

# DHPS NY

### DOCUMENTARY HERITAGE & PRESERVATION SERVICES FOR NEW YORK

### Spreading the Word

Presenters: Lee Price, CCAHA Director of Development Amy Heuer, CCAHA Manager of Marketing and Engagement

September 28, 2017

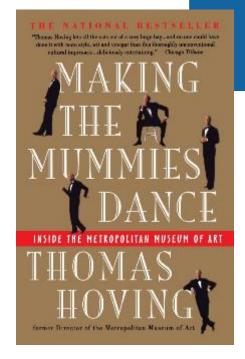
### The Mission Statement

# Collecting Institutions: Preservation Promotion



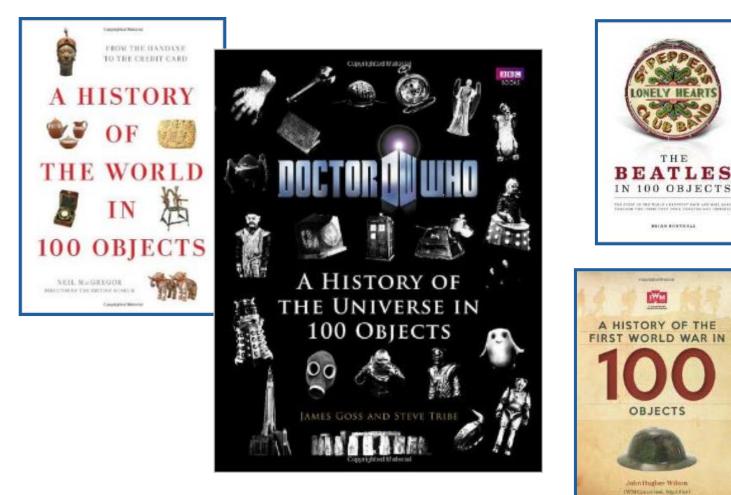
The mission of the Warren County Historical Society is to promote the history of Warren County, New York and its environs by supporting research and preservation efforts and encouraging public participation.

"The only way we're going to get this museum embedded in the public imagination—and public affection—is to talk, talk, talk and proclaim, proclaim."



### Thomas Hoving Making the Mummies Dance

# The Art of Object-Based Promotion



# Tell stories Add value

## If a tree falls in the woods...



### The Gutenberg Bible



## **Tell stories**

## Add value



Sue Eakin, historian

FIFTH THOUSAND.

TWELVE YEARS A SLAVE.

NARRATIVE

### SOLOMON NORTHUP,

A CITIZEN OF NEW-YORK,

KIDNAPPED IN WASHINGTON CITY IN 1841,

AND

RESCUED IN 1853,

FROM A COTTON PLANTATION NEAR THE RED RIVER, IN LOUISIANA.

AUBURN: DERBY AND MILLER. BUFFALO: DERBY, ORTON AND MULLIGAN. LONDON: SAMPSON LOW, SON & COMPANY, 47 LUDGATE HILL. 1853.

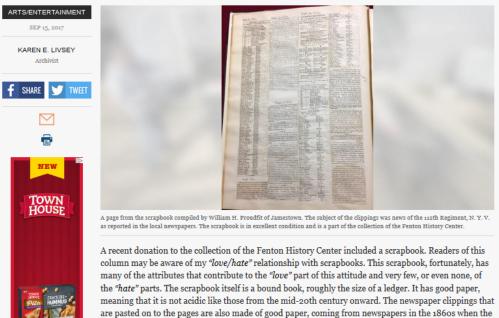
# **Traditional News Outlets**

- Newspapers
- Magazines/ Journals
- Radio
- Television
- Newsletters

#### Hometown History: A Civil War Scrapbook's View Into The Past

**The Post-Journal** 

September 27, 2017 | Today's Paper | Submit News | Subscribe Today



paper still had rag content instead of wood pulp. Whatever glue was used has lasted, so all clippings are firmly attached to the pages. As a result, the entire scrapbook is in remarkably good condition.

# The World Changes

1995: Websites

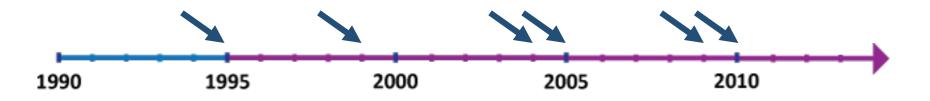
1999: Message boards

2004: Facebook

2005: YouTube

2009: Twitter

2010: Instagram



### Storytelling in the New Media

- Emails
- Facebook
- Blogs
- Videos
- Podcasts
- Instagram



# **Blogs: The Iceberg Metaphor**

#### **Blog Channels**

#### 👘 Like 0 F RECOMMEND G+

💟 Tweet

MAIL 💮 PRINT 🕂 SHARE

Explore targeted blog coverage of specific topics, programs and services across the Library.



