



S103

Innovative Outreach and Community Engagement at a Midwestern
Art Museum, Historical Society, and University Archives

DIG DEEP

Midwest Archives Conference annual meeting



Displaying Historic Photos in Tower Viewers Around Milwaukee

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Milwaukee County Historical Society

IDEATION

Basics



- Viewaukee places tower viewers in neighborhoods around Milwaukee.
- Each viewer contains a set of binoculars inside metal housing that sits on a five-foot post. These viewers show a historic MCHS photograph instead of the present-day view.
- Printed on each viewer is information about its location and its past.
- Viewaukee endeavors to engage people to “explore their surroundings in a new and innovative way.”

Viewaukee viewer



Mission & vision statements



- Mission Statement:

“Viewaukee seeks to tell the stories of the local community by giving passersby a glimpse into Milwaukee’s past. This is a community-supported project that will spread throughout Milwaukee, bridging neighborhoods as it grows.”

- Vision Statement:

“Viewaukee viewers will show just how much Milwaukee has changed, or stayed the same, as it educates people about Milwaukee’s history and builds their understanding of our community.”

Inspiration



- The idea behind Viewaukee was a response to the question, “How do we meet people where they are?” The Viewaukee viewers are designed to be more relatable and engaging than historical markers.
- The MCHS building can be an unfamiliar and even intimidating space for people, so one of the goals behind Viewaukee is to help bring people to the building and MCHS programs.
- “Then and now” photos and the “Somewhere in Milwaukee County” series of photo posts on social media also provided inspiration.

Viewaukee viewer in use



Ideation



- Viewaukee was former MCHS Executive Director Mame McCully's idea.
- The viewers are essentially just a pair of binoculars in a simple metal device. MCHS worked with Digital Designs, a company that determined how to modify the viewers by making a solar-powered light to illuminate the historic photo inside.
- MCHS Archivist Steve Schaffer located relevant historic photos and commented on which locations he thought would work well for viewers.
- MCHS pitched the Viewaukee idea to local construction management company and contractor CG Schmidt, who was highly receptive.

IMPLEMENTATION

Launch in 2020



- Viewaukee launched in 2020 as a collaboration between MCHS and CG Schmidt, who “wanted to make a splash and support a worthy cause” in celebration of their 100th anniversary.
- The first viewer, which overlooks the Milwaukee Art Museum, was unveiled in August 2020. Nine additional viewers were added in 2020.
- “To meet people where they are and to help them explore the past.”
- Viewaukee “provides an engaging educational experience for residents and visitors alike.”

All 2020 locations



1. **16th Street Bridge** (corner of N. 16th St. and W. Clybourn St.)
2. **Brady Street** (1240 N. Brady St.)
3. **Miller Valley at the Historic Caves** (4251 W. State St.)
4. **Milwaukee City Hall** (south of City Hall on Water St.)
5. **Milwaukee County War Memorial** (750 N. Lincoln Memorial Dr.)
6. **Milwaukee Public Market Pocket Park** (407 N. Water St.)
7. **Milwaukee River** (Wisconsin Avenue Bridge and Riverwalk)
8. **Milwaukee Riverwalk at the Marcus Center** (929 N. Water St.)
9. **North Point Water Tower** (2288 N. Lake Dr.)
10. **Summerfest North End** (E. Clybourn St.)

Viewaukee launch



Implementation



- The viewers were supposed to be launched in April 2020 but were delayed until August by the COVID-19 pandemic.
- Much of the implementation work involved obtaining permits from the City of Milwaukee, although the city was very cooperative during this process and many of the permits were acquired at no cost to MCHS.
- Implementation was a team effort: Ben coordinated the project, Steve procured photos and created text captions, and Siena managed the Viewaukee website and related social media.

viewMKE flyer, May 2019



Discover Milwaukee through a new lens as you peer into history with streetside binocular experiences.



viewMKE meets people where they are and offers an engaging, interactive activity. A social media prompt and website with more information is available at each location



A community-supported project that will spread throughout Milwaukee; bridging neighborhoods as it grows.



People better appreciate the present when they can understand the past. viewMKE builds an understanding of place by sharing how it came to be.



About viewMKE

- viewMKE, a program of the Milwaukee County Historical Society, brings streetside binoculars to Milwaukee and its neighborhoods.
- Each year, 5-6 new viewing locations will be added around Milwaukee. Over time, they will be present across Milwaukee and its neighborhoods.
- As the program grows, themed trails will develop such as industry, architecture, neighborhoods, civil rights and more.

Finding viewMKE

- To promote viewMKE, a comprehensive marketing communications plan will be deployed to raise awareness and traffic at viewing locations.
- Community partners such as Visit Milwaukee, neighborhood BIDs and associations, hotels, and local businesses will assist in promoting the viewMKE program.
- A series of walking tours and related events will be offered to the public.

Become a viewMKE sponsor

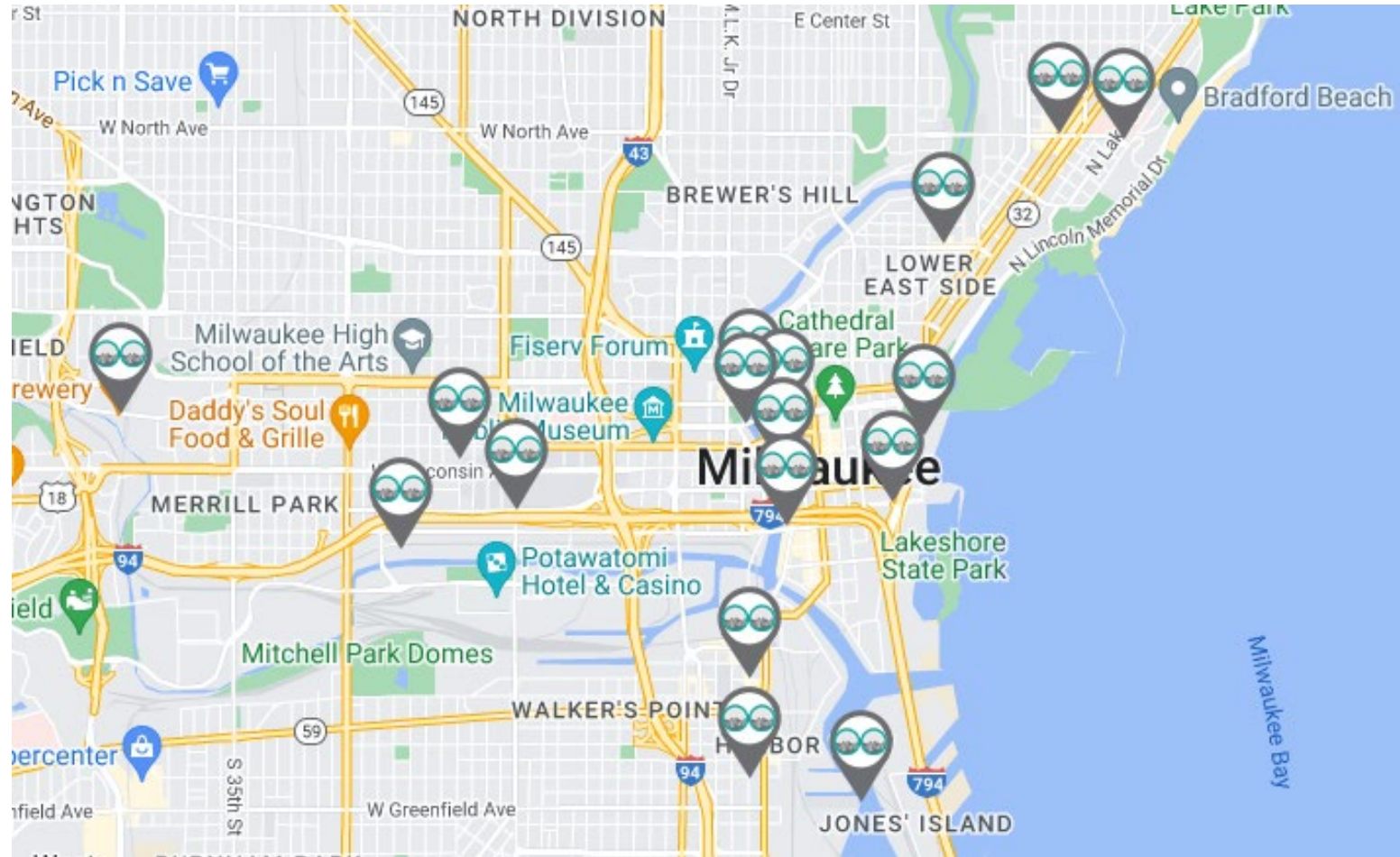
- Each viewing location, or a series of locations, can be sponsored.
- Sponsorship benefits include logo placement, street-level impressions, inclusion on a dedicated website and on marketing collateral and more.
- Sponsors have the opportunity to help select locations and the historic photos that are displayed through the streetside binoculars.
- Your involvement with viewMKE shows your support of the community and commitment to Milwaukee; its past, present and future.

