

IFLA 2012 World Library and Information Congress, Helsinki

13 August 2012 09:00 - 18:00 | Off-site meeting



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.

Eduardo da Silva Alentejo & Ana Marcia Rodrigues Corrêa, **Universidade Federal do Estado do Rio de Janeiro**. Brasil.
The social nature of the World Digital Library: heritage as representation.

Eduardo da Silva Alentejo & Fabiano Cataldo de Azevedo, **Universidade Federal do Estado do Rio de Janeiro**. Brasil.
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.

Hümeýra 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.