#### 24 Frames per Second

Everything and anything to do with with film and film programs at the New York MORE >

Subscribe to the 24 Frames per Second RSS Feed



Africa and the African Diaspora The history and culture of Africans and African descendants an

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#### Archives: Out of the Box

This blog channel explores the library's world-class and ever-growing archival ho examine these unique materials and the works produced by researchers consulting box and delve into the archives with us! READ MORE >

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#### Barrier-Free Library

The New York Public Library strives for total accessibility, no matter what our dif Join us as we move down the path toward that goal. READ MORE>

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#### **Biblio File**

Your one-stop shop for blog posts across the Library about books, reading and lit RSS Feed. READ MORE >

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#### ARCHIVES

Turn Around, Bright Eyes: Henry Draper and the 1878 Eclipse by Tal Nadan, Manuscripts and Archives Division, Stephen A. Schwarzman Building August 18, 2017



The total solar eclipse which crossed from Alaska to Texas spurred many to make the trip West in 1878. As thoroughly documented in David Baron's recent book. American Eclipse, the U.S. scientific community was easer to demonstrate capability to the scholarly world. Dr. Henry Draper, a medical doctor and former chair of physiology at New York University, assembled a group who watched the eclipse from the railroad outpost of Rawlins, Wyoming Territory, Although professionally known for medicine, Draper was an enthusiastic amateur astronomer who built an observatory in Hastings-on-Hudson, New York. Henry Morton of the Stevens Institute of Technology, James Barker of the University of Pennsylvania, Draper's wife and research assistant Anna, and Thomas Edison comprised the eclipse-viewing party who departed New York on Saturday, June 13.

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Letter from Alvan Clark & Sons, the lens manufacturer for Draper's telescope

# **Cautions and Opportunities**

- Copyright
- Internal Permissions
- Open Access
- Screen Captures



# **Digital Priorities**

- 1. Facebook (for community building)
- 2. Email (for direct contact)
- 3. Website (for information and fundraising)
- 4. Storytelling Media (blogs, online exhibits, videos, podcasts)
- 5. Twitter (reinforcement for community building)
- 6. Add-ons (Instagram, Pinterest, LinkedIn, etc.)

#### Facebook post

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ONSERVATION

CENTER

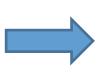
Ultraviolet (UV) light is harmful. It's bad for our eyes, bad for our skin, and, unsurprisingly, bad for paper objects. But in certain controlled circumstances, UV light can be used for good, as our most recent FOCUS shows.

Conservation Center for Art & Historic Artifacts

#### --> http://bit.ly/2j8xK0T

September 7 at 3:27pm - @





Conservation Center for An and Historic Artifacte

### celebrating 40 years of CCAHA

#### Treatment FOCUS: A Unique Facsimile

CONSERVATION CENTER

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	Conversion and the conversion of the

Ultraviolet (UV) light is harmful. It's bad for our eyes, bad for our skin, and, unsurprisingly, bad for paper objects. The windows and lights at CCAHA filter UV light, and the glazing we use in frames protects artifacts from the wavelength. But in certain controlled circumstances, UV light can be used for good, as a recent CCAHA project shows.

Click here to read the treatment story.



left: the indenture as it appears today, right: the factorials produced by asperimposing a UV-imaged photograph over a concentional photograph

ULTRAVIOLET (UV) LIGHT IS Harmful. It's bad for our Eyes, bad for our skin, And, unsurprisingly, bad For paper. The windows and lights at CCAHA filter UV light, and the glazing we use in frames protects artifacts from the wavelength. But in certain controlled circumstances, UV light can be used for good, as a recent CCAHA project shows.

A client brought in an 1854 indenture whose ink was highly faded. The document was large (15" x 24) and the fading rendered much of the text illegible. The client wanted a facsimile that was slightly smaller than the original and easier to display at home. In the process of examining the object, CCAHA staff members realized that the parchment might be a great candidate for a special procedure: UV photography.

"UV photography can sometimes help illuminate faded ink," says CCANA Manager of Digital Imaging Andrew Pinkham, who examined the indenture. "The wavelength picks up on aspects of the ink no longer visible to the naked eye."

Conservators carefully examined the piece using discrete amounts of UV light. "The results were dramatic," Pinkham says, "The faded text really popped." This encouraged the conservators to discuss the option of UV photography with the client. Using a UV light source, Pinkham could take a photograph that showed the text. The client agreed, and Pinkham combined this image with a conventional photograph, using Adobe Photoshop to produce an image that maintained the physical characteristics of the original but had legible text.

The resulting facsimile-printed on Hahnemühle Photo Rag 100% Cotton Inkjet Paper using pigmented inks -exceeded the client's initial request. Not only was the facsimile smaller and safe for long-term display, it showed much more of the original text.

Read this and other stories at CCAHA's website: www.ccaha.org.