Additional locations



- “The plan is to grow this interactive and innovative approach to sharing history by adding a variety of locations.”
- Since 2020, an additional seven viewers have been installed at the following sites:
 - **Allen-Bradley Building** (1201 S. 2nd St.)
 - **Central Menomonee Valley** (corner of W. Mt. Vernon Ave. and N. 21st St.)
 - **Harbor View Plaza/Jones Island** (pedestrian path at Harbor View Plaza)
 - **Kilbourn Avenue & Plankinton** (Riverwalk near corner of W. Kilbourn Ave. and N. Plankinton Ave.)
 - **North Avenue & Farwell** (corner of E. North Ave. and N. Farwell Ave.)
 - **Pabst Mansion** (2000 W. Wisconsin Ave.)
 - **South Second & Bruce Streets** (corner of W. Bruce St. and S. 2nd St.)

Map of all Viewaukee locations



Lessons learned



- **Location:**

- It is important to have multiple backup locations for proposed sites.
- Physically traveling to a proposed site and looking at the proposed location for a viewer from a couple of different spots has helped.
- The “best location for the view is not always the best location for the viewer,” and “some locations simply don’t have good locations for Viewaukees.”
- The viewer must also “be aligned so the picture in the viewer makes sense.”

More lessons learned



Planning and scheduling:

- Detailed communication is key
- Scheduling Viewaukee installations has still not been perfected and the viewers are difficult to install when the ground is frozen.

Other lessons learned:

- The viewers are very durable
- MCHS has made a concerted effort to put viewers in underserved areas.
- Both Viewaukee sponsorships and curriculum materials have been slower to develop than anticipated.

Viewaukee viewer



VIEWAUKEE LOCATIONS AND PHOTOS

16th Street Bridge



Milwaukee Riverwalk



Miller Valley Caves



IMPACT

Youth education & curriculum



- From the beginning, youth education has been a major focus of Viewaukee.
- A free curriculum for most of the Viewaukee viewers includes activity suggestions that can be used by teachers and parents. This curriculum “allows youth to both understand what they are viewing, but also to make relevant connections with the Milwaukee they know today, and Milwaukee’s past.”

Curricula created



- Elementary school-level curricula exist on the following topics:
 - Brady Street
 - Downtown Skyline
 - Milwaukee Art Museum
 - Milwaukee City Hall
 - Milwaukee Public Market / Cross Keys Hotel
 - Milwaukee Riverwalk at the Marcus Center
 - North Point Water Tower

Impact metrics



- Most impact metrics about Viewaukee are qualitative, many of which are comments received from users.
- The Viewuakee website can provide traffic numbers. The Milwaukee Art Museum viewer is the most popular by number of page views for its webpage.
- There are about 1,250 daily passersby near the Milwaukee Public Market viewer.
- Engagement with the viewers is (unsurprisingly) lower in the winter.

Future goals



- Goals and ideas for the future development of Viewaukee include:
 - Develop themes for groups of the viewers
 - Develop tours or other forms of public programming related to the viewers
 - Expand the viewers to more neighborhoods and other cities in Milwaukee County
 - Crowdfund a viewer, allowing the public to select both the location and theme
 - Implement a system that provides quantitative metrics about interactions with Viewaukee
 - Monitor the status of the viewers better

References / learn more



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References / learn more



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Reaching Researchers Through Social Media in the Era of COVID-19

Mark Sprang, Archivist, Historical Collections of the Great Lakes, Center for Archival Collections, Bowling Green State University



BGSU[®]



Collection Overview



Things are cruising along...



Great Lakes Transportation Timetables and Brochures Collection

Suddenly, we're all frozen in time.



Main Photograph Collection

But then, a ray of light!



Lake Carriers' Association Records

Facebook Subject Interest Groups

Great Lakes Maritime Antique Collectors

+ Invite

Discussion

Featured

Members

Media

Files

Reels



Write something...



Reel



Photo/video



Poll

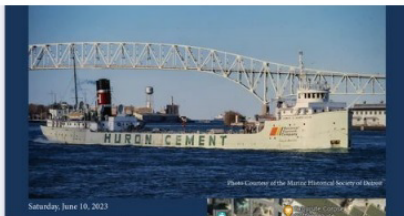
Featured

1 new



April 2 at 6:50 PM · 🌐

We hope you can join us on Saturday J...



Saturday, June 10, 2023



January 26 · 🌐

Reminder. The Marine/Rail flea market scheduled for January 28th in Port Huron has been CANCELED. We are sorry for the inconvenience this may cause. Please join us on June 10th in Port Huron for the annual 'Summer' Marine Market. A post was posted in the Spring.

About

A page for the discussion, display, and appreciation of great lakes shipping related artifacts. A place for collectors to explore the history of the artifacts in our collections as well as share stories on how an item was acquired. This is not a classifieds or selling page, it's not a page to brag about what you got, but rather to share what you have. Think of it as an online Great Lakes Museum. Ask questions, give advice, and have fun. This is not a classifieds page. Any questions regarding sales of items should be left to private messaging, we are not responsible for the outcome of any sales. Also, commercial post will not be allowed. Lets have fun guys and gals! [See less](#)

🔒 Private

Only members can see who's in the group and what they post.

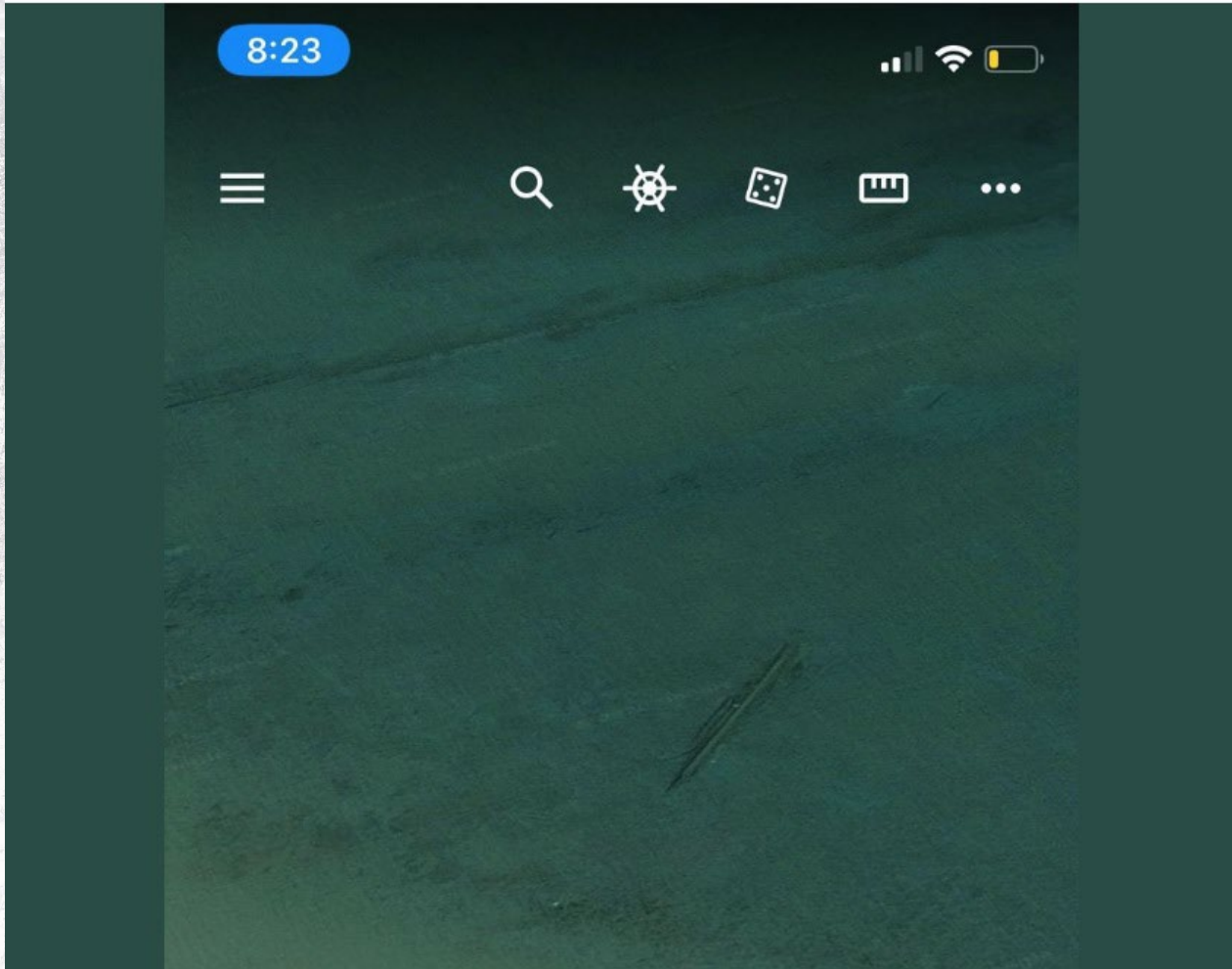
👁 Visible

Anyone can find this group.

