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

Collection of Early Glass Plate Negatives

Rehousing of Glass Plate Negatives, Legion of Honor
http://deyoung.famsf.org/blog/mystery-glass-negatives-lands-end
Photographic Storage: General Recommendations

**Photographic Preservation: Risk Assessment & Implementation**

8. Rehousing of albums and scrapbooks

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Photographic Preservation: Risk Assessment & Implementation

5/28/2013
Caring for Photographs
Webinar 5: Advocating for the Care of Photographs

**Generic Preservation Planning for Photographic Collections**

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

Tintype (left) Private Owner

10. Long-term preservation of contemporary color collections

Anonymous, From Look at Me www.moderna.org/lookatme/archives/ Contemporary Color Processes

- Cyan dye layers
- Magenta dye layers
- Yellow dye layers
- 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
Photographic Heritage is Touchstone

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/RgNOH

Instructor: Debra Hess Norris
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

Global Partnerships

Middle East Photograph Preservation Initiative

Collaboration: A Key to Success

- Define issue or problem first
- Focus on results
- Shape relationships
- Plan, Define activities
- Structure communication
- Seek funding last
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

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...

Advocate & Stay Flexible!

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

ADVOCATE for Preservation!!!

- Promote careful handling and collection access
- Secure collections against emergencies. Prepare.
Caring for Photographs
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ADVOCATE for Preservation!!!
- Promote careful handling and collection access
- Secure collections against emergencies. Prepare.
- Empower staff and volunteers

Preservation connects generations

Share your passion and engage

Conserve memories together

Collaborate with others
Caring for Photographs
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**Prioritize Preservation**

- Pursue learning & review website
- Be vigilant – share your vision
- Craft short- and long-term plans

**Photograph Preservation is essential**

*A cross the Universe...*

- 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 !!!!!!!*

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5/28/2013
Eight Days a Week !!!!!

THANK YOU!