**Enews** 

Blog

on as visibi

# **Celebrate the Anniversaries**

#### NEW-YORK HISTORICAL SOCIETY MUSEUM & LIBRARY

MAKING HISTORY MATTER

### The Armory Show at 100

#### The Armory Show at 100

ABOUT | ARTWORKS | TIMELINE | BLOG | RESOURCES



#### About

#### October 11, 2013 - February 23, 2014

The 1913 Armory Show | The Armory Show at 100 in 2013 | The Armory Show at 100 Website

"We will show New York something they never dreamed of."

Walt Kuhn, artist and Armory Show organizer, October 28, 1912

#### The 1913 Armory Show

The Armory Show took place from February 17 to March 15, 1913 at the 69<sup>th</sup> Regiment Armory on Lexington Avenue and 25<sup>th</sup> Street, and in just less than a month it changed the way Americans thought about modern art. It has been called the most important exhibition ever held in the United States.

The Armory Show was a stunning exhibition of nearly 1,400 objects that included both American and European works, but it is best known for introducing the American public to the new in art: European avant-garde

# Tips



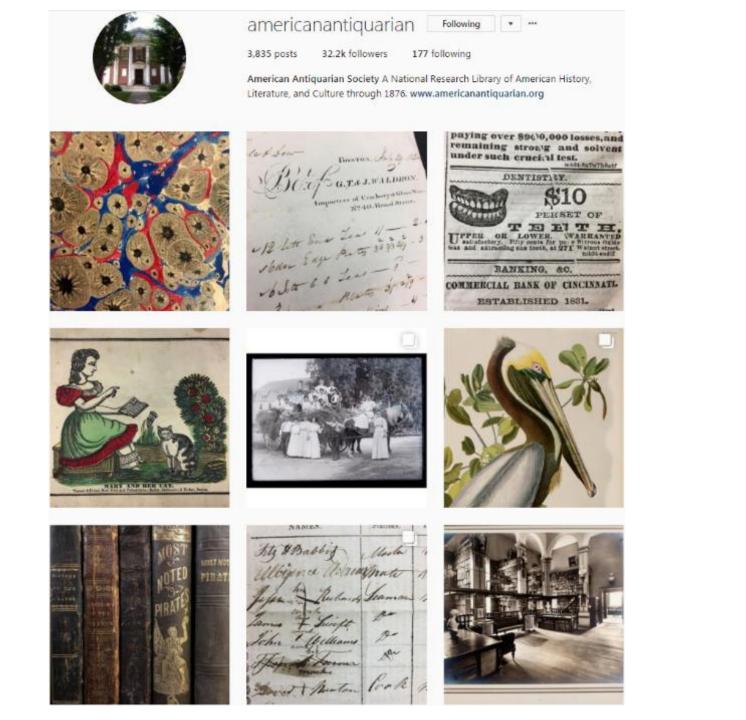
- Know the stories in your collection
- Know a long and a short version of each story
- Make creative connections with current events
- Join conversations
- Tap into related communities
- Make spreading the word a priority

"Tell me, why do we require a trip to Mount Everest in order to be able to perceive one moment of reality? I mean... I mean, is Mount Everest more 'real' than New York? I mean, isn't New York 'real'? I mean, you see, I think if you could become fully aware of what existed in the cigar store next door to this restaurant, I think it would just blow your brains out! I mean... I mean, isn't there just as much 'reality' to be perceived in the cigar store as there is on Mount Everest?"

### **My Dinner with Andre**

### Case Examples:

- Sharing collections
- Tapping into communities
- Tapping into broader communities
- Joining conversations
- Tracking initiatives with hashtags
- Cross-posting for maximum impact







americanantiquarian

Following

americanantiquarian Shaped books became popular for children starting around the 1850s, and reached their heyday after the Civil War. This 1853 example was published by the American Sunday School Union in Philadelphia and contains a pious story of a girl who, after reading "Pilgrims Progress," leaves her home to go on a religious pilgrimage in search of the road to heaven. The illustrations and cover design were made by Ferdinand Moras, a local lithographer who worked frequently for the ASSU. #childrensbook #shapedbook #ferdinandmoras #tinyTuesday #notreallyapublisherbinding

asacastletattooer Awesome!

designsby\_mas 👈

arianaxyley #pioneers

burntsmurff Wonder if this was aspirational.

438 likes

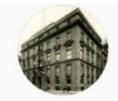
SEPTEMBER 7

Add a comment...

