Session 87 — Marketing of rare and special collections in a digital age — Rare Books and Manuscripts

Location:
National Library of Finland, Auditorio
Yliopistonkatu (University street) 1.
Helsinki 17.

Programme

9.00 Registration & coffee

9.30 Welcome by Finland National Library

9.45 Introduction by Standing Committee (Garrelt Verhoeven)

10.00 Session 1: Exhibiting Special Collections to a wider audience; the library as a museum

Chair: Eric Holzenberg

1. Literary heritage of Urdu language: a success story of presenting hidden collections to public - Islamia University of Bahawalpur - Saima Qutab, MPhil Scholar, Department of library and information science & Dr. Rabina Bhatti, Professor, Department of library and information science, Islamia University of Bahawalpur

2. Ways of using The Special Collections of Uppsala University Library - Uppsala University Library - Laila Österlund, Senior Librarian, Early Printed Books and Special Collections, Uppsala University Library

Discussion

11.15 Coffee

11.30 Session 2: Digital displays for Special Collections; innovation in public presentation

Chair: [to be announced]

1. Utilizing social media to promote Special Collections: What works and what doesn’t - University of St. Andrews - Daryl Green, Acting Rare Books Librarian
2. "The Face in The Fun-House Mirror..." How Ebooks, Apps, and Other Realities Are Changing the Face of Special Collections - University of Wyoming - Dennis Moser

3. The Library and the Display of Text - National Library of Scotland - Helen Vincent, Senior Curator, Rare Book Collections, National Library of Scotland, Edinburgh

Discussion

12.45 Lunch Break

- Exhibition in the National Library
- Guided tour in the National Library

14.30 Session 3: Strategic use of Special Collections; communication & representation

Chair: [to be announced]

1. The Scholar / Librarian goes digital: new times require new skills and aptitudes. - Central University Libraries at Southern Methodist University in Dallas, TX, - Gillian M. McCombs, Dean and Director of the Central University Libraries

2. Curating print collections in the digital age - McGill University, Rare Books and Special Collections and Sean Swanick, Islamic Studies Library - Jennifer Garland, Liaison Librarian, Rare Books and Special Collections, McGill University

3. ‘Is this a real library, or a museum? - Merton College Oxford - Julia Walworth, Fellow Librarian

Discussion

15.45 Concluding remarks / synthesis (by Eric Holzenberg)

16.15 Closing

16.30 – 19.00 Poster sessions – Reception and drinks

Presentation: Treasures of the National Library of Finland
Posters:

Barbara Schneider-Kempf, Staatsbibliothek zu Berlin. Germany.
The library as museum. Staatsbibliothek zu Berlin.

The social nature of the World Digital Library: heritage as representation.

Education for Librarian Curator of Special Collections and Rare Books: Reflection for a Pedagogical Project Based on Experience of Librarianship Undergraduate Course.

Emmielouisa Cansancio, Notre Dame of Dadiangas University, Manila, Philippines.
Philippine architectural archives: developing an appraisal, preservation, reference and virtual access program.

Fabiano Cataldo de Azevedo, Universidade Federal do Estado do Rio de Janeiro. Brasil.
The use of the concept of Special Collections at Luso-Brazilian Centenary Library of Rio de Janeiro: perspectives on access and curatorship of rare collections.

Graciela Perrone & Martín Paz, National Teacher’s Library (BNM). Buenos Aires, Argentina.
Argentina’s National Teacher's Library (BNM) Treasure’s Room.

Hümeyra Doruk, Fatih Sultan Mehmet Vakıf University Library. Istanbul, Turkey.
Hidden treasures rising: “Yazmalar” “manuscripts” project.

Lars Björdal, Uppsala University Library. Uppsala, Sweden.
Exhibitions at Uppsala University Library – in practice.

Panu Turunen, Turku University Library. Turku, Finland.
The Special Collection of Professor U. L. Lehtonen and the Jubilee Year of the Turku Conference 1812.

Saima Qutab & Rabina Bhatti, Department of library and information science, Islamia University of Bahawalpur. Pakistan.
Digitization of Islamic manuscripts in Lahore: hunt of hidden treasures.

Samantha Tillet, British Library, London, United Kingdom.
The Library In Your Hand: Experiences With Tablet Content Distribution & The Role of the Curator in Sustainable Content Distribution.