[Learn more](#)

Typical Post

So, I am currently living on Bois blanc island, Michigan, and was told by several people that there were shipwrecks near the cheboygan River, just east of there, and it seems they are, at least one, based off this google earth photo. I will be eventually visiting them, we are bringing a bigger boat up here in a few weeks, however I'm interested in knowing if you all know anything.



Wreck Identification and Documentation

July 23, 2022 · 🌐

I am sharing this with the hope that someone can do a better job of surveying this area and documenting this wreck site. I believe this is the schooner Thomas Kingsford, which sank near Waugoshance Light in 1871. Her keel now lies in about 25' of water. More wreckage probably lies to the north and east of this site, as this area has not been surveyed.

The Thomas Kingsford was a 135' two-masted schooner. She was built in Oswego, New York, in 1856. She sank April 8th, 1871, after being stuck in spring ice, which crushed her hull. A hard hat diver was called in and he found the Kingsford's hull too badly damaged to raise. Her masts, rigging, anchors, etc. were salvaged.



Google Earth as a Collaborative Tool

Hello,

I've been researching shipwrecks and abandoned vessels in the St. Mary's River and this site has been particularly interesting to me for quite some time now. These two wrecks are located at the site of the old Willwalk Dock on Sugar Island, Michigan, just south of Nine Mile Point.


I have been able to identify the remains of the first wreck, a scow situated close to shore, as that of the dredge E.B. No. 2 (seen also as Dredge No. 2) which was owned by the Edward Brother's...
[See more](#)



Crowdsourced Festival



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Great Lakes Shipwreck Research



Great Lakes Shipwreck Research

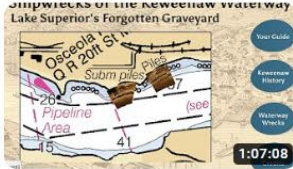
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This channel is related to the Great Lakes Shipwreck Research Group Com... >

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The World of Scale Model Building



Great Lakes Model Ship Builders & Collectors



It has begun. Never built one before.



Crowdsourcing Identification

[Redacted] **Historic Great Lakes Unidentified Vessels** ...
March 25, 2022 · 🌐

As I'm going through our backlog of photographs to interfile in our main collection, I keep finding more unlabeled ones. This one is certainly more challenging than the last one I posted a few days ago. What do you all think? There's no writing on the reverse whatsoever.



Tim Pranke, Fred Bultman and 10 others 3

Like Comment Send

Write a comment...

[Redacted] Isaac M. Scott following her collision with the John B. Cowle, July 12, 1909. Scott was on her maiden voyage, Cowle (which sank) was only seven years old. ...

Like Reply 1y 2

Superstar Identifiers



You [redacted] 15 comments

Like

Comment

Send

Top comments ▾

- [redacted] **Group expert** Top contributor

Pretty sure that's the Manistee but it's a slightly different view than the one on my stereo. Perhaps taken seconds later.

Like Reply 2w 2
- [redacted] **Author** Admin +1

[redacted] I would agree

Like Reply 2w
- [redacted] **Moderator**

[redacted] I could have sworn that we discussed the other vessel as well but I just cannot find that discussion.

Like Reply 2w 1
- [redacted] **Group expert** Top contributor

[redacted] I thought it might have been the Ira H. Owen early in her career, but she was a twin stacker. I think the name Onoko was put out there in our initial discussion, but we never got much response.

Like Reply 2w

What have been the pros/cons?

- Increased engagement from researchers
- Increased findability of collections
- Reach new audiences
- New collaboration opportunities
- Enhanced subject expertise
- New donation prospects

Drawbacks

- Blurring the line between personal and professional
- Risk of posted materials being reused and unattributed
- Time-consuming

Possibly my favorite feedback I have ever received:

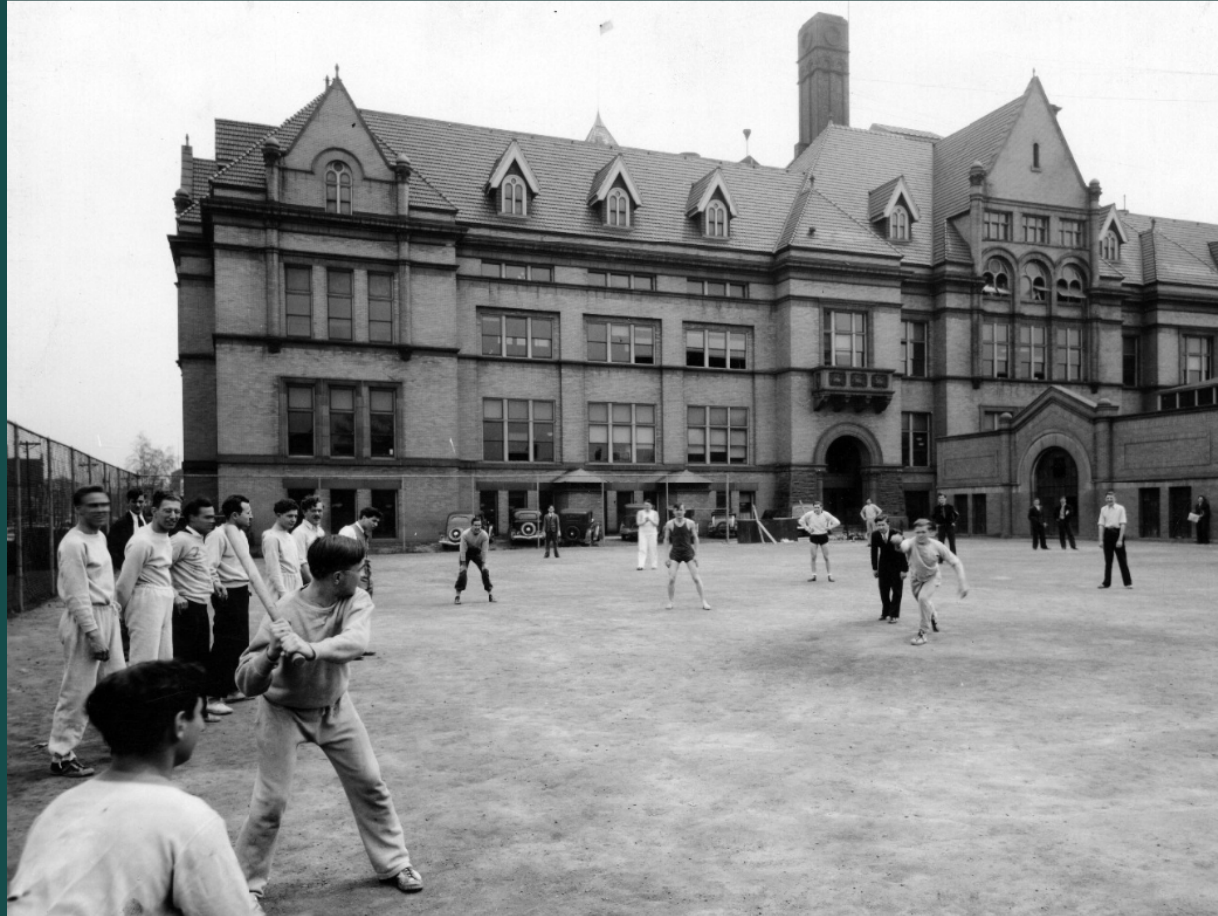


8 points 1 year ago

If I accidentally touched that I would pass away



[permalink](#) [embed](#) [save](#) [give award](#) [reply](#)



Photograph of students playing baseball behind Old Main. Date unknown. Wayne State University Photograph Collection, Walter P. Reuther Library, Wayne State University.

