

## 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"?

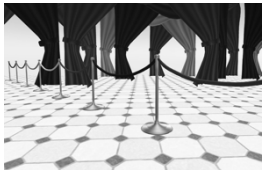
Who are our audiences?

## How to share "Behind the Ropes"?

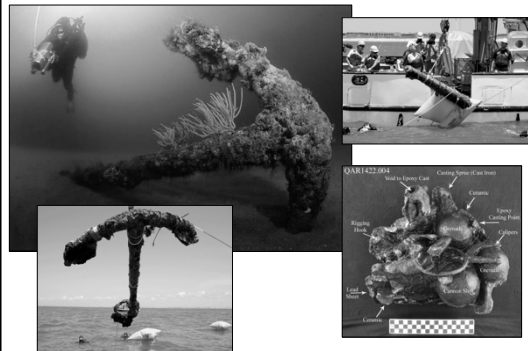
- Look to examples of successes (and failures)
  - Exhibits
    - Conservators Under Glass
    - "Conservation Matters"
  - Programming
    - Adopt an Artifact/Top 10 Endangered Artifacts
    - Curator/Conservator Tours
  - Social Media
    - Blog posts on objects
    - @AskACurator
    - Facebook
    - Webcasts/webcams

## Why NOT share?

- Museum 2.0  
<http://museumtwo.blogspot.com/2013/09/guest-post-collections-access-open-door.html>



## The beginning





**NC Museum of History: Adopt a Flag**

**Collaboration**

Keys to success!

- Group of enthusiastic backers
- Timing
- Exciting product

Dedication Ceremony

12-Mile March – Fundraiser for Flag Conservation a few weeks ago

**Exhibits**

Austrian Museum of Folk Life and Folk Art

Pennsylvania Anthropology Museum

Smithsonian's Star Spangled Banner Project

**Case study: "Conservation Matters"**

### 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



### Constituent Communities



### Plan and Manage Your Project


*Help us preserve our history,  
and we'll help you document yours.*

Portraits for Preservation  
purchase a holiday portrait  
this season to benefit the  
Belamy furniture restoration project.

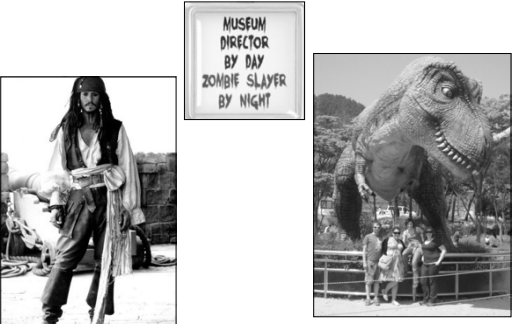
Saturday, November 16  
10 am - 5 pm  
Sunday, November 17  
2 pm - 5 pm

Sevens are in opposition  
Book your spot now!

in partnership with  
Heritage  
Furniture  
Restoration  
and  
indigosilver



### Find what "sells" in your collection and promote!



### Preservation Week<sup>®</sup> pass it on...

April 27-May 3, 2014