•••



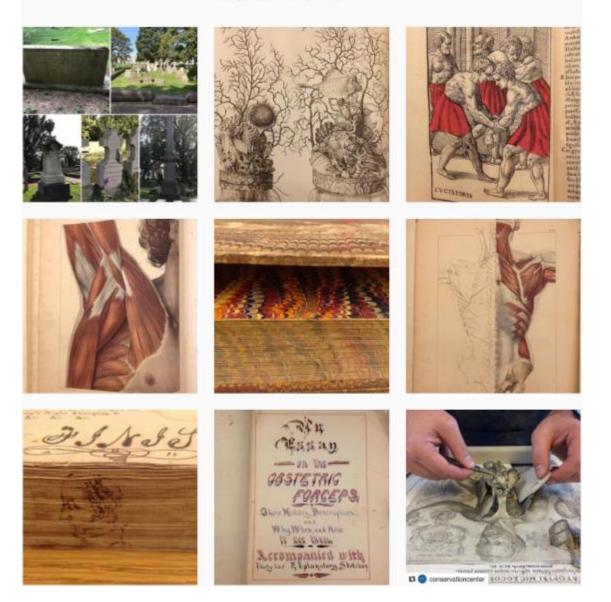
Sharing collections: American Antiquarian Society



jeffarchives	Following	٠	***	
0				

622 posts 3.333 followers 231 following

TJU Archives The Archives & Special Collections preserves Thomas Jefferson University's history and provides access to records, papers, and other materials. Ilbrary.jefferson.edu/archives







jeffarchives

Following

jeffarchives Did you know it was on this day in 1864 that a red cross on a white field was declared a symbol of neutrality to protect those wounded in war? We have the First Geneva Convention for the Amelioration of the Condition of the Wounded in Armies in the Field to thank for that. The Convention also declared that the wounded should be treated regardless of nationality and medical personnel were neutral. #redcross #histmed #genevaconvention #militarymedicine #specialcollections #flags #artifacts #nursing #librariesofinstagram #iglibraries

cnlibrarian I did not know that - thank you. And what a beautiful artifact.

♥ C 71 likes

AUGUST 8

Add a comment...

...







jeffarchives.

Following

jeffarchives Wrestling in skirts? Someone after this book was published in 1573 decided that . skirts were a good idea to add. Thankfully the paper hasn't been too damaged (and the paint is a bit transparent anyways). From Girolamo Mercuriale's De Arte Gymnastica. #rarebooks #specialcollections #iglibraries #librariesofinstagram #engraving #histmed Hanatomy

pattieclem "Winning sex against a man, that's as straight as it gets." - Devin Banks

chlibrarian How fascinating - and striking!

isu\_special\_collections @pattieclem 10/10 for that fantastic 30 Rock quote.

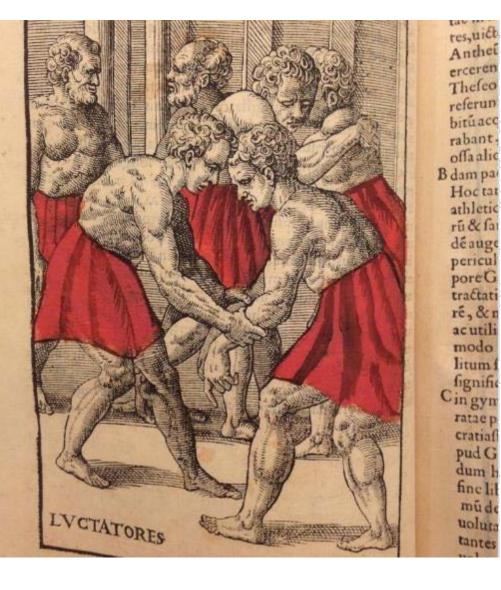
pattieclem @isu\_special\_collections111111 

 $\heartsuit$ 85 likes 4 DIANS AGO

Add a comment...

688





as straight as it gets." - Devin Banks chlibrarian How fascinating - and striking! isu\_special\_collections @pattieclem 10/10 for that fantastic 30 Rock quote. pattieclem @isu\_special\_collections111111  $\heartsuit$ 

#anatomy

85 likes 4 DIANS AGO

Add a comment...

jeffarchives.

### #librariesofinstagram

Top Posts



















Tapping into communities: #librariesofinstagram

### #bookfacefriday

37,205 posts

Top Posts



















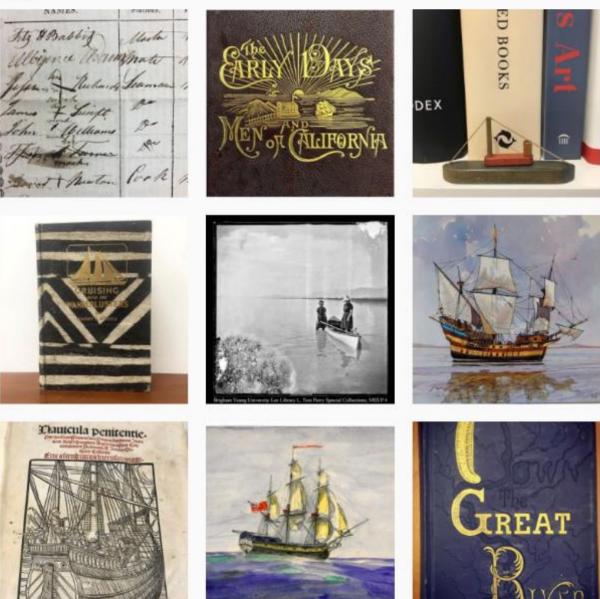




### #boatsinthelibrary

982 posts

Top Posts





THE FLOATING CHURCH OF THE DEDEEMER. Phindelphia. Built by Cement L Dessington of New Yorks for the Charitment Minimary Americation for Seamen of the Pirt of Philadelphia.



librarycompany The Library Compan...