Discovering Campus Past and Present: A University Archives Scavenger Hunt

Presentation by Taylor Henning,
Wayne State University Archivist

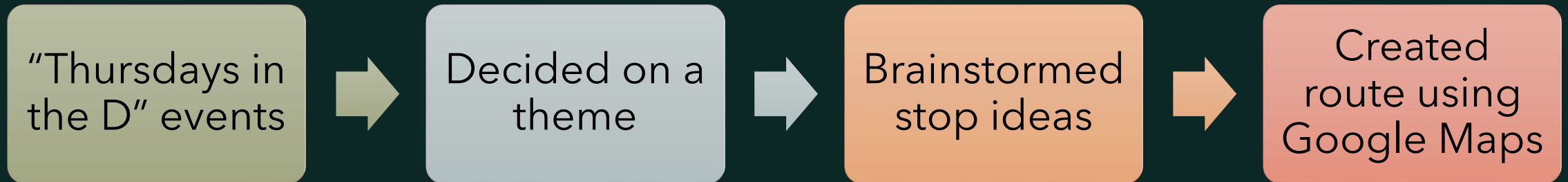
About the Wayne State University Archives

- Located in Detroit, Michigan
- Michigan's only urban research university
- Earliest predecessor institution (Detroit College of Medicine) founded in 1868
- Wayne State University Archives established in 1958
- Labor History Archives established in 1960
- Located in the Walter P. Reuther Library, Archives of Labor and Urban Affairs
- Largest labor archives in North America and home to the collections of numerous unions and labor-related organizations

Scavenger Hunt Team

- Veronica Bielat (Student Success Librarian IV)
- Jill Wurm (Associate Director of Marketing & Communications for WSULS)
- Maria Nuccilli (Digital Collections Librarian II)
- Serena Vaquilar (Fine Performing & Communication Arts Librarian II)
- Allia McCoy (Social Sciences Librarian I)
- Dean of Students Office (DOSO) Campus Activities Team (CAT): Melissa Padilla, Elissa Fares, Duaa Ballo, Emily Bachi, Amanda Davis, and Brandon Shamoun

Brainstorming and Planning



- David Adamany Undergraduate Library, 5
- Mort Harris Fitness and Recreation Center
- Student Center, 5221 Gullen Mall, Detroit,
- Shapero Hall, 630 W Ferry Ave, Detroit, M
- Faculty/Administration Bldg, Detroit, MI 4
- The W Food Pantry, 695 W Kirby St, Detro
- Campus Health Center, 5285 Anthony Wa
- General Lectures, 5045 Anthony Wayne D

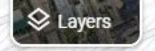
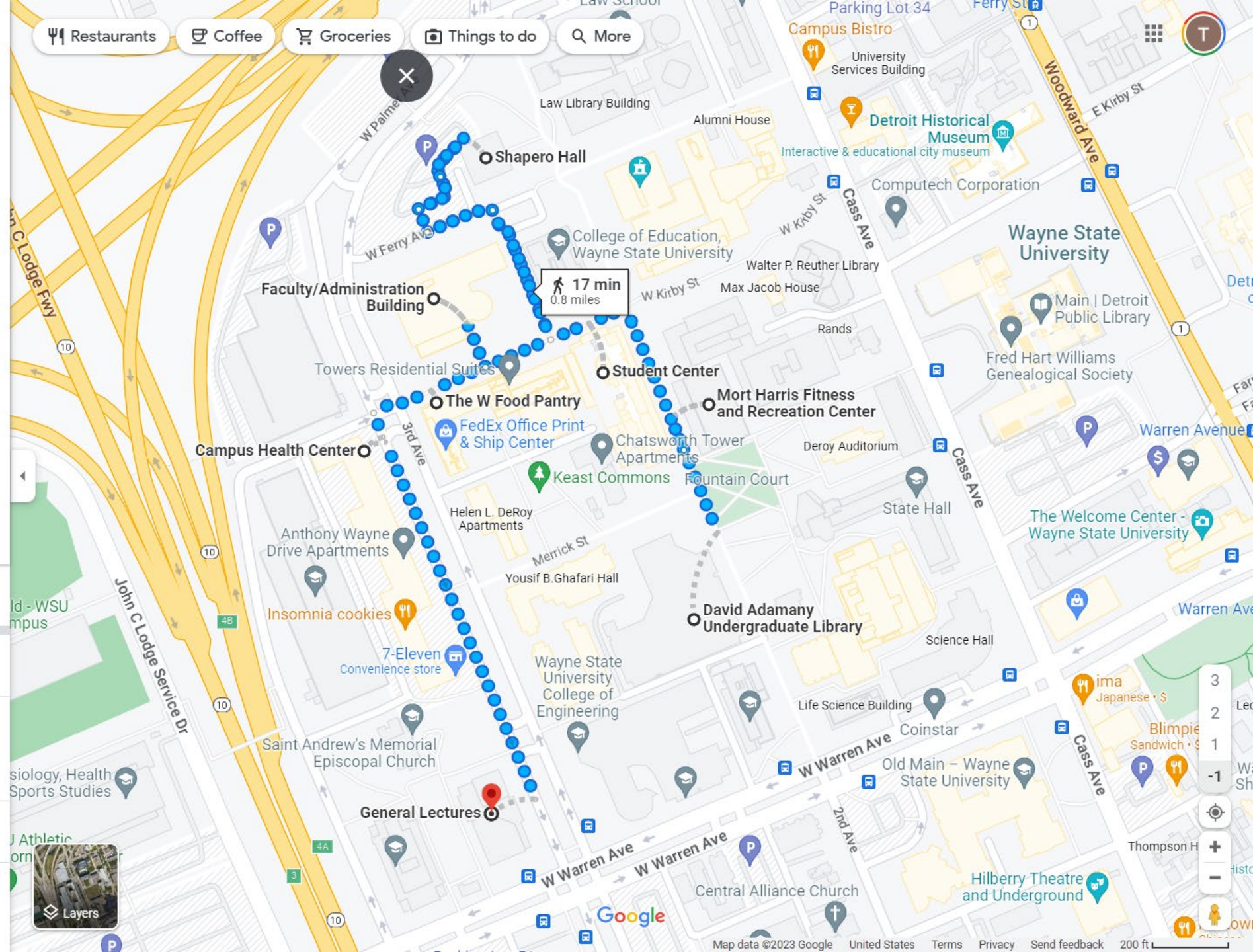
⊕ Add destination

Options

📱 Send directions to your phone

🚶 via Gullen Mall 17 min
0.8 mile
[Details](#)

Mostly flat ▾



Clues/Missions

- Types of clues:
 - Historical facts (now/then)
 - Find the location pictured here
- Student submissions:
 - Recreating historical photos
 - Interactive photos
 - Videos
 - Geolocation



You'll find these iron maidens designed by modernist sculptor Oscar Stonorov (1905-1970) just northwest of the most extensive labor archive collection in the United States, the Walter P. Reuther Library & Archives. Show us you've been there by sending us a picture of your group striking the poses of these dancers.



Designed by renowned architect Minoru Yamasaki, this campus conference center was designated a national historic landmark in 2015. Find the location pictured here and recreate this 1958 photo.

DIGITAL COLLECTIONS

WAYNE STATE UNIVERSITY LIBRARIES

Wayne State University Library System, through its digital publishing initiatives, strives to bring **unique, important, or institutionally relevant** content to Wayne State University's academic community and to the larger world. **Our Digital Collections represent text, images, and audiovisual material that support this mission** through a diversity of projects.



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About

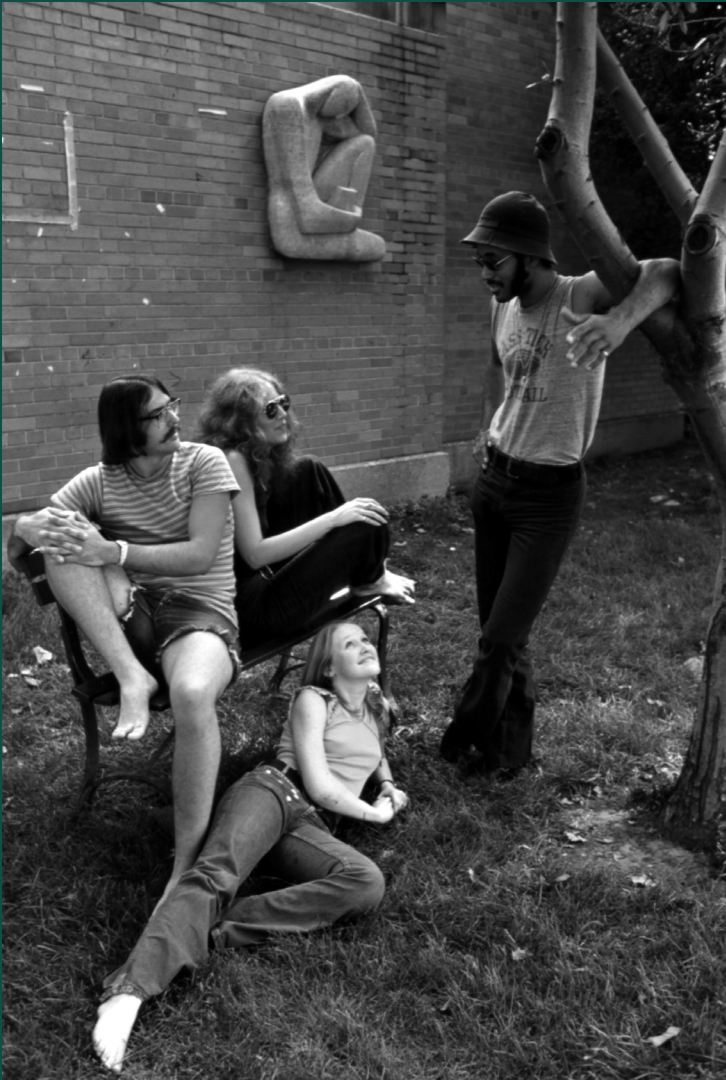
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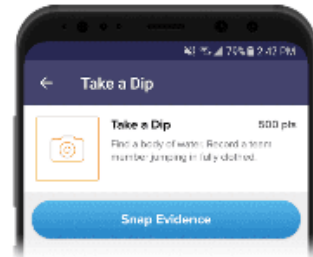
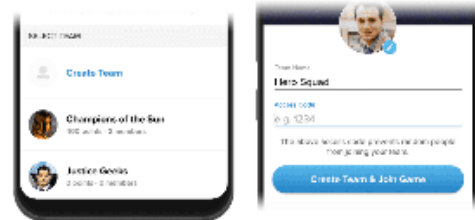
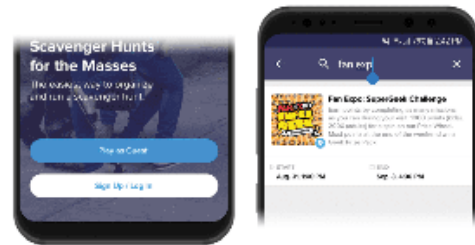
- [Wayne State University Photograph Collection](#)
- [WSULS Digital Collections](#)
 - WSU Buildings Collection
 - WSU Student Life Collection
 - Virtual Motor City (Detroit News Photograph Collection)
- A History of Wayne State University in Photographs by Evelyn Aschenbrenner (2009)



