographies, Brochures, and other Publications**
 - **Photography Receptions**
 - **Virtual Exhibits**
 - **Exhibits on Loan**
-
- **Appendix A: Description of Exhibit Locations and Facilities**
 - **Appendix B: Exhibit Proposal Form**
 - **Appendix C: Portable Exhibit Case Use Request Form (pdf)**

Policy

Library exhibits in the Doe and Moffitt Libraries at UC Berkeley are designed to engage students, faculty, staff, and visitors with library collections. These exhibits may be scheduled in conjunction with campus and library events, important scholarly meetings on campus, faculty honors, publications, and other significant occasions. While the Library's principal interest is in the display of its own resources, exhibits of materials from outside the Library are also considered. Exhibits are designed to inform and entertain, and as such may engender debate and discussion on a wide range of issues. Materials selected for display are intended to place the exhibit in an appropriate historical and/or cultural context.

Goals

- Promote the diverse holdings and scholarly value of specific library collections
- Nourish intellectual, aesthetic, and creative growth
- Educate the campus community about a particular theme
- Enhance the strategic mission and development goals of the library
- Encourage individuals to contribute to the increase of knowledge or extension of the arts

- Support university events, programs, symposia, and activities
- Promote community relations
- Recognize library supporters, friends, and donors

Exhibits Committee

The Doe/Moffitt Library Exhibits Committee reports to the Associate University Librarian and Director, Doe/Moffitt. It reviews, selects, and schedules library exhibits in accordance with the policies and procedures described in this manual.

The six member Committee consists of a representative from the Development Office, The Bancroft Library, and the Graphics Office, plus three additional members from Doe/Moffitt, subject specialty, and affiliated libraries. Committee members are appointed in staggered two-year terms. The Committee seeks advice from the Preservation Department and Space Planning Office as needed.

Review Process

Proposals must be submitted on the Exhibit Proposal Form.

The Doe/Moffitt Library Exhibits Committee will respond to all proposals in a timely manner. When the committee approves a proposed exhibit, it is scheduled on the Exhibits Calendar, usually many months in advance of its scheduled time. For Brown Gallery exhibits, a committee member is appointed to serve as liaison between the exhibit coordinator, the Committee, and the Library Graphics Office.

Criteria for Selection

The Doe/Moffitt Library Exhibits Committee reviews proposals with reference to the policy and goals statements. The following criteria also apply as exhibit proposals are reviewed, although not all exhibits will meet all criteria.

- Relevance to library collections
- Broadness of appeal of the main theme
- Appropriateness of subject, technique, and style for intended audience
- Educational content ranging from advanced scholarly contributions to general informational value
- Vitality and originality
- Artistic expression and experimentation
- Appropriateness to special events, anniversaries, holidays, etc.
- Historical or regional relevance
- Relation to other events or exhibits in the community
- Ease and cost of installation
- Representation of an influential movement, genre, trend, or national culture

Funding

The Library funds the preparation and publicity costs for library exhibits up to \$1000. Funding for the remaining costs is the responsibility of the exhibit coordinator. Direct costs associated with exhibits of non-library materials and receptions for them are the responsibility of the exhibit coordinator.

Exhibit Locations

The locations available for exhibits within Doe/Moffitt are:

- The Bernice Layne Brown Gallery (twelve cases)
- Reference Case (floor 2, Doe)
- Moffitt Lobby (three cases)
- FSM Café

Schedule and Calendar

The Committee schedules two exhibits per year in the Brown Gallery, the Doe Reference Case and the Moffitt Cases.

Security

All exhibit locations are in high traffic areas, minimizing opportunities for theft. There is a security desk in the Brown Gallery. All exhibit cases in the Brown Gallery have security glass (a plastic sheet between two sheets of glass that breaks into "popcorn" cracks). A heavy blow could crack the glass, but does not provide access to the materials inside.

Insurance

Library materials are covered by self-insurance. Prior to installation, all exhibit coordinators must submit a waiver signed by the responsible parties releasing the Library from any responsibility for loss or damage to materials not owned by the Library. Short term insurance policies are available from the Library. Exhibit coordinators should prepare a list of items to be insured, including a brief description and a valuation, to be submitted to the Graphics Office.

Conservation

Graphics Office staff are experienced in the proper handling and display of unique and fragile materials, and can provide guidance to exhibit coordinators. Cases are not environmentally controlled and questions may arise relating to: lighting and exposure to natural light; temperature; installation fixtures such as bookstands, cradles, and supports; hanging items within cases; transport and handling of materials; and conservation work required prior to the display of materials. The Library Preservation Department is available for consultation on questions related to the protection of materials.

Timetable for Exhibit Preparation, Installation, and Removal

After an exhibit coordinator is informed by the exhibits committee chair that his/her proposal is accepted, the procedure is as follows:

1. The Library Exhibits Coordinator, Aisha Hamilton, will contact you to schedule a planning meeting to discuss:

- a. Responsibilities of the exhibit coordinator, the liaison, and the Library Graphics Office
- b. Specific dates of the exhibit and a working schedule for preparation, installation, and removal
- c. Funding, including special expenses such as insurance and photography

- d. The content and types of materials to be included
- e. Organization of the materials into an installation design
- f. Text and formats of the labels and title signs
- g. Colors (paint, mat boards, etc.), decorative and supplemental materials, etc.
- h. Storage needs
- i. List of items for short term insurance, if needed
- j. Options such as publications.

2. Two months prior to installation

- a. Select and gather the materials to be exhibited. The Library Graphics Office will provide case dimensions and patterns to aid in the selection of an appropriate amount of material and in planning layouts. Secure storage space is available if exhibit coordinators need to bring materials to the gallery area prior to the installation.
- b. Work with the Exhibits Committee publicity coordinator to begin planning for publicity.

3. Four-six weeks prior to installation

- a. Submit title and caption texts to the Library Graphics Office via disk, email text, or email attachment. Complete bibliographic citations for each item are required. Text may be submitted in either PC or Mac versions, and most current software programs are accepted. The exhibit coordinator is responsible for the editorial content of the labels and texts.
- b. Submit text for accompanying bibliographies, brochures, or other publications associated with the exhibit (optional).
Originals larger than 8.5" x 14" must be sent to an outside vendor and require additional time.
- d. Prepare and distribute publicity materials.

4. Two weeks following submission of texts Proofread and provide final revisions of formatted labels and images.

5. At least 2 days prior to installation

- a. Library Graphics Office paints the cases with color(s) as selected by exhibit coordinator in advance.
- b. Exhibit coordinator should pick up the completed labels and distribute them to the relevant exhibit materials.

6. Installation day

Library Graphics Office will provide bookstands, label holders, tapes, pins, etc. Library Graphics Office will unlock and open cases and provide help as needed with layout details.

The time required for an installation varies considerably based on the nature of the materials, the quality of advanced planning, and the number of people present. Exhibit coordinators should allow at least one full day to complete the work.

7. Exhibit Removal

Removing an exhibit usually takes about two hours and must be scheduled for the first weekday after the official closing of the exhibit.

- a. Bring boxes or book trucks to the Gallery at the appointed time; usually 9:00a.m.
For security reasons, it is recommended that the exhibit coordinator have one or more assistants present. The Library Graphics Office will unlock cases, but is not responsible for security.
- b. The exhibit coordinator is responsible for returning materials to units and/or lenders.
Graphics will collect and clean up bookstands, pins, etc. and relock the cases. If there is too much material to carry away in one trip, the Library Graphics Office will provide temporary locked storage until the work is completed.

Publicity

For Brown Gallery exhibits, the Library Communications Director handles publicity, utilizing the exhibit coordinator's written descriptions of the content, themes, and display items. The primary outlets for exhibit publicity include:

- CU News
- The campus event calendar
- The Library web calendar
- The *Berkeleyan*
- *Fiat Lux*, the University Library newsletter
- EAL or Bancroft newsletters, or departmental newsletters, depending on exhibit content
- Off-campus publicity as appropriate

A jpg file illustrating the exhibit (for instance the didactic panel) can also be used in many of these outlets. In recognition of Mrs. Brown, the Bernice Layne Brown Gallery is to be named in full in exhibit materials.

Bibliographies, Brochures, and Other Publications

Bibliographies, brochures, and other promotional and/or instructional materials that accompany an exhibit are recommended but are not mandatory. Accompanying printed materials enhance both the educational and public relations goals of library exhibits. Exhibit coordinators are responsible for preparing the content of publications associated with their exhibition. Examples include: a bibliographical list of items displayed; a double sided brochure; an exhibit catalog. Text should be provided to the Library Graphics Office on a computer disk and in hard copy at least four - six weeks prior to the opening of the exhibit.

Photography

The Library Graphics Office routinely records all library exhibits with snapshots retained in an exhibit archive. If exhibit coordinators wish to take additional photos at their own expense, and need to open cases to produce high-quality photographs, arrangements must be made with the Library Graphics Office.

Receptions

Receptions for exhibit openings are funded by the unit sponsoring the exhibit; approval from the unit head or department head should be confirmed in advance. All arrangements -- such as for invitees, program, caterers, security, custodial

arrangements, furniture arrangements, parking arrangements, and alcohol permits -- are handled by the exhibit coordinator. Requests for use of Morrison Library will be considered in accordance with the Morrison Reservation policies and requests should be made well in advance through the online form http://www.lib.berkeley.edu/doemoff/morrison/request_form.html.

Virtual Exhibits

The Doe/Moffitt Library Exhibits Committee encourages the creation of virtual exhibits on the web as a component of three-dimensional exhibits and/or as stand-alone products.

Digital exhibits support the goals of the library in both innovative and interesting ways. Although virtual exhibits do not replace the interaction of individuals with actual objects, they do offer certain value-added benefits such as: elimination of concerns regarding the use of physical library space for the display of objects; security concerns for materials; and preservation of items on display. In addition, virtual exhibits present the opportunity to expand the audience for library exhibits beyond the physical borders of the Library and extend the timeline for an exhibit indefinitely.

Virtual exhibit proposals will be evaluated on the same criteria and goals established for three-dimensional exhibits. Virtual exhibits will undergo a similar review process, but the committee will consider additional factors such as the technical implications, data storage aspects, and other issues inherent in digital exhibits.

The preparation and installation of a virtual exhibit may be at least as labor intensive and costly as a traditional exhibit. The creation of digital images and the preparation of text for electronic display, and the linking of text and images are obvious factors in this equation.

Exhibits on Loan

The Doe/Moffitt Library Exhibits Committee is also responsible for reviewing and approving, in consultation with the AUL and Director for Doe/Moffitt, all exhibit requests for display of non-library materials anywhere within the Doe/Moffitt complex. The Committee will consider the Exhibits policy, purpose, and criteria as it reviews such requests.

10.19.07