Following

librarycompany We're jumping on this month's #BoatsInTheLibrary challenge with this circa 1853 lithograph print depicting the Floating Church of the Redeemer. The floating Episcopal church was built in 1849 after the designs of architect Clement L. Dennington. The church moored at the foot of Dock Street in Philadelphia until reconsecrated to a New Jersey parish in 1853 and placed on a brick foundation. The building ultimately burned down in 1868. #BensLibrary #BoatsintheLibrary #LCPchallenge #Ships #FloatingChurch #PhiladelphiaHistory #Lithographs #Lithography #SpecialCollections #LCPprints #1850s #LibrariesofInstagram #IGLibraries #Boats

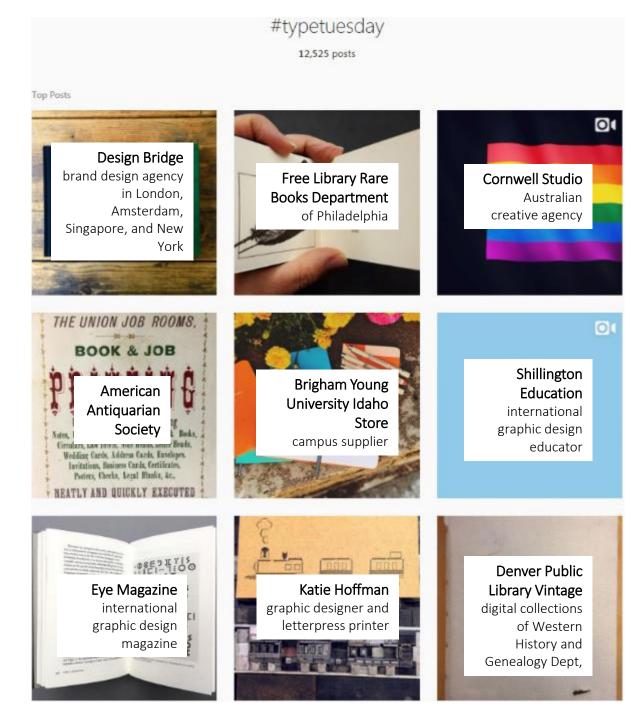
Wm. Endicott & Co. The Floating Church of the Redeemer, Philadelphia. [graphic] / C. L. Dennington, archt and builder N. York. New

♥ Q 205 likes

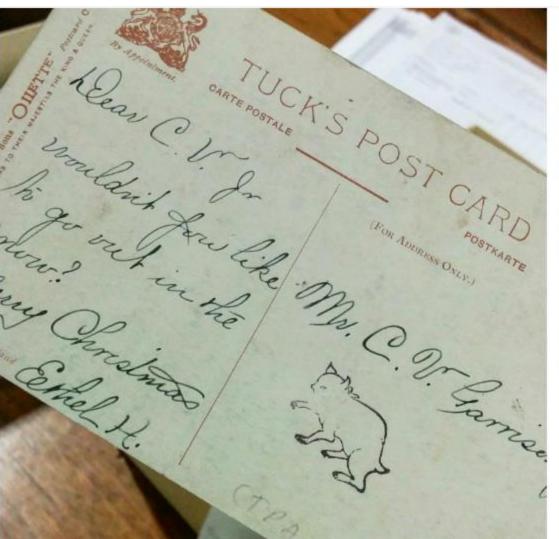
AUGUST 9

Add a comment...

•••



Tapping into broader communities: #typetuesday





newberrylibrary Newberry Library

Following

newberrylibrary Instead of an address below the addressee's name, digitization technician @meghanmccloud found what she calls a "gremlin cat" stamped on the back of this postcard. Why Ethel H. put it there remains a mystery. (Barring any cat-stamp-fluent postal workers, we're assuming this never made it through the mail.) Let us know if you have any theories! [Raphael Tuck and Sons LL13064] #caturday #postcard #catprint #librariesofinstagram

boblazell Clearly Ethel used a cat delivery service.

aeropleusticartist Manx cat....Isle of Man.....concise address...

newberrylibrary @boblazell that seems to be the only logical explanation.

ΟQ

216 likes

5 DAYS AGO

Add a comment...