The sculpture pictured here, titled "Student," is affixed to the first building constructed specifically for use by Wayne University. Find the location pictured here and recreate this photo of students in the 1970s.



1. Download the GooseChase Android or iPhone app. 
2. Choose to play as a guest; or register for a personal account with an email, username, and password of your choice.
3. Tap the search icon and enter the name of your game, or game code (given to you by your game organizer.)
4. If you're playing as part of a team, create your team or select your team from the list if it's already been created. If you're playing individually, enter your player name or select your player profile if it's already been created.
5. Once in the game, you'll be presented with the missions you or your team are attempting to complete. Mission types can include Photo/Video, Text or GPS check in. To complete a mission, select it from the list and hit the "Snap Evidence" button.



Goosechase App

- Interactive experiences inspired by scavenger hunts
- Mobile app (participants) and website (event organizers)
- Subscription and one-event pricing models, discounts for non-profits and educational institutions
- Experiences, missions, and evidence

Set it up

DETAILS

MISSIONS

SCRIPT

BRANDING

PARTICIPANTS

START & END

See it live

ACTIVITY FEED

LEADERBOARD

SUBMISSIONS

Check the stats

DASHBOARD

JOIN CODE ?

8XE483

Details

PHOTO



+ Add a photo

Add a photo to set your Experience apart and help participants find it!

NAME

2022 CAT & University Libraries Midtown Scavenger Hunt

54 / 60

Every Experience is unique. Give yours a name participants can find (and remember)!

DESCRIPTION

Wayne State University CAT & University Libraries Midtown Scavenger Hunt - April 14, 2022 at 5:00pm, meeting in the UGL lobby

125 / 200

Use this space to describe and build excitement for your Experience. You can add information on rules or prizes here, too.

LOCATION (OPTIONAL)

5221 Gullen Mall, Detroit, MI, USA

x ↓

Hosting your Experience in person? Add a location to help participants find Experiences close to them.

PASSWORD (OPTIONAL)

Don't forget to share it with your participants!



Set it up

DETAILS

MISSIONS

SCRIPT

BRANDING

PARTICIPANTS

START & END

See it live

ACTIVITY FEED

LEADERBOARD

SUBMISSIONS

Check the stats

DASHBOARD

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8XE483

Missions

Add a Mission



Mission List

Pre-Made Missions

Previous Missions



Search Missions



Yards to Yamasaki

100 PTS

Designed by renowned architect Minoru Yamasaki, this campus conference center was designated a national historic landmark in 2015. Find the location pictured here and recreate a person in this 1958 photo.

PHOTOS ONLY

HIDDEN IN FEED



<http://maps.wayne.edu/view/#mcgregor>



Let's Dance

100 PTS

You'll find these iron maidens designed by modernist sculptor Oscar Stonorov (1905-1970) just northwest of the most extensive labor archive collection in the United States, the Walter P. Reuther Library & Archives. Show us you've been there by sending us a picture of your group striking the poses of these dancers.

HIDDEN IN FEED



<http://maps.wayne.edu/view/#reuther>

Mission order ?

Custom (drag/drop)



Points overview

POINTS	# OF MISSIONS
100	8
Total	8



Set it up

DETAILS

MISSIONS

SCRIPT

BRANDING

PARTICIPANTS

START & END

See it live

ACTIVITY FEED

LEADERBOARD

SUBMISSIONS

Check the stats

DASHBOARD

JOIN CODE

8XE483



MISSION NAME

Yards to Yamasaki

18 / 100

POINTS

100 Points

MISSION DESCRIPTION

Designed by renowned architect Minoru Yamasaki, this campus conference center was designated a national historic landmark in 2015. Find the location pictured here and recreate a person in this 1958 photo.

205 / 2000

PHOTO



Change photo

Remove

We recommend PNG, JPG or BMP

LINK

http://maps.wayne.edu/view/#mcgregor



Advanced settings ↑

Hidden in Feed ↓

Available ↓

ACCEPTED SUBMISSIONS

Select the evidence participants can submit.

Photos Only ↓

SUBMISSION SOURCES

Can participants upload from their photo library?

Live Capture Only ↓

ADD AUTOMATION

Schedule the change of a Mission's status for all participants.

Add Automation ↓

Points overview

POINTS	# OF MISSIONS
100	8
Total	8



Set it up

DETAILS

MISSIONS

SCRIPT

BRANDING

PARTICIPANTS

START & END

See it live

ACTIVITY FEED

LEADERBOARD

SUBMISSIONS

Check the stats

DASHBOARD

JOIN CODE

8XE483



MISSION NAME

Moving Day

POINTS

100 Points

10 / 100

MISSION DESCRIPTION

Since its construction in 1895, the David MacKenzie House has served as a home, university offices, and a resale shop. In 1975, the university's plan for its demolition led to the establishment of the student group Preservation Wayne, now known as Preservation Detroit. To make way for the expansion of Wayne State's Hilberry Theatre, the house was moved in 2019. It took four days to move the house one block to its current location. When you find the house send a geolocation. Hint: the site is still under construction. A turn down Forest street just past the Hilberry construction will put you in the right direction.

621 / 2000

TARGET GPS DESTINATION

9W3M+64 DETROIT, MICHIGAN, USA

PHOTO



Change photo

Remove

We recommend PNG, JPG or BMP

LINK

https://goo.gl/maps/sXjFhot6VfgzsCCn7



Set it up

- DETAILS
- MISSIONS
- SCRIPT
- BRANDING
- PARTICIPANTS
- START & END

See it live

- ACTIVITY FEED
- LEADERBOARD
- SUBMISSIONS
- DASHBOARD

Check the stats

JOIN CODE

8XE483

Activity Feed



Biola completed Sculpture Scene for 100 points.



Apr. 14, 2022 at 6:08pm



Like

1 Like

Add a hashtag

Set a custom hashtag to be included when users share photos to Twitter.

e.g. #goosechase or amazingrace

Add



Set it up

- DETAILS
- MISSIONS
- SCRIPT
- BRANDING
- PARTICIPANTS
- START & END

See it live

- ACTIVITY FEED
- LEADERBOARD
- SUBMISSIONS










Check the stats

- DASHBOARD

JOIN CODE

8XE483

Leaderboard

 Basmati 800 points	1st
 Biola 800 points	1st
 test 800 points	1st
 veronica 800 points	1st
 WSUDOSO 800 points	1st
 melissap02 700 points	6th
 Ammar 0 points	7th
 Reuther 0 points	7th
 Warrior Pride 0 points	7th

Send a message

Select a team ↓

Send



Adjust scores

Select a team ↓

by

+500

Adjust scores

Remove a team

Select a team ↓

Remove



Set it up

- DETAILS
- MISSIONS
- SCRIPT
- BRANDING
- PARTICIPANTS
- START & END

See it live

- ACTIVITY FEED
- LEADERBOARD
- SUBMISSIONS

Check the stats

- DASHBOARD

JOIN CODE

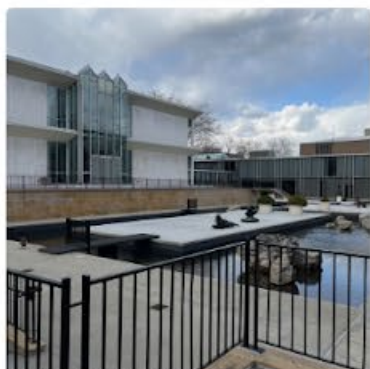
8XE483

Group by Missions ↓

Submissions

Download

8 Missions



Yards to Yamasaki

100 PTS

5 submissions



Let's Dance

100 PTS

6 submissions



Sculpture Scene

100 PTS

6 submissions



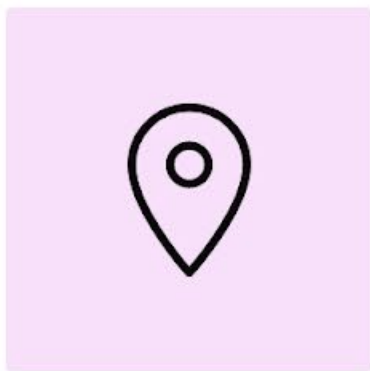
Museum Mystery

100 PTS

6 submissions



Tile Time



Moving Day



Iki the Elephant



Where in the world ...



Set it up

- DETAILS
- MISSIONS
- SCRIPT
- BRANDING
- PARTICIPANTS
- START & END

See it live

- ACTIVITY FEED
- LEADERBOARD
- SUBMISSIONS

Check the stats

- DASHBOARD

JOIN CODE

GD5WZR

Dashboard

12

Active Teams

18

Total Teams

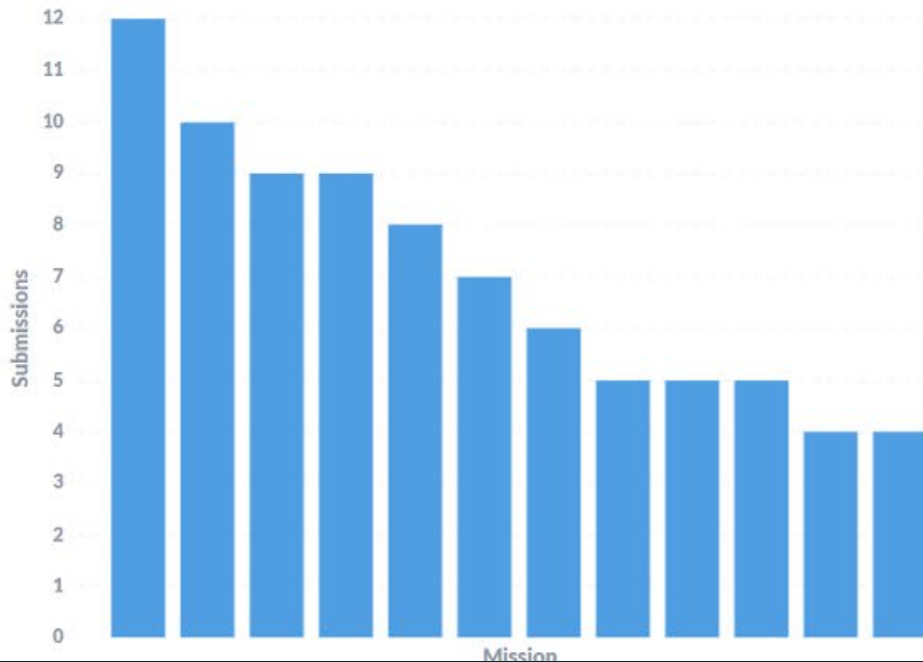
83

Submissions

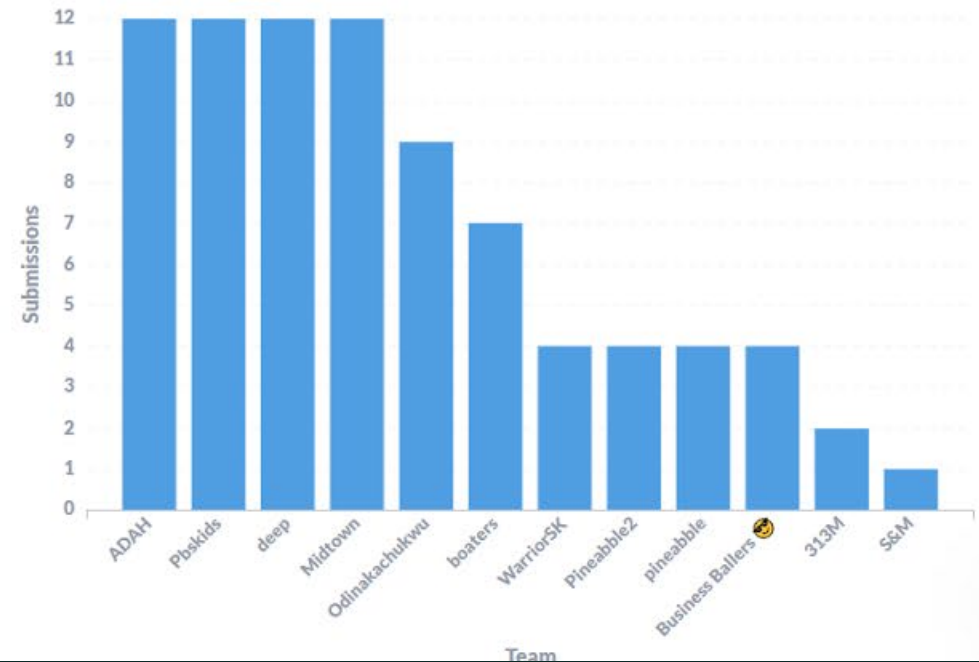
58%

Avg Mission Completion

Mission Popularity



Team Engagement



Marketing and Run of Show

- Marketing by Libraries and DOSO
- Event ran by CAT
- Prizes, swag, and cookies





Challenges and Considerations

- Accessibility and inclusivity
 - Distance travelled
 - Building entrances and stairs/elevators
- Pedestrian safety
- Weather and time of year
- Smartphones/technology

Future Programming Ideas Using Goosechase

Focus on specific theme and area

Self-guided tours and self-paced scavenger hunts

Open-ended and interactive clues

Timing around other campus events, involving greater community



Thank you!



ORIGINS
COLLECTING TO CREATE
the NELSON
ATKINS

Art and Archives: Bringing It All Together

Tara Laver, Senior Archivist
Nelson-Atkins Museum of Art

Origins of the Museum



"For the purchase of the necessary ground in Kansas City, Missouri, and the erection of a building to be maintained and used as a Museum of Fine Arts for the use and benefit of the public..."

— Mary McAlle Atkins's will, June 14, 1911



"...the net income [of the trust to be used]... for the purchase of works and reproductions of works of the fine arts...which will contribute to the delectation and enjoyment of the public."

— William Backhill Nelson's will, April 16, 1914



A Museum for Kansas City: Origins of the Collection



MINISTÈRE
DE
L'INSTRUCTION PUBLIQUE
ET DES BEAUX-ARTS.

BEAUX-ARTS.

Travaux d'art, Musées
& Expositions.
-:-:-

DÉCRET.

Le Président de la République Française,
*Sur le rapport du Ministre de l'Instruction publique
et des Beaux-Arts,*

Vu la loi de finances du 16 avril 1896 et notamment des articles 52, 53, 54, 55 et 56;
Vu le décret en date du 14 janvier 1896 portant règlement d'administration publique pour l'application de cette loi, et le décret du 3 décembre 1926;
Vu l'article 74 de la loi de finances du 31 mars 1903;
Vu la délibération prise par le Conseil des Musées Nationaux le 4 juin 1928;

DÉCRETE :

ARTICLE PREMIER.- L'Établissement civil de la Réunion des Musées Nationaux est autorisé à accepter de Messieurs NICHOLS et JONES, Trustees du Nelson Fund, une somme CENT CINQUANTE MILLE Francs, représentant la participation financière de l'Institut des Beaux-Arts de Kansas-City (États-Unis) aux fouilles archéologiques organisées sur le territoire de Tello (Irak) par la Direction des Musées Nationaux.

ARTICLE DEUX.- Le Ministre de l'Instruction Publique et des Beaux-Arts est chargé de l'exécution du présent décret.

Fait à Rambouillet, le 25 août 1928.
signé: Gaston Doumergue.

PAR LE PRÉSIDENT DE LA RÉPUBLIQUE:
Le Ministre de l'Instruction Publique & des Beaux-Arts,
signé: Édouard Herriot.

