Behind the Ropes

Showcasing Collections Care
LeRae Umfleet

Some Facts/Some Challenges

Collections care funding has been decreasing even as we still collect “new” items

Visitors expect to see “the stuff” in new and innovative ways

But – we still have to do our jobs!

Why showcase collections care “in front of the ropes”?

Who are our audiences?

How to share “Behind the Ropes”?

Look to examples of successes (and failures)

Exhibits

Conservators Under Glass

“Conservation Matters”

Programming

Adopt an Artifact/Top 10 Endangered Artifacts

Curator/Conservator Tours

Social Media

Blog posts on objects

@AskACurator

Facebook

Webcasts/webcams

Why NOT share?

Museum 2.0

http://museumtwo.blogspot.com/2013/09/guest-post-collections-access-open-door.html

The beginning

Heritage Preservation: Caring for Yesterday's Treasures--Today
Outreach Activities for Collections Care:
Webinar 2

And another

And coming soon to a computer near you . . .

NC Museum of History: Adopt a Flag

Collaboration

Keys to success!
• Group of enthusiastic backers
• Timing
• Exciting product

Exhibits

Case study: “Conservation Matters”

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Conservators Under Glass

Programming
Behind-the-Scenes Tours
Old Royal Naval College Painted Hall
Colonial Williamsburg
National WWII Museum
Top Ten Most Endangered
Virginia
Pennsylvania
North Carolina

Adopt-an-Artifact Programs

North Carolina Adopt a Flag

Case Study: Conservation Lab Tours

Media
• Twitter
  – @AskACurator
• Facebook
  – Kayak Conservation Project
• Blogs
  – Folger Shakespeare Library: “What’s the Smell?”
  – Meet the Conservator (Smithsonian)
• Webcasts/webcams/webinars

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Constituent Communities

Plan and Manage Your Project

The commitment to conservation needs to permeate messaging so that it continues to build support.

Find what “sells” in your collection and promote!

Heritage Preservation: Caring for Yesterday's Treasures--Today