**Generic Preservation Planning for Photographic Collections**

1. Environmental assessment and incremental control
   - 30% - 50% RH
   - 68°F (40°F or below for color)
   - Low temperature and low humidity for nitrate & acetate film

**Photographic Storage: General Recommendations**

- National Center for Documentation and Research, Abu Dhabi, UAE
- Missouri State Archives
- North Carolina State Museum of Natural Sciences
- Rehousing of Glass Plate Negatives, Legion of Honor

**Photographic Storage: General Recommendations**

- Stabilization of glass plate negatives

**Photographic Preservation: Risk Assessment & Implementation**

- Collection of Early Glass Plate Negatives
- http://deyoung.famsf.org/blog/mystery-glass-negatives-lands-end
Photographic Storage: General Recommendations

Photographic Preservation Planning for Photographic Collections

8. Rehousing of albums and scrapbooks

Generic Preservation Planning for Photographic Collections

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Photographic Preservation Planning for Photographic Collections

Kimi Tara and Claire Curran, Winterthur/University of Delaware Program in Art Conservation

Silver Gelatin Photograph Album

Private Owner
Caring for Photographs
Webinar 5: Advocating for the Care of Photographs

**Generic Preservation Planning for Photographic Collections**

- Magnetic Photograph Album, Lee Price

**PHOTOGRAPHIC PRESERVATION: RISK ASSESSMENT & IMPLEMENTATION**

9. Stabilization of daguerreotypes, ambrotypes and tintypes

- Unidentified Photographer, Portrait of an unidentified African-American woman, daguerreotype with applied color, George Eastman House 69:0201:0020

**PHOTOGRAPHIC PRESERVATION: RISK ASSESSMENT & IMPLEMENTATION**

10. Long-term preservation of contemporary color collections

- Anonymous, From Look at Me www.moderna.org/lookatme/archives/

**Contemporary Color Processes**

- Cyan
- Magenta
- Yellow
- Paper (Resin-Coated Paper)
- Polyethylene coating on both sides

**Chromogenic Color**

- 1940 – 2010
- Dye-based image
- Gelatin binder
- Dye fading

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Generic Preservation Planning for Photographic Collections

10. Long-term preservation of contemporary color collections

Needs Assessment Survey

The Preservation Plan

- Disaster Preparedness Plan
- Improvement Environmental Conditions
- Condition-Level Survey
- Item-Level Survey

HELP! Preservation Planning

Vital
Complex
Requires Interdisciplinary Team
Needs Conservation Expertise
Must be communicated
Based on Development of Policies and Procedures

Effective Advocacy and Partnerships:

Benoit Adjovi, photographer, with Franck Ogou, Director, School of African Heritage, Porto-Novo, Benin
Caring for Photographs
Webinar 5: Advocating for the Care of Photographs

Instructor: Debra Hess Norris

Photographic Heritage is Touchstone

Woman in Profile with Lace Collar and Shawl
Albert Sands Southworth
Daguerreotype Dimensions: 21.6 x 16.5 cm (8 1/2 x 6 1/2 in.)
The Metropolitan Museum of Art

Hand-Colored Tintypes (Portraits of Women) Collected by Walker Evans
Unknown Artist, American
The Metropolitan Museum of Art

Photographic Heritage is Touchstone

Photographic Heritage is Touchstone

Photographic Heritage is Touchstone

Photographic Heritage is Touchstone

Carte-de-visite, Albumen Photograph, Knoblauch

Photographic Heritage is Touchstone

Provided by Nora Kennedy, Silver Gelatin Photograph

A Guide to Fiber-Based Gelatin Silver Prints Condition and Deterioration, Gawain Weaver (2008)
Caring for Photographs
Webinar 5: Advocating for the Care of Photographs

Photographic Heritage is Touchstone

Challenges. Challenges. Challenges.
- Practical solutions are needed
- Volatile global economy
- Inherent fragility of photographic materials
- Balance preservation and access
- Articulate value