Four copie certifiée conforme:
Le Directeur des Musées Nationaux
& de l'École du Louvre,
Henri Vong

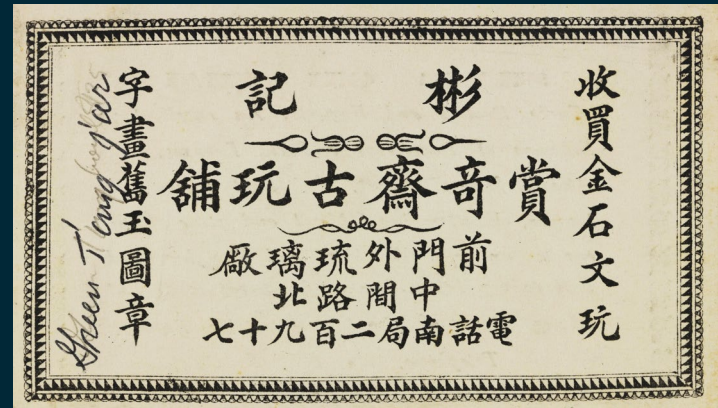
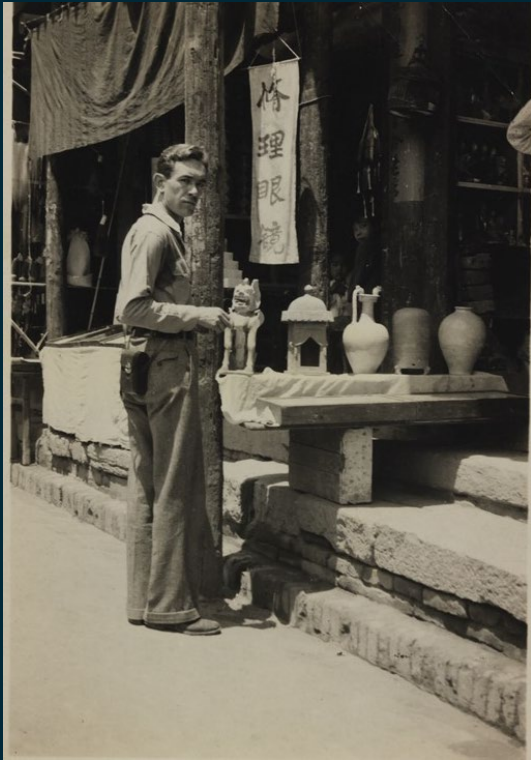
DIRECTION DES MUSEES NATIONAUX



Agents of Acquisition



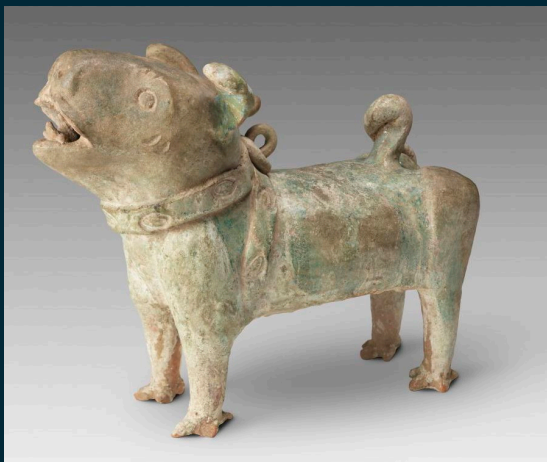
Agents of Acquisition



Dear Larry - see you at the Museum.
I'm off to Liu's, he says I've bought
MR. LANGDON WARNER
a jewelry. If you finish your job
come there - L.

Received 1 Pottery Figure
May 10, 31
Celestin Liu

Large wood Kuan-yin
Museum
Gallery
Celestin Liu,
Curio Merchant
No. 14, Nan Ho Yen
Peking, China
1683.
Telephone: 1583 E. O.



Agents of Acquisition



Manjusri Bodhisattva
China, Yuan dynasty (1279–1368), early 1300s
Clay with polychrome
Purchase: William Rockhill Nelson Trust, 35-4/2

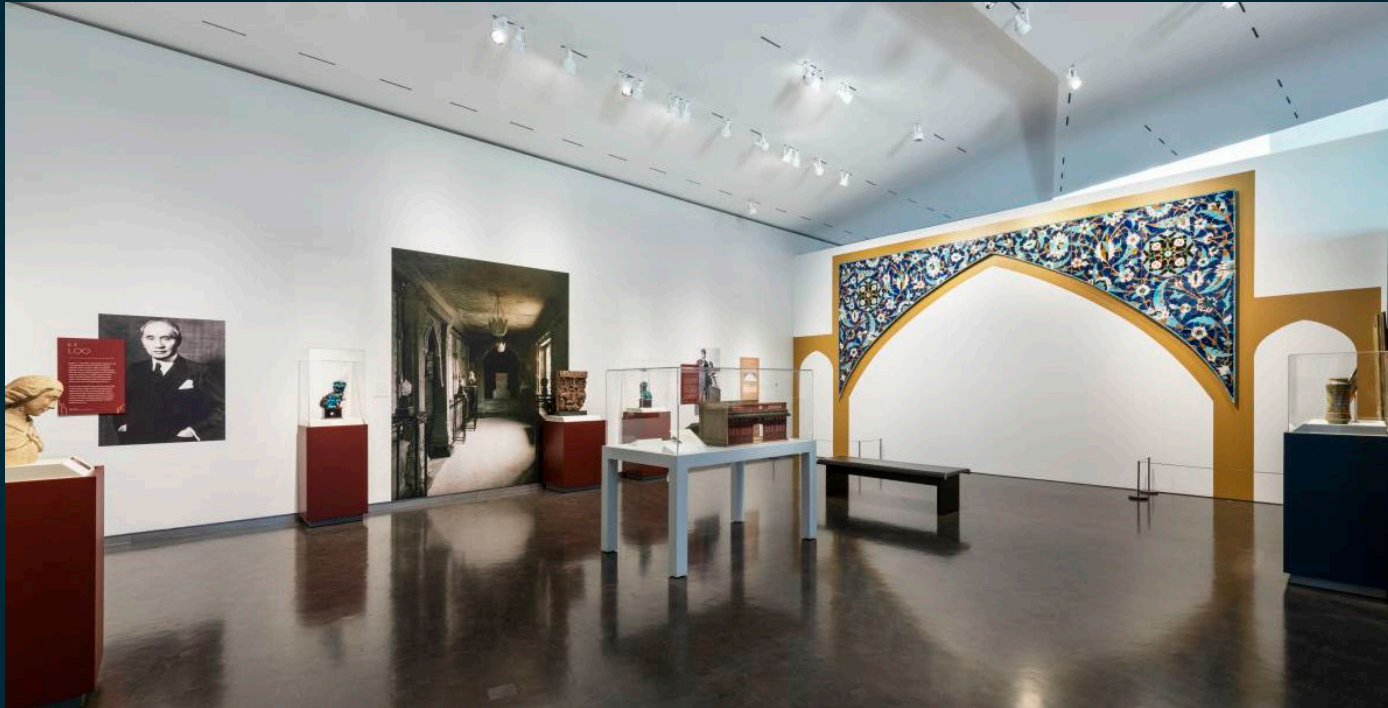
Aug. 18-258	Two embroidered Mandarin squares - lining -	24.00
258	brocade bottom of skirt	
Aug 25-259	Pattern used green glaze black under painting Sung (?)	50.00
Aug. 29-260	Imperial yellow coat -	350.00
Sept. 4-261	Pair of yellow temple hangings -	27.00
Sept. 4-262	Gazette history of district from which small painting comes - 趙城縣志	12.00
Sept. 5-263	Piece of orange brocade, flower pattern - Teh Yuan Hang	40.00
Sept. 10	263, a, b, c, d 2 satra cones -	16.50
Sept. 12	2 fragments of dress - long stand to order	55.00
Sept. 15-264	Porcelain Huan Yin	285.00
267	Japanese bronze	
Oct. 14-265	Textile fragment from King - large circles on large ground	7.00
" "	266 Fragments of textile for mounting	2.00
" "	266 Textile fragment	5.00
Oct. 24-267, 268	Pair of clay figures, one on elephant and one on lion - Yunnanese	300.00
" "	269, 270 Pair of lacquer chairs from Nellie Hussey	75.00
Oct. 28	271/2, 271, 272 Pillow covers and green brocade from N. Ch. H. Fu.	25.00
Oct. 31-273	Four immortals - Wang painting by 明 臣	25.00
Oct.	Nov. 273 silk pattern for imperial coat	6.00
Nov. 3-274, 275, 276	Three gilt bronzes from Wang	150.00

Purchasing Notebook, 1932–1935
Laurence Sickman Papers



Samantabhadra Bodhisattva
China, Yuan dynasty (1279–1368), early 1300s
Clay with polychrome
Purchase: William Rockhill Nelson Trust, 35-4/2

Enriching the Collection



Enriching the Collection



Portrait of a Man
Egypt, 1836–1759 B.C.E.
Black granite or basalt
Purchase: William Rockhill Nelson
Trust, 39-8

Friends in Kansas City



Frances M. Logan
Kansas City Star, Jan. 27, 1946
Courtesy of Missouri Valley
Special Collections,
Kansas City Public Library

COPY

January 13, 1936

AIR MAIL

Mr. Maynard Walker
c/o Maynard Walker Art Galleries
108 East 57th Street
New York, New York

Dear Mr. Walker:

I am very glad to let you know that at the Annual meeting of the Friends of Art, held in the Nelson Galleries last night, "The Sun-Treader" by Thomas Hart Benton was chosen as the first picture of the newly organized Friends of Art, and will be hung by them in the William Rockhill Nelson Gallery.

