

# *"You Call That A Book? What is an Artists' Book?"*

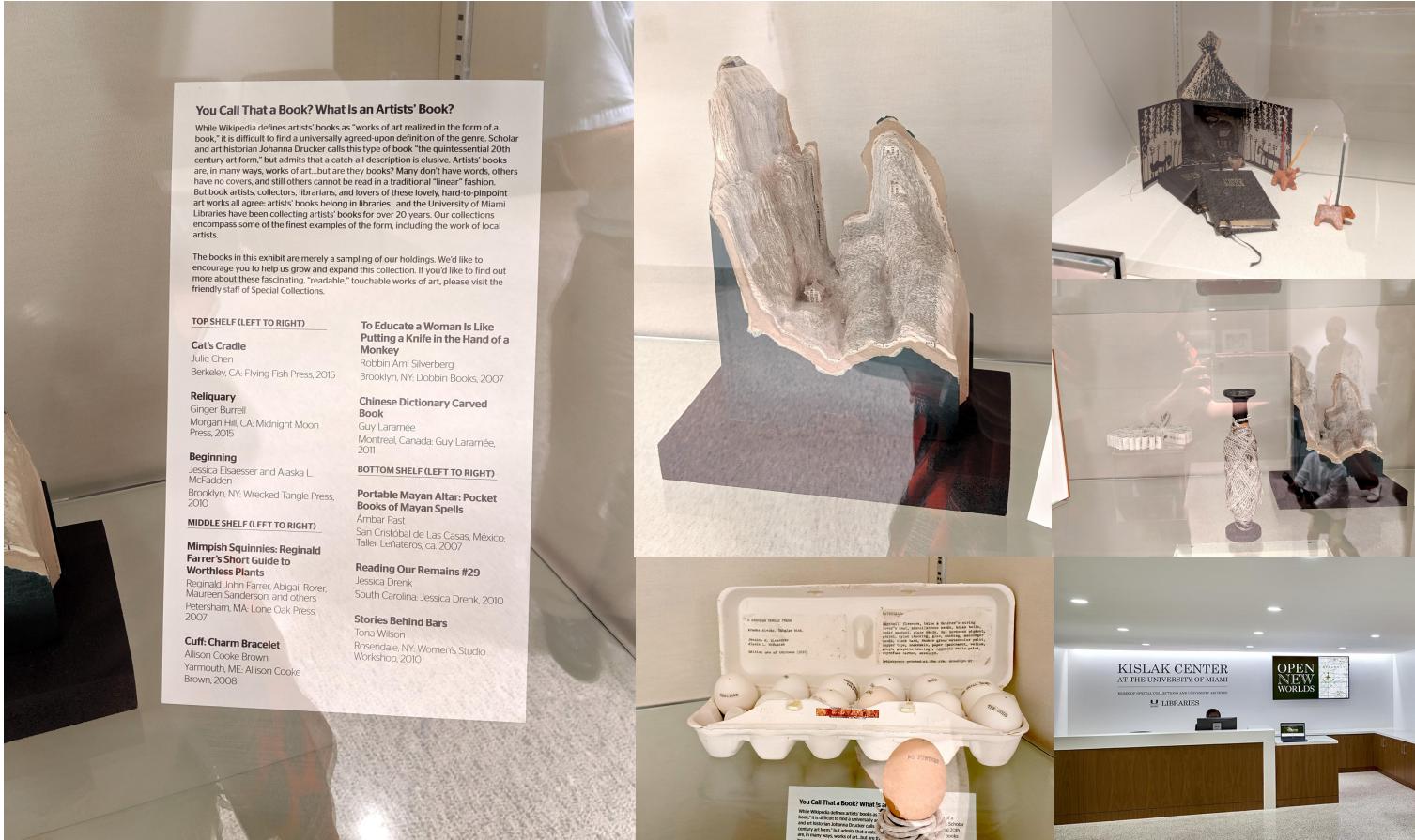
**Exhibition Workshop**

University of Miami

Kislak Center, Home of Special Collections and University Archives

CIM595-795 Installations

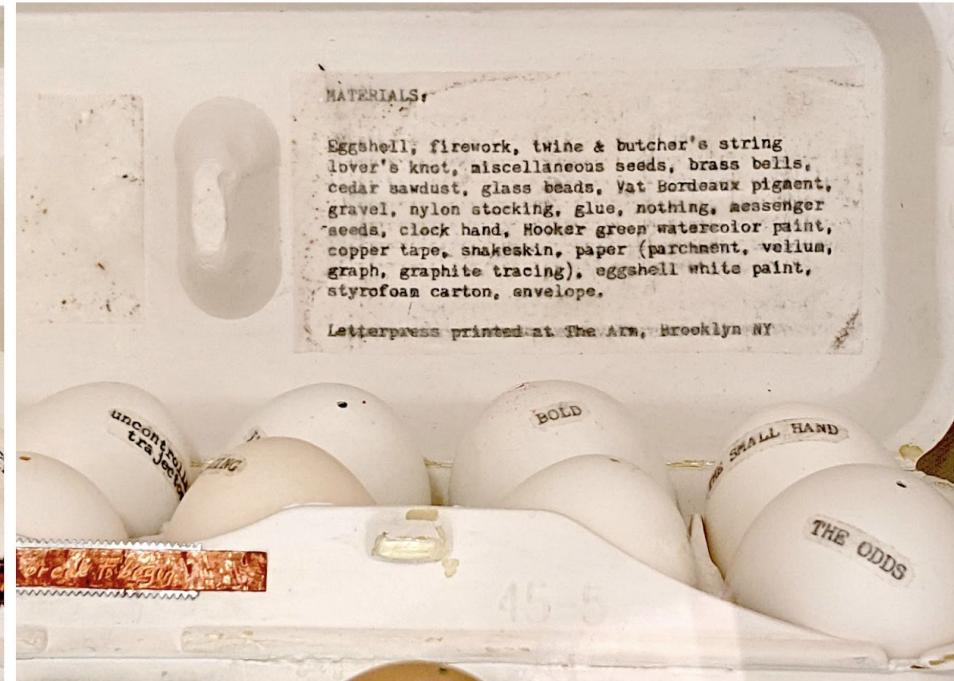
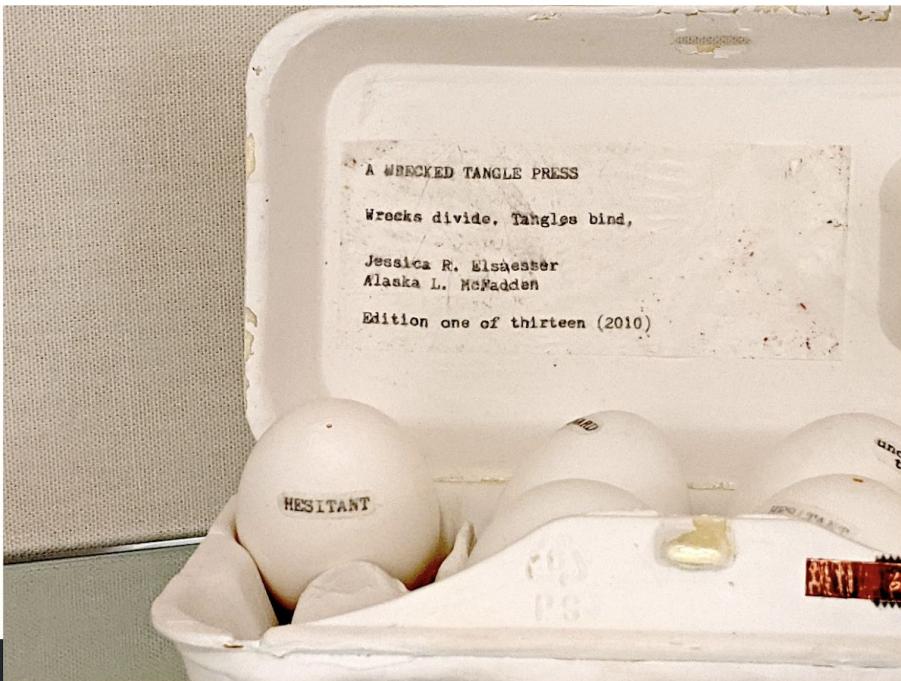
# Exhibit: “You Call That A Book? What is an Artists’ Book?”



**Collection Piece:** “*Beginning*”, Jessica Elsaesser and Alaska L. McFadden, Brooklyn, NY: Wrecked Tangle Press, 2010



**(cont'd) Collection Piece:** "Beginning", Jessica Elsaesser and Alaska L. McFadden, Brooklyn, NY: Wrecked Tangle Press, 2010



# **Location:** lobby of Kislak Center, Home of Special Collections and University Archives, University of Miami



# Interactive Exhibition Workshop:

“Spring Egg Poem Workshop and Egg Hunt”

## Concept Introduction:

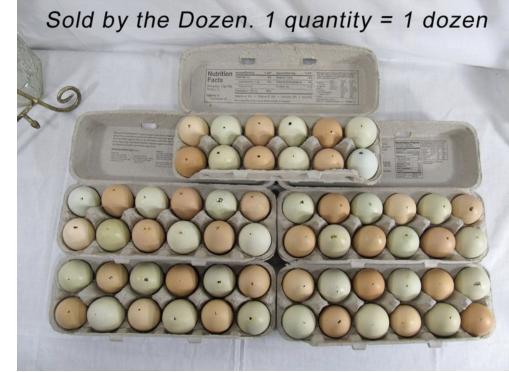
Gain recognition for the Kislak Center through an interactive workshop to make stamped egg poems, and engage participants by finding eggs around campus during 3 weeks in the Spring season



Sold by the Dozen. 1 quantity = 1 dozen

# Supply List:

- Hollowed eggs for craft projects (purchase by the dozen (\$12):  
<https://www.etsy.com/listing/292024307/1-dozen-hollow-eggs-for-craft-projects>)
- Needle (to open larger hole in egg to insert paper)
- Stamp
  - 1. *Self Inking Stamp* (<https://bit.ly/2RHNC0J>)
  - 2. *Magnet attachable stamp letters* (<https://bit.ly/2YhFqhB>)
  - 3. *Sharpie* (write script instead of stamp, if stamp method is not efficient)
- Ink pad
- Mini marketing papers with Kislak Spring-themed marketing note
- Stickers that say “Crack Me Open”
- Poster board instruction board and images of collection (graphic designed)
- Poster stand (easel)
- Pens
- Basket
- Table



# Marketing Interactive:

- From the supplies list, “*Mini marketing papers with Kislak Spring-themed marketing note*” includes a way to manage ROAI (Return on Ad Investment), such as by increasing location exposure, contact via email, telephone, website or social media engagement.
- Marketing note should include:
  - Social media handle: @um\_spec\_coll
  - Workshop hashtag: #KislakSpring
  - Kislak Center info: address, telephone, and website
  - Enticing blurb of the Kislak Center:

*“Rare books, artists’ books, zines, archival collections, and more. Explore early civilizations and exploration. Request to view culinary and fashion archives in our special collections. Located across UM Library. Contact [info@kislakcenter.com](mailto:info@kislakcenter.com). Instagram: @um\_spec\_coll. Hashtag: #KislakSpring”*



# Time for Activity:

- During peak times at neighboring Starbucks (1-3 hours), leverage neighboring busy coffee shop
- March 23 (Monday) - April 10, 2020 (Friday), 3 weeks
- Daily or 3x per week to achieve significant social media engagement



| March 2020 |    |    |    |    |    |    |
|------------|----|----|----|----|----|----|
| Su         | Mo | Tu | We | Th | Fr | Sa |
| 1          | 2  | 3  | 4  | 5  | 6  | 7  |
| 8          | 9  | 10 | 11 | 12 | 13 | 14 |
| 15         | 16 | 17 | 18 | 19 | 20 | 21 |
| 22         | 23 | 24 | 25 | 26 | 27 | 28 |
| 29         | 30 | 31 |    |    |    |    |

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| April 2020 |    |    |    |    |    |    |
|------------|----|----|----|----|----|----|
| Su         | Mo | Tu | We | Th | Fr | Sa |
|            |    |    | 1  | 2  | 3  | 4  |
| 5          | 6  | 7  | 8  | 9  | 10 | 11 |
| 12         | 13 | 14 | 15 | 16 | 17 | 18 |
| 19         | 20 | 21 | 22 | 23 | 24 | 25 |
| 26         | 27 | 28 | 29 | 30 |    |    |

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# Steps to Complete Activity:

- Setup table outside the Kislak Center doors, in the hallway next to Starbucks
- Have printed poster board on display: include steps to complete poem eggs, highlight of “Beginnings” collection, and hashtag/social platforms for engagement
- Each participant will be guided in creating a 1st egg for themselves, and a 2nd egg of the same design for Kislak Center
- The participant may write a personal note (and instagram handle if desired) on the back of the provided marketing note provided by the Kislak center, roll it up, and insert it into the copied egg
- The 2nd egg will be placed in a basket, and when a basket is filled for the day, approx. 3 dozen eggs, the activity is complete

(More steps for Kislak Center continued in next slide,  
“Complete Marketing”)



# Steps to Complete Marketing:

- Take a photo of the filled basket after each workshop, and post it on social, tag University of Miami groups, and follow their followers (max 160 per hour)
  - @um\_spec\_coll
  - #KislakSpring
- A Kislak representative will place a sticker that says “Like your poem? ‘Crack me Open’” on the back of the egg
- The eggs will be placed the same day after each workshop around “The Green,” “The Rock” and other prominent areas on campus



# Label and Design Text:

- Printed poster board:
  - Steps to complete poem eggs
  - Highlight of collection, “Beginnings”
  - Hashtag/social platforms for engagement
- Printed marketing notes of Kislak Center
- Textures: nature-like (as “Beginning” collection)
- Text: stamp-style (as “Beginning” collection)
- Text highlight: Spring cursive alternate font



# Circulation Route

- Participants enter from Starbucks, or Kislak hallway doors
- Table positioned in hallway, by the wall, next to / in front of the Kislak Center doors
- Poster board angled towards Starbucks to draw attention, but also to instruct participants; ensure table is visible to Starbucks clientele
- Color: Neutrals
- Lighting: Hallway lighting
- Location: Kislak Center, University of Miami Libraries Special Collections hallway



# **Thank You**

## Exhibition Workshop for:

## **“Beginning”,**

**Jessica Elsaesser and Alaska L.  
McFadden, Brooklyn,  
NY: Wrecked Tangle Press, 2019**

# Currently at the Kislak Center University of Miami (Summer 2019)