Charting our Progress:
http://goo.gl/maps/RqNOH

The Murad Daguestani
"Sousou, the dancer and the snake"
Baghdad, Iraq, 1930
Silver gelatin glass negative, 12 x 9.2 cm
Copyright © Arab Image Foundation
Educational projects dominate
Many projects remain uncharted
Funding from European Union fostered collaborative research & training
Entire regions & continents of the world in need
Photograph Preservation in the Middle East

Middle East Photograph Preservation Initiative

Global Partnerships

Collaboration: A Key to Success

- Define issue or problem first
- Focus on results
- Shape relationships
- Plan. Define activities
- Structure communication
- Seek funding last
Caring for Photographs
Webinar 5: Advocating for the Care of Photographs

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Grants & Fund-Raising 101

Compiled by Maria E. Gonzalez, MLIS, PhD
Develop Case Statement to Articulate Immediate Need:
Seek Concrete Examples

- Important materials in need
- Exciting demonstration projects with long-term results
- Projects vary in cost and time frame

Advocate & Stay Flexible!

Sample Case Statements

- We understand the world through our images...
- We are at risk of losing our history... that define our community
- Photographs expand our understanding of the world...
- We are facing near immediate catastrophic loss of our early 20th-century negative collections...
- Without cold storage our color photographs will continue to fade...
- Together we will preserve these extraordinary materials for the education of future generations...

Consider AND Pursue Multitude of Funding Sources

- Federal Agencies
- State humanities and arts agencies
- Cultural Tourism
- Foundations
- Corporations
- Membership
- Organizations
- Individuals
- Earned Income

Investigate and Review Potential Sources and Likelihood for Funding

- Agency or foundation website and annual reports
- Listing of past awards
- Mission or purpose of agency
- Procedure for application review
- Opportunity to contact Program Office
Communicate Need & Engage Others

- BUILD relationships
- Share your passion
- Invest in education, awareness, and outreach
- Utilize on-line opportunities
- Promote stewardship

Collections Preservation Funding: Corporations

- Name recognition
- Sponsorship
- Strategic community alliance
- Creatively pursue linkages

Donor Cultivation is Key

- Acknowledge
- Nurture
- Identify Prospect
- ASK for support
- Listen Cultivate
- Interest
- Develop Relationship

Abide by Clear Grant-Writing Rules

- Follow guidelines
- Demonstrate alignment
- Document need/value
- Articulate measurable goals
- Present clear budget
- Be specific
- Write clearly
- Be consistent

ADVOCATE for Preservation!!!

- Promote careful handling and collection access
- Secure collections against emergencies. Prepare.
ADVOCATE for Preservation!!!

- Promote careful handling and collection access
- Secure collections against emergencies. Prepare.
- Empower staff and volunteers.

Share your passion and engage

Preserve memories together

Collaborate with others

ADVOCATE for Preservation!!!

- Promote careful handling and collection access
- Secure collections against emergencies. Prepare.
- Empower staff and volunteers.
- Seek expertise.

Preservation connects generations

Conserve memories together

Photographic Preservation: Risk Assessment & Implementation

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PHOTOGRAPHIC PRESERVATION: RISK ASSESSMENT & IMPLEMENTATION

Pursue learning & review website

PHOTOGRAPHIC PRESERVATION: RISK ASSESSMENT & IMPLEMENTATION

Prioritize Preservation

PHOTOGRAPHIC PRESERVATION: RISK ASSESSMENT & IMPLEMENTATION

Be vigilant – share your vision

PHOTOGRAPHIC PRESERVATION: RISK ASSESSMENT & IMPLEMENTATION

Craft short- and long-term plans

PHOTOGRAPHIC PRESERVATION: RISK ASSESSMENT & IMPLEMENTATION

Photograph Preservation is essential A cross the Universe...

PHOTOGRAPHIC PRESERVATION: RISK ASSESSMENT & IMPLEMENTATION

Eight Days a Week !!!!!!!!!!

PHOTOGRAPHIC PRESERVATION: RISK ASSESSMENT & IMPLEMENTATION

Paul McCartney, John Lennon and George Harrison perform at The Beatles’ Wellington concerts June 1964. From Alexander Turnbull Library, National Library of New Zealand
Eight Days a Week !!!!!

THANK YOU!