It seems particularly appropriate that our first choice should be a work, not only of a very fine painter, but one who belongs to this part of the country.

I hope you will give the purchase all possible publicity both in the Eastern newspapers and in the Art Magazines-- if you have any suggestions for other pictures which you think the Friends of Art might like to consider for the coming year, Mr. Gardner, Mr. Howard and myself will be glad to have them.

The check for \$500 in payment of your commission will be sent to you in a few days time as agreed upon in the telegram sent you on January 6th by Mr. Gardner and myself. The balance of \$2,000 will be paid directly to Mr. Benton, although it may not be possible for us to pay all at once. This arrangement is agreeable to Mr. Benton and we trust that it will also be agreeable to you.

With kindest regards, I am,

Very truly yours,

DLJ:W
encl.

William James Glackens
American, 1870–1938
Beach Side, 1912–1913
Oil on canvas
Bequest of Frances M. Logan,
47-109



EXHIBIT BY A SCULPTOR

TWENTY PIECES IN GROUP
SHOWN AT GALLERY TODAY.

South American Artist, 29 Years
Old, Uses Brazilian Natives
as Models—Speaks Six
Languages.

5-2-43

One of the most attractive of the
“good neighbor” envoys from Brazil
will exhibit twenty pieces of sculp-
ture today at the William Rockhill
Nelson Gallery of Art.

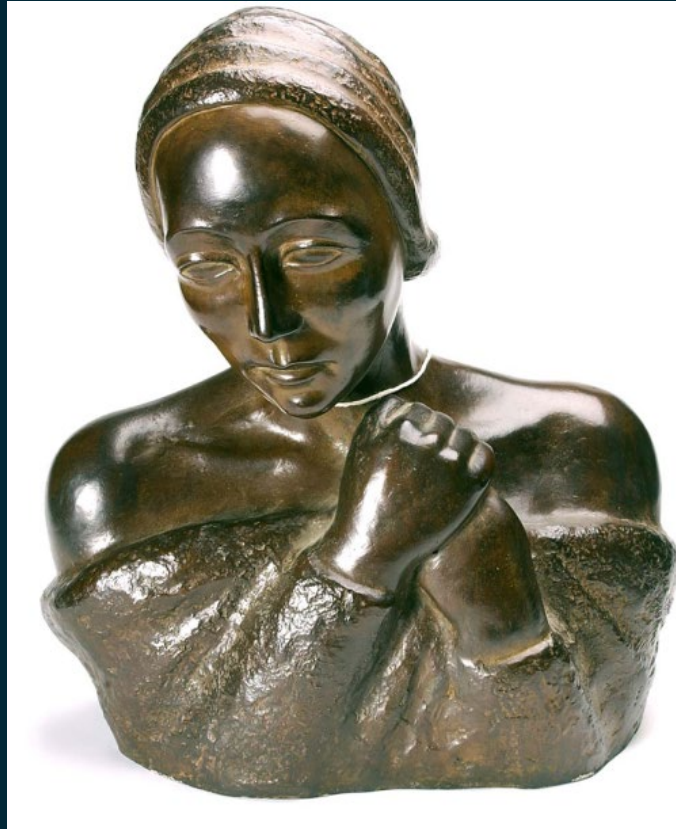
Miss Irene Hamar, a native of Sao



HER WORK ON DISPLAY AT ART
GALLERY . . . IRENE HAMAR, BRA-
ZILIAN SCULPTOR — (Kansas City
Star Photograph).

Paulo and of Portuguese descent, is
29 years old and has had wide recog-
nition in South America. Few wom-
en sculptors have attempted sculp-
ture on a scale as heroic as the
pieces now at the Nelson gallery.

Friends of Art: Irene Hamar



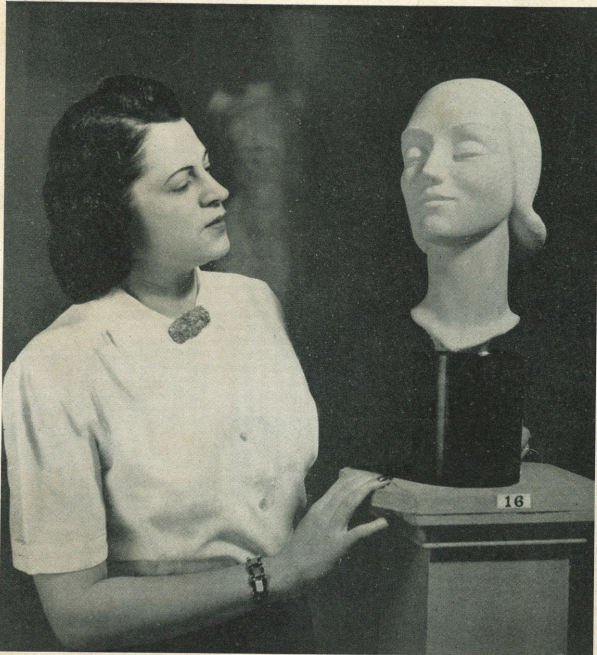
Irene Hamar
Brazilian, 1906–1973
Mother, about 1940
Bronze

Gift of Mr. and Mrs. J. C. Nichols, Mr. and Mrs. Herbert V. Jones, Mr. and Mrs. Fred C. Vincent, Mr. and Mrs. D. L. James, Mr. and Mrs. J. W. Perry, Mr. and Mrs. Heath Moore, Mr. and Mrs. Milton McGreevy, Mr. and Mrs. Robert Fizzell, Mr. and Mrs. Burnett N. Simpson, Mr. and Mrs. Gerald Parker, Mrs. Walton Hall Smith, Harold Parsons, Isaac Katz, Michael Katz, Ray B. Duboc, Robert B. Caldwell, Mr. and Mrs. Henry J. Haskell, Lucy Drage, Mrs. David T. Beals, Mrs. Richard Nelson, Crosby Kemper, James M. Kemper, Mrs. T. M. James, Ethlyne Jackson, Frank Tyler, Ethel Guy, Molly Green, Mrs. J. S. Atha, Mrs. Clyde Porter, Mrs. Charles Carroll, Mrs. Frank Sheldon, Mrs. John Prescott, Mrs. John Starr, Mrs. Albert Flintom, Dorothy Gallagher, Mrs. John O’Keefe, Maria Riggs Miller, and the Friends of Art, 43-11

Friends of Art: Irene Hamar

BRAZIL

PUBLISHED MONTHLY BY THE AMERICAN BRAZILIAN ASSOCIATION, INC.



Irene Hamar, Noted Brazilian Sculptress, Views Her "Meditation,"
Now at Metropolitan Museum



Left and middle images courtesy of
Diane Ashley

Visitor Response Station

In 1933, the museum's collection reflected the choices and values of many people, including the founders, trustees, advisors, and staff.

It was hailed as a "temple of art revealing treasures of fifty centuries."

If you were to create an art museum collection today, what would you choose to include?
Please share your response.



LSU Exhibits



State of Transition: Louisiana Circa 1812
(2012)



Centuries of Style (2013)



Louisiana for Bibliophiles (2011)



Lessons Learned



- Special is relative!
- Be flexible
- Interpretation

“A purposeful approach to communication that facilitates meaningful, relevant, and inclusive experiences that deepen understanding, broaden perspectives, and inspire engagement with the world around us.” (National Association for Interpretation)

Interpretation



ORIGINS
COLLECTING TO CREATE
The NELSON
ATKINS

- Interpretive Plan
- Text

Interpretive Plan



Title: *Origins: Collecting to Create the Nelson-Atkins*

Timeframe: 8/14/2021-3/6/2022

Location & scale: L13

Big idea (includes enduring understanding statement):

Our early trustees and their advisors built The Nelson-Atkins Museum of Art's collection from scratch with the goal of putting Kansas City on the map culturally. They made deliberate choices about what they felt merited purchasing and accepting as gifts. These decisions were influenced by their time and continue to shape visitors' experiences today.

Key messages:

1. The historical context of the Great Depression and the economic recovery that followed created a circumstance in which we were able to amass an impressive and valuable collection in an unprecedented amount of time.
2. The early collection reflects the choices and specific motivations of a wide range of individuals including trustees, agents, donors and dealers.
3. The art objects are diverse in terms of culture, and chronology and are exceptional examples of their type.

Visitor outcomes:

Visitors will...

1. Think about the many people behind this collection, their personalities, motivations, and the choices they made in their specific context.
2. Be surprised by the stories of early collecting including how culturally diverse the collection was and where we acquired certain objects.
3. Reflect on what it means to build a museum collection, who shapes a collection, and what they might choose to collect.

Exhibit Text



- Length
- Language
- Harm reduction

ORIGINS

COLLECTING TO CREATE

the NELSON
ATKINS

Questions?

<https://nelson-atkins.org/exhibitions/origins/>

tlaver@nelson-atkins.org