...



wagnerfreeinst

Following

wagnerfreeinst Sharks! These pics from our library were in books published between 1613 and 1916. Can you guess which are older and which are more modern? (There's also a shark egg in there for good measure.) Happy #sharkweek! #sharks #shark #blueshark #whiteshark #hammerheadshark #sharkegg #oceanlife #library #archives #specialcollections #libraries

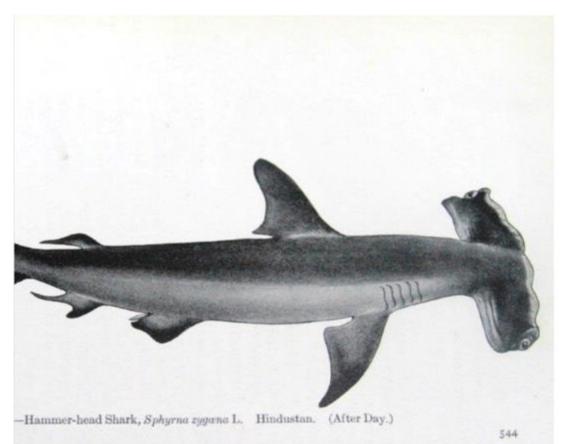
cbueno.italia2013 Sharkweek @adventuresofaman @candycanebelle

♥ Q 107 likes

JULY 27

Add a comment...

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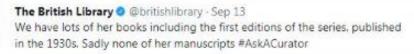


Got a question about our North American collections? We're here with Fran, our curator for North American Published Collections #AskACurator



11:01 AM - 13 Sep 2017







love to see one of her original manuscripts #AskACurator

Q 114 05 12





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Today is #AskaCurator Day! #ArtandChina curators @akmunroe, Kyung An & Xiaorui Zhu-Nowell will answer your questions from 11am EDT.



10:22 AM - 13 Sep 2017

15 Retweets 43 Likes	🤕 🕼 👘 🕅 🐺 🕹 🚇 🌒 🜑			
Q 3	tl 15	♡ 43		





### .@yokoono told me after YES YOKO ONO that after her mother, she has me to thank for her life. Curators are mid-wives-@akmunroe #askacurator

Stuart & Co. Gallery @stuartandco\_

@Guggenheim what is your most favorite/memorable thing an artist has told you while working together for an exhibition?

12:42 PM - 13 Sep 2017



♀ 3 1, 36 ♡ 122 ⊠





### Third Mind was a paradigm-shifter. But what I'm working on now is the most exciting. #ArtandChina #Askacurator @akmunroe

Lana Pajdas @LanaPajdas .@Guggenheim what exhibition project you did in the last 4-5 years are you most proud of? #AskACurator

11:33 AM - 13 Sep 2017







### Pick a number between 1 and 1200 and we'll reply with what #meteorite it is from our collection! @AskACurator #SESE #AskACurator

4:05 PM - 13 Sep 2017







### 1066 is Okniny, an LL6 chondrite that fell in Ukraine, in 1834! 26+ lb fell to Earth! bit.ly/2w9lV0O #AskACurator @JemmaDavidson

Jemma Davidson @JemmaDavidso	on	
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Replying to @ASUMeteorites @AskACurator

1066!

4:46 PM - 13 Sep 2017







### 1066 is Okniny, an LL6 chondrite that fell in Ukraine, in 1834! 26+ lb fell to Earth! bit.ly/2w9lV00 #AskACurator @JemmaDavidson

### Jemma Davidson @JemmaDavidson

Replying to @ASUMeteorites @AskACurator

1066!

4:46 PM - 13 Sep 2017



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Great choice @theamoncarter - we were founded the same year! NWA 5414, an H5 chondrite, fell in 2002. bit.ly/2y79QGP #AskACurator

Amon Carter Museum @theamoncarter

Replying to @ASUMeteorites @AskACurator

1961, the year we were founded! #AskACurator

5:02 PM - 13 Sep 2017





Ohio History @OhioHistory · Aug 3

**#OTD** in 1936, Ohioan Jesse Owens won gold in the 100-meter sprint at the Berlin Olympics. It was his first of four gold medal wins there.





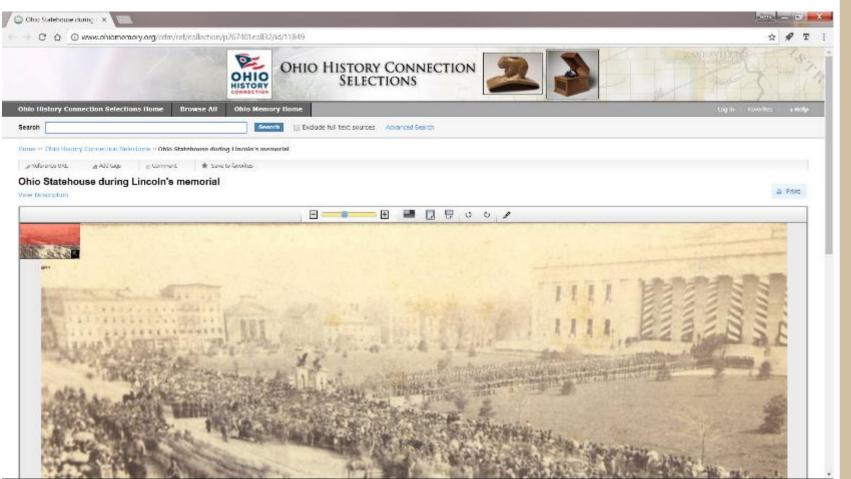
**Ohio History** @OhioHistory · Apr 29 #OTD 1865, funeral train for Pres Lincoln arrived in Cbus, his casket laid in state in the Statehouse rotunda. ow.ly/K0be30bbNLC





**Ohio History** @OhioHistory · Apr 29 #OTD 1865, funeral train for Pres Lincoln arrived in Cbus, his casket laid in state in the Statehouse rotunda. ow.ly/K0be30bbNLC





## Joining conversations: #otd

### 🙄 Ohio Statehouse during 🗆 🗙 💦

🕂 🔿 🏠 🔘 www.ohiomemory.org/cdm/ref/collection/p267401coll32/id/11849

Description	
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4ace	Columbus (Chic) Freeklin Churty (Dha)
rescription	People watting in line on the grounds of the Chie Statehouse to pay their respects to President Abraham Lincoln, Lolumbus, Oko, April 29, 1865. Lincoln's body began the top from Washington D. C. back to his hometown of Springfield, Tlincis, on April 21, 1865. The funeral train generally followed the route that Uncoin took when he traveled to Washington as President-elect in 1861. On Saturday, April 29, 1865, the train arrived in Columbus at 7:50 A.M. Lincoln's casket was taken to the Chie Statehouse where he laid in state in the rotunda. The Statehouse was draped in block crepe for the occasion. Thousands of visitors came throughout the day to honor the fallen President.
reator	M. Witt (Photographer)
Nate of Original	April 29, 1865
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### #ccahatools

16 posts

Top Posts





















The above is a true Picture of a pair of Musk Deer, life-size, owned by me. They were obtained by a person of the Japan Expedition, under Com. Perry, and a balleved to be the only pair ever imported alive into this country. The male animal produces the Musk Perfume so celebrated in the Perfumers' Art. Philadelphia, No. 10 South 7th Street. APOLLOS W. HARRISON.



librarycompany The Library Compan...

Following

librarycompany These musk deer are our #WetnoseWednesday feature, and a benefit to noses everywhere! Cities in the 18th and 19th centuries were as much the center for foul smells as for activity and culture. This circa 1857 chromolithograph advertisement for musk cologne and scented soap is an example of the increasing popularity of perfumes, body soaps, and deodorant in the second half of the 19th century.

### #BensLibrary #lcpprints #muskdeer #chromolithographs Harrison's Musk Cologne, Musk extract



35 likes

NOVEMBER 4, 2015

Add a comment...

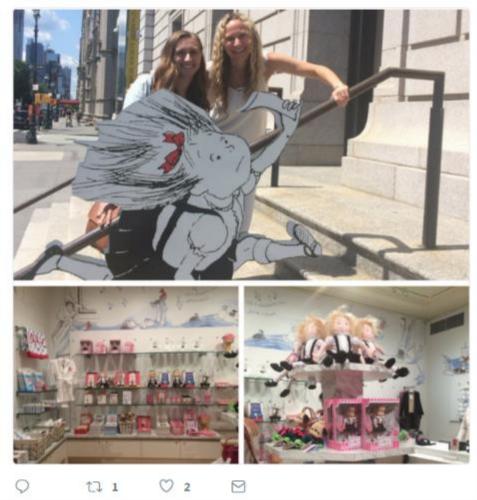


N-YHistoricalSociety @NYHistory - Jul 1 "Remarkable. Extraordinary. Eccentric: The Man Who Drew #Eloise Recalls His Muses" from @newyorktimes #EloiseatNYHS ow.ly/nwe930dc0vw





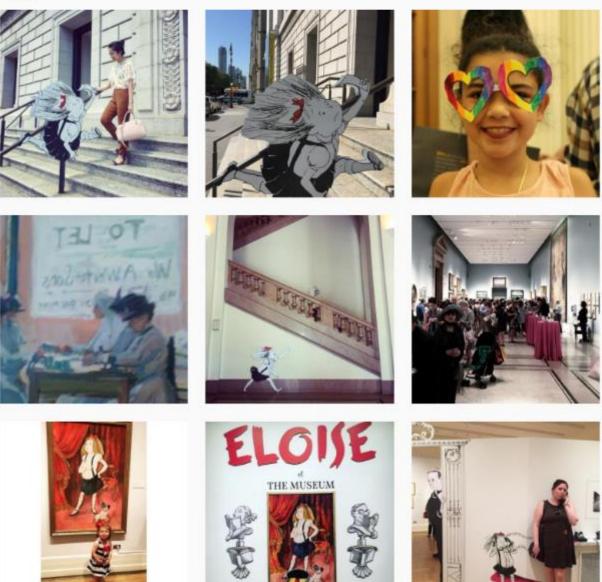
Grand Communications @GrandComm - Jun 29 Find @iloveyottoys' "absolutely love-a-ly," new Eloise line-up at the @NYHistory Society! #EloiseatNYHS



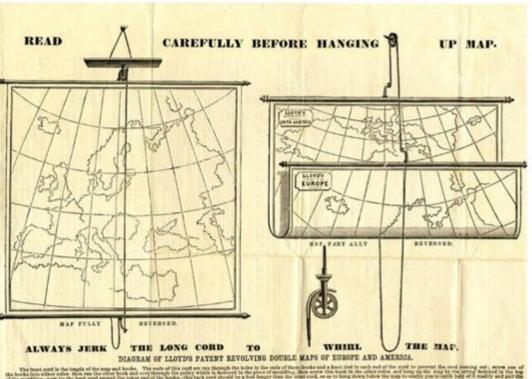
### #eloiseatnyhs

20 posts

Top Posts



Tracking initiatives: #eloiseatnyhs



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23 Cortiandt Street, New York, and \$3 Fleet Street, Lands



americanantiquarian

Following

americanantiquarian Are you in the need for school supplies for your child or your classroom? Head on over to pastispresent.org to check out the lates blog post highlighting examples of school supplies, items from the penmanship collection, rewards of merit and more!

We love the instructions for properly hanging and using a revolving map, "Always jerk the long cord to whirl the map." Bet those cords didn't last long!

And these examples of writing books show just how much more visually interesting notebooks were way back when compared to the blue books we grew up with!

#backtoschool #schoolsupplies #copybookcover #schoolmaps

unlvspeccoll Gee - we'd buy a writing book with a horse and carriage on it!

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AUGUST 31

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### American Antiquarian Society September 1 at 9:28am · 🚱

Are you in the need for school supplies for your child or your classroom? Head on over to Past is Present to check out the latest blog post highlighting examples of school supplies, items from the penmanship collection, rewards of merit and more!

#backtoschool #schoolsupplies



### Back to School (supplies!)

In the AAS Penmanship Collection, a group of penmanship exercises and copy books by various students, there is a poem titled "After Vacation" by an unknown pupil from the Parkerville School in Wes...

PASTISPRESENT.ORG

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### III Back to School (supplie) X

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# Cross-posting: American Antiquarian Society

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### ← → C △ ○ pastispresent.org/2017/good-sources/back-to-school-supplies/



If a good name brand is your game, might we interest you in the pencil we have made in Concord by Thoreau & Co. (yes, the same family!) This pencil and label for "Thoreau's improved drawing pencils" is from a set of four (we also, have one) but is "for the nicest uses of the drawing master, surveyor, engineer, architect, and artists generally: Graduated from 1 to 4, in proportion to their hardness."

Do you require a box to store your supplies? You might find this one appealing – the Louis Maurer Archival Collection dating from 1850-1932 contains boxes (and as you can see, boxes of boxes!) of material. Pictured here is also a package of Charles Currier Lithographic crayons, No. 2 with the crayons and a label as well as the wooden toolbox; an inventory of the items contained can be found <u>here</u>.



### AAS members account basis adopta-book African Americans American Revolution broadsloes Cataloging salaran <u>children's literature</u> Christmas <u>Civil War</u> diaries digital humanities digitzing seguenze events exhibitions

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### EXPLORE THE COLLECTION





RECENT COMMENTS

# **Cross-posting:** American Antiquarian Society

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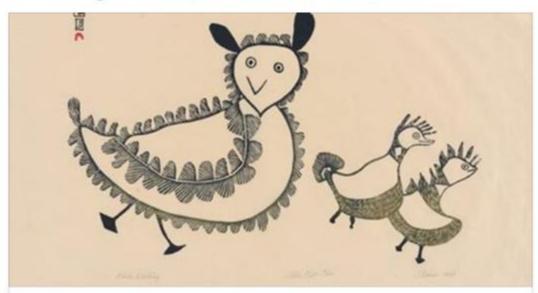
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RISD Museum September 13 at 9:15am · @

In celebration of #AskACurator Day on Twitter and Instagram, the RISD Museum will be hosting live Twitter chats with curators throughout the day!

Got burning questions for a curator? Head over to our Twitter/Instagram accounts at @RISDMuseum or leave one in the comments!



### Twitter Chat: #askacurator

How does a curator select works of art for an exhibition? How do we decide what color to paint the walls? How are fragile works of art stored? Get behind the scenes and consult with Museum staff...

RISDMUSEUM.ORG





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### DHPS NY

DOCUMENTARY HERITAGE & Preservation Services *for new york* 

Lee Price and Amy Heuer Conservation Center for Art & Historic Artifacts

lprice@ccaha.org aheuer@ccaha.org



### DHPS NY

DOCUMENTARY HERITAGE & PRESERVATION SERVICES FOR NEW YORK

Anastasia Matijkiw Program Coordinator

264 S. 23RD STREET
PHILADELPHIA, PA 19103 *t* 215-545-0613 *f* 215-735-9313 *e* AMATIJKIW@DHPSNY.ORG

Jason Henn Communications Assistant

264 S. 23RD STREET
PHILADELPHIA, PA 19103
t 215-545-0613 f 215-735-9313
e JHENN@DHPSNY.ORG