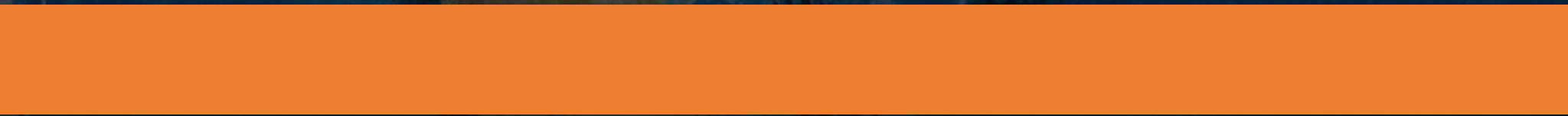




# A CASE OF COLLABORATION





---

Lori Mullooly  
Events and Programming  
Librarian

---

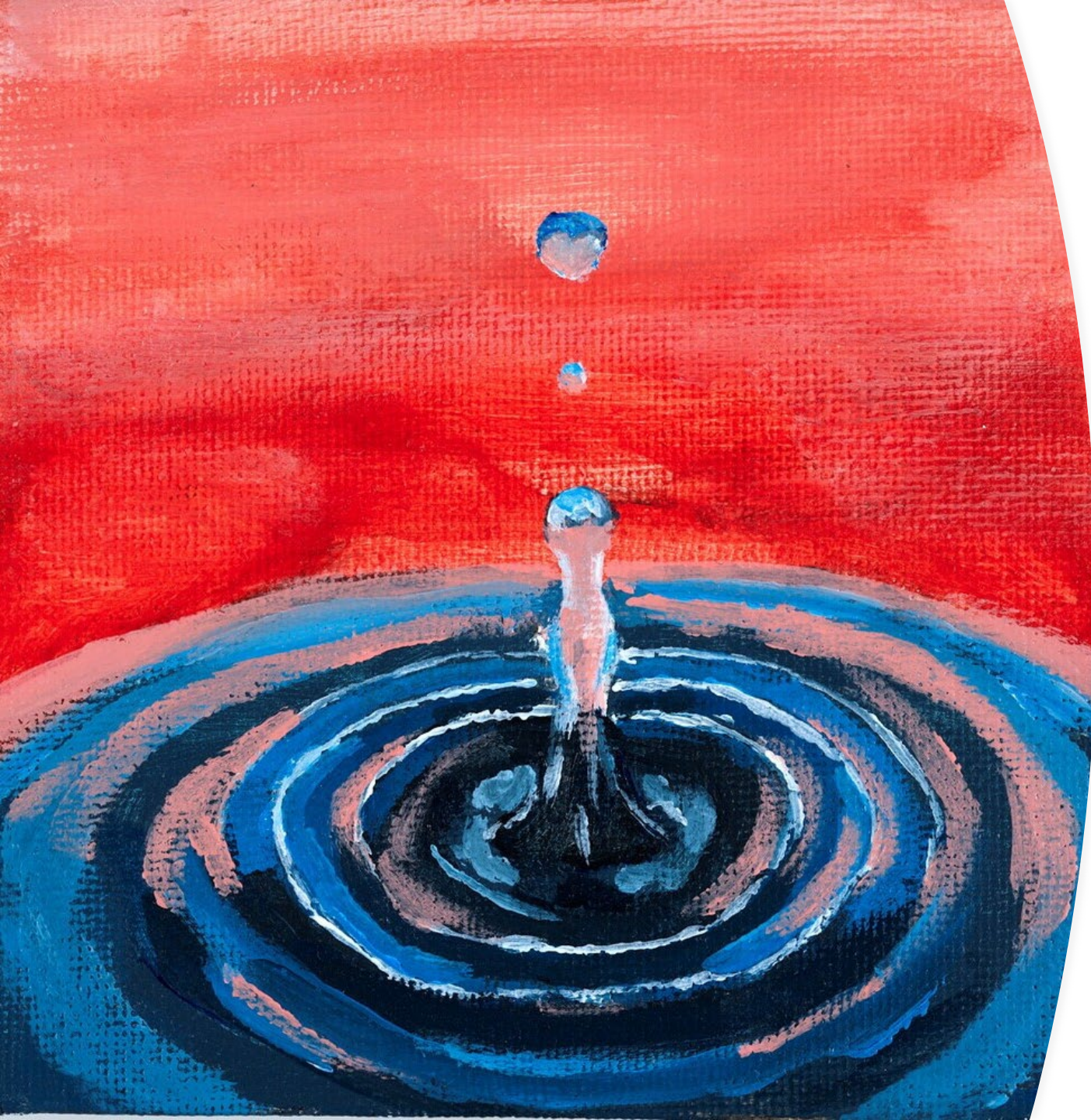
Lisa Gomez  
Exhibition Librarian

---

Jennifer Chess  
Communications and  
Marketing Librarian

---

**UNITED STATES MILITARY  
ACADEMY LIBRARY**



---

# Agenda

---

OVERVIEW OF  
PROGRAM

---

PHYSICAL & DIGITAL  
EXHIBITS

---

MARKETING

---

LESSONS LEARNED

You can do this!





# Magnificent Miniatures Tiny Art Show

---

*You are  
cordially  
invited*

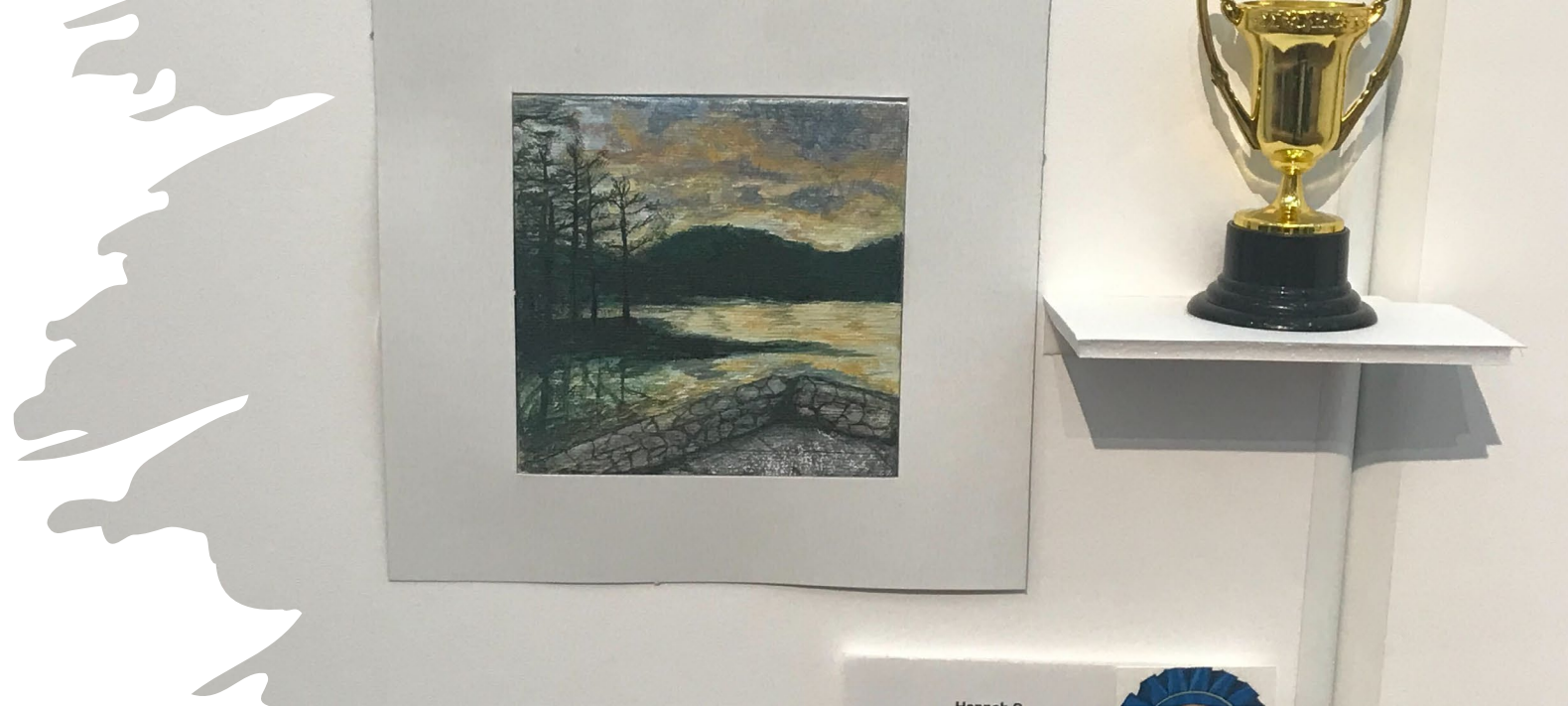
*to see your artwork on  
display at the largest  
cadet art exhibit the  
library's ever done!*



*October 23, 2022  
at 1900 on the  
2nd Floor of  
Jefferson Hall*

*We don't mean to brag too much,  
but it's gonna be awesome and we  
really hope to see you there!*

Select a  
Theme



# Overcoming Silos

---



Leverage  
Relationships



Organizational  
Buy In



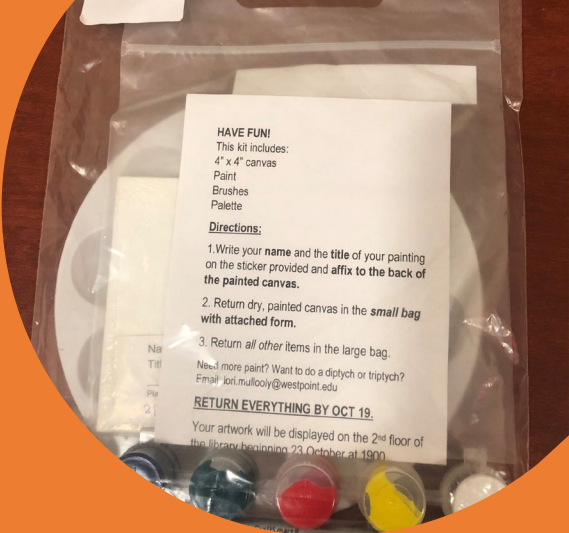
# Goals

---

- Mission Statement and Long Range Plans
- Library Collection and Services
- Passive Program



# Executing the Program: The Kits



# Executing the Program: Registration Form



## Art Program 2022

What is your last name? *(required)*

What is your first name? *(required)*

What is your Company? *(required)*

What is your westpoint.edu email address? *(required)*

What is your kit number? This can be found at the top of the bag. *(required)*

How did you hear about this library program?

Submit

# Magnificent Miniatures Exhibition: **Project Planning**

- Create Project Timeline
- Securing Venue/Space
- Galvanizing Staff





---

## Magnificent Miniatures Exhibition-Installation

---

- Display Design

# Magnificent Miniatures Exhibition-Installation

---

- Materials Needed
- Spatial Planning
- Template and Labels



# Magnificent Miniatures Exhibition-Installation

- Post Installation Plan/Engagement with Patrons
- Assessment



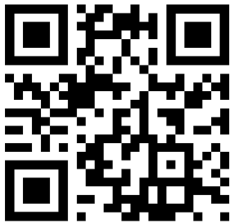




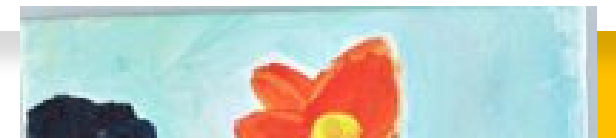
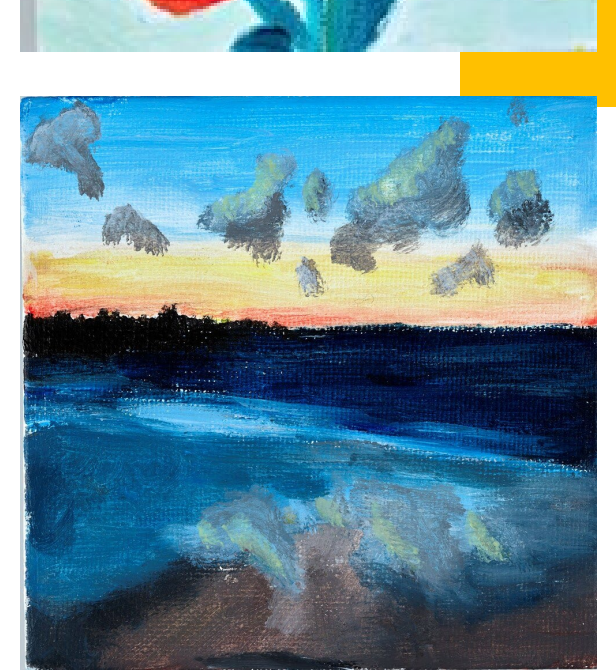
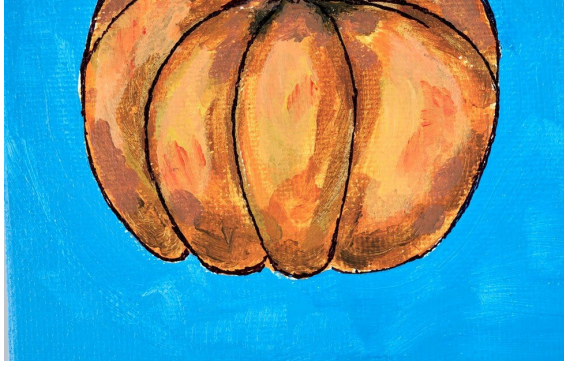
# Magnificent Exhibition: Digital

---

- Digital Platforms: Omeka
- Community Connection through Art



<http://bit.ly/3KqnRoE>



# PICK UP YOUR TINY ART KIT



AT THE FRONT DESK  
JEFFERSON HALL, 1st FL  
STARTING MONDAY 9/26  
WHILE SUPPLIES LAST



Tiny Art Show  
*Magnificent Miniatures*  
Exhibit Unveiling

Come view original cadet artwork  
on display at the largest cadet  
art exhibit the library's ever done!

Sunday, October 23, 2022  
at 1900 on the 2nd Floor of  
Jefferson Hall

A detailed painting of a colorful fish, likely a goldfish, swimming in blue water. The fish has vibrant orange, yellow, and red scales with a white belly. The background is a textured blue with white highlights suggesting water movement.

# Magnificent Miniatures

ONLINE EXHIBIT

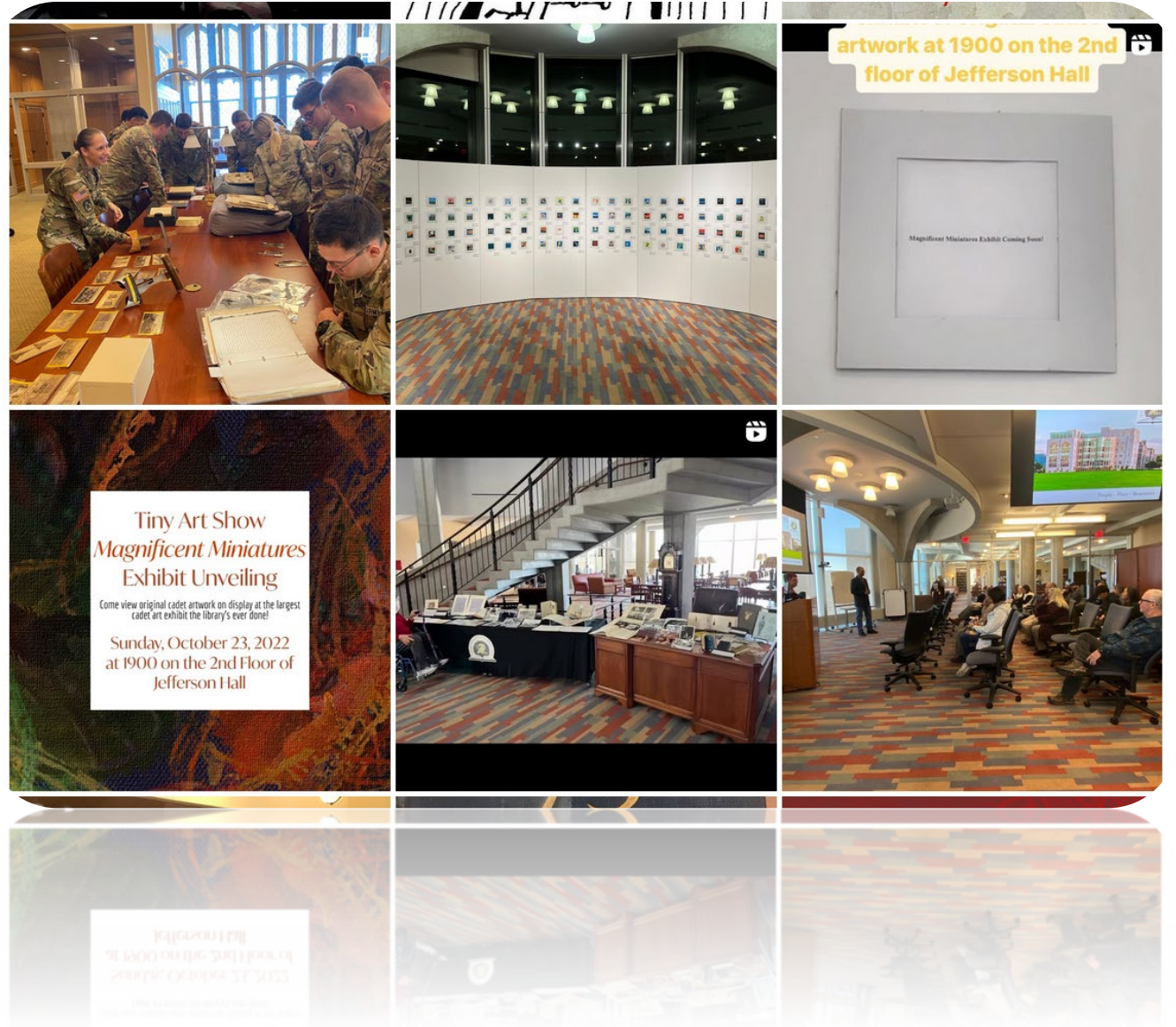
# Marketing Channels

Digital Signage



# Marketing Channels

Social Media



# Marketing Channels


PAO- Pointer View & Social Media

2 NOVEMBER 10, 2022

NEWS & FEATURES


POINTER VIEW

## USMA Library exhibit features cadet original artwork



The U.S. Military Academy Library unveiled the tiny art exhibit — Magnificent Miniatures — of 95 pieces of original artwork on Oct. 23 and is now open to view. The idea to host a Tiny Art Show, featuring miniature canvases painted by USMA cadets, came from Programming and Event Librarian Lori Mullooly's (bottom left photo to the right) vision. Miniature art is a genre of small-scale art that includes paintings, prints, sculptures and more and has a long history of its own. This program and exhibit demonstