

# 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 .....	2
Goals .....	2
Exhibits Committee .....	2
Review Process .....	2
Criteria for Selection .....	3
Funding .....	3
Schedule .....	3
Exhibit Locations .....	3
Security .....	4
Insurance .....	4
Conservation .....	5
Timetable for Exhibit Preparation, Installation, and Removal .....	5-6
Publicity .....	7-8
Bibliographies, Brochures, and other Publications .....	9
Photography .....	9
Receptions .....	9
Virtual Exhibits .....	9-10
Exhibits on Loan .....	10
Appendix A: Description of Exhibit Locations and Facilities .....	11-12
Appendix B: Exhibit Proposal Form .....	13

## **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 or Subject Specialty Libraries. Committee members are appointed in staggered two-year terms and the Committee elects its own chair. The Committee seeks advice from the Preservation Department and Space Planning Office as needed.

## **REVIEW PROCESS**

The Doe/Moffitt Library Exhibits Committee issues periodic calls for proposals. Proposals for library exhibits originate from library staff, groups on or off campus, and occasionally from other institutions who may offer travelling exhibits. Proposals should be submitted 12-18 months in advance of desired date.

Proposals must be submitted on the Exhibit Proposal Form. (Appendix B and <http://.....>) We invite potential exhibit coordinators to discuss exhibit proposals with any committee member, or to send a message to [exhibits@library.berkeley.edu](mailto:exhibits@library.berkeley.edu)

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. 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. The library also provides partial funding for a reception to accompany the opening of one of the library exhibits per year. Direct costs associated with exhibits of non-library materials and receptions for them are the responsibility of the exhibit coordinator.

## **SCHEDULE**

The Committee schedules approximately four exhibits per year in the Brown Gallery, each with a duration of three months. Other exhibit cases may be made available for shorter-term displays. The Exhibits Calendar is normally planned at least a year in advance, and exhibit coordinators have several months to prepare. All exhibits must be installed and removed on the dates agreed upon by the exhibit coordinator and the liaison. The Exhibits Calendar is located at <http://>

## **EXHIBIT LOCATIONS**

The locations available for exhibits within Doe/Moffitt are:

- The Bernice Layne Brown Gallery (fourteen cases)
- Sheldon Case (one case, Floor 1 Doe)
- Moffitt Lobby (three cases)
- FSM Cafe

Other locations may also be used for special purposes (e.g., West Gallery). See Appendix A for a map of exhibit locations, including detailed descriptions for each location.

## **SECURITY**

All exhibit locations are in high traffic areas, minimizing opportunities for theft. There is a security desk in the Brown Gallery, although it is not staffed during the evening hours.

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.

All cases are locked. Keys are kept in the Library Graphics Office with a duplicate set in the Space Planning Office. Although keys are not provided to exhibit coordinators, Graphics Office staff work with exhibit coordinators to ensure access.

## **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 liaison that his/her proposal is accepted, the procedure is as follows:

1. Call the Library Graphics Office (642-6828) to schedule a planning meeting with the Graphics representative and the exhibit liaison 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 amount 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, reception, and virtual exhibit
  
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. (NB: very out-of-date programs are potential problems). **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).
  - c. Deliver images that need to be scanned to the Library Graphics Office: black/white or color are acceptable, and enlargements are possible. Originals larger than 8.5" x 14" must be sent to an outside vendor and require additional time.
  - d. Prepare and distribute publicity materials. See *Publicity*.
  
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

Usually, installations begin at 9:00 a.m. Exhibit coordinator(s) should arrive with all materials ready to install and a specific plan of which materials belong in each case. 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 booktrucks 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

Preparing written material for publicity for an exhibit is the responsibility of the exhibit coordinator. However, one member of the Doe/Moffitt Library Exhibits Committee will serve as publicity coordinator for all Doe/Moffitt exhibits. This individual will make broad use of the various publicity vehicles available, and will be the contact with them. This rotating assignment will provide continuity for publicity and foster ongoing relationships with public affairs personnel.

Please note that in recognition of Mrs. Brown, the Bernice Layne Brown Gallery is to be referred to in all publicity by its full name.

The following could be included for exhibit publicity:

- *CU News* (the weekly on-line newsletter of the UCB Library)  
A short article giving the title, dates and a summary of the topic should be submitted by email by Tuesday, the week prior to the opening of the exhibit to nmikkels@library.berkeley.edu
- The Library Home Page link to *What's New* section  
Send information to webman@library.berkeley.edu
- Relevant library and campus listservs, reflectors and other electronic distribution lists
- *The Berkeleyan* (bi-weekly newsletter sent to UC faculty and staff)  
Submit text via an on-line form for inclusion of material in the calendar section of the newsletter to <http://www.berkeley.edu/calendar>. Click on "add an event."
- *Bene Legere* (quarterly Library newsletter)  
Submit title, dates and summary of exhibit approximately four months in advance. Images may be submitted as well.

Additional publicity channels to be considered:

- Feature article: Depending on timeliness and content of the exhibit, the Office of Public Affairs may be interested in developing a feature article for University publications and/or a press release. The person to contact in Public Information is: Kathleen McClay at 643-5651. [ckm@pa.urel.berkeley.edu](mailto:ckm@pa.urel.berkeley.edu)
- Flyers, posters, handbills: In conjunction with the exhibit coordinator, the Library Graphics Office will design and print publicity materials to announce the exhibit title, dates, location and any other relevant information. Contact the Graphics Office early in the planning process. Distribution of publicity is the responsibility of the exhibit coordinator. The University has a formal process for approving "official posters" (see next section).
- Flyers can be distributed to affinity groups in the community, and bulletin boards on the campus including those in the library and academic departments. Flyers can be also be distributed to those on mailing lists and listservs.

- Official Posters

The University has a formal procedure for “official posters,” which means that they will be posted only in designated areas and will not be removed by custodians.

Procedure for approval and distribution of official posters:

NB: This information is current as of March, 2000. Check with Eileen Kim at 643-3003 to make sure it is still current.

Requirements:

1. Maximum size is 11" x 14"
2. Must clearly show university affiliation
3. OFFICIAL UNIVERSITY POSTER may be printed at the bottom of each poster.

Approval:

1. Take two copies to Eileen Kim, Room 235, California Hall, for approval. Or fax the poster to her at 642-9483. Include in the fax the final size of the poster. A copy, stamped with the approval, will be returned to the exhibit coordinator.
2. Send to Campus Central Mailing Division, attention Roger Hestey:  
an IOC for \$67  
the poster that has been signed and stamped approved  
63 copies of the poster
3. If you have questions with reference to distribution and posting of the poster, call Campus Mailing Division at 642-3397.

- Newspapers

The *Daily Californian* does not automatically publish every submission and library exhibits are often overlooked. No harm in trying, however.

Major daily Bay Area newspapers may carry material about some exhibits. It may be useful to contact Kathleen McClay in Public Affairs for advice. To list the exhibit in the “pink section” of the Sunday *San Francisco Chronicle*, written information must be submitted directly to the Calendar Editor well in advance of intended publication.

## **BIBLIOGRAPHIES, BROCHURES, AND OTHER PUBLICATIONS**

Bibliographies, brochures, and other promotional and/or instructional materials that accompany an exhibit are strongly 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 may be scheduled to celebrate the opening of an exhibit. They are usually held in the Bernice Layne Brown Gallery area, and often include use of the adjacent Morrison Library for entertainment, food, and presentations. The Library provides partial financial support for one library reception per year. Funding for remaining costs is the responsibility of the exhibit coordinator. In the event of multiple requests for reception support in one year, the Doe/Moffitt Library Exhibits Committee will determine which reception should receive library funding.

Use of the Morrison Library must have prior approval of the Unit Head of the Morrison Library. The Morrison Library is in heavy demand and must be scheduled early. The reception organizer(s) or exhibit coordinator must review and abide by the Morrison Library Room Policy regarding use of this facility. Please email Alex Warren at [awarren@library.berkeley.edu](mailto:awarren@library.berkeley.edu) or telephone 510-642-3671.

Considerations for a reception may include:

funding; guest list; invitations; guest book; nametags; entertainment or program; hosts; servers or caterers; security; custodial arrangements; furniture moving; clean-up; special parking arrangements; food and drink (including beverage permit from the University Police Department seven days in advance of the event, if alcohol is to be served).

## **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. Consideration of locations not detailed in Appendix A include noise, disruption, security, and fire marshal regulations.

## **APPENDIX A: DESCRIPTION OF EXHIBIT LOCATIONS AND FACILITIES**

### **BERNICE LAYNE BROWN GALLERY**

The Brown Gallery, at the North entrance to Doe Library, is comprised of fourteen exhibit cases with the following distribution and descriptions.

#### **4 Bender Cases**

- flat cabinet cases, 32.5" x 72" x 4" deep
- 2" wide divider in glass top which must be taken into account for layout
- cellotex liners which can be painted to specified color
- pins, tape, etc. are OK
- cases open as one big drawer
- overhead lighting from ceiling (not strong)

#### **4 Nash Cases**

- sloped table cases, 21" x 51" with 9" of vertical depth (good for "objects")
- cellotex liners which can be painted to specified color
- pins, tape, etc. are OK
- entire glass portion is hinged at back, supported on props when open
- overhead lighting from ceiling (not strong)

#### **2 Treasury Cases** (centered in corridor; not movable)

Each is comprised of 2 vertical end cases, and one flat center case for a total of 6 separate spaces

##### **4 vertical end cases**

- 34" x 49" x 20" deep
- shelf runners built in; the library has 8 shelves which can be distributed among the 4 cases in any combination
- linen backing, natural color, which cannot be painted, but can be covered with felt cloth (limited colors available)
- plywood behind linen, allows use of nails for hanging bookstands, etc.
- plastic grill in ceiling of case which can support limited weight
- lights inside case provide more than ambient light, but are not so strong as to be dangerous to fugitive colors
- front face of each is a door on a piano-hinge; requires 3 keys to open

##### **2 flat center cases**

- 34" x 65" x 9.5" deep
- bottom is linen; cannot be painted, but may be covered with felt  
There is a serious reflection problem from lights above, so not recommended for items with close detail.

## **SHELDON CASE**

The Sheldon case is located on Floor 1, Doe Library near the entrance to the Gardner Stacks. It can be used for stand-alone exhibits or in coordination with library exhibits in other library locations.

Physical Description:

- free-standing vertical case
- indirect overhead lights in hallway; indirect daylight from lightwell across lobby
- backing is fabric over plywood (usually black felt); pins and nails can be used
- interior dimensions are 57" wide x 55" high x 12.5" deep
- problems: no shelves; backing is hard, so pinning is difficult

## **MOFFITT LIBRARY LOBBY**

There are 3 exhibit cases in the elevator lobby on Floor 3 of Moffitt Library. They are unique among the library cases in being wall-mounted and provided with inside lights.

Physical Description:

- wall-mounted cases
- interior dimensions are 43" x 56" (vertical) x 14" deep
- lighting is provided by electric spotlights mounted inside each case
  - lights can be directed into specific areas or onto objects
  - circulation staff will turn them on and off
- each is provided with runners, brackets, and glass shelves (we have lots)
- backing is black bulletin board; pins are fine
- bottom is natural wood
- glass ceiling; no means of hanging anything inside case

## **FREE SPEECH MOVEMENT (FSM) CAFE**

The four cases in the FSM Cafe are restricted for use to educate and inform cafe patrons about aspects of the Free Speech Movement or other issues of public policy.

Physical Description:

- 4 identical wall-mounted cases
- indirect lighting from ceiling; no natural daylight or heat hazard
- backing is beige linen; pins and nails can be used
- interior dimensions are 28.25" wide x 34.25" high x 2" deep
- problems:
  - about 1.5" of interior space is behind wide door frame and not visible
  - frame throws deep shadow over top 2.5" of visible space

## APPENDIX B: EXHIBIT PROPOSAL FORM

**Title of proposed exhibit:**

**Name(s) of exhibit coordinator(s):**

**Briefly describe purpose and scope of the exhibit and the type of materials to be included.**

Explain how it meets the goals and criteria for exhibits in Doe/Moffitt and indicate if this exhibit is coordinated with or supports any other campus event.

**Proposed location for exhibit** (refer to Appendix A for details):

\_\_\_\_\_ Brown Gallery                      \_\_\_\_\_ Sheldon Case                      \_\_\_\_\_ Moffitt Cases  
\_\_\_\_\_ FSM Cafe                              \_\_\_\_\_ other (describe):

**Proposed date of exhibit:**

Write 1 in front of your first choice, and 2 in front of your second choice, and circle the desired year.

\_\_\_ January 1–March 31                      \_\_\_ April 1–June 30  
\_\_\_ July 1–September 30                      \_\_\_ October 1–December 31  
2000                      2001                      2002                      2003                      2004                      2005

**I have read the *Doe/Moffitt Library Exhibits Manual* and I accept the responsibility of Exhibit Coordinator for the proposed exhibit.**

Proposal submitted by: \_\_\_\_\_ (print name)

\_\_\_\_\_ (signature)

Date: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_

*Detach and send this sheet to the Librarian's Office, 245 Doe, or to any member of the Exhibits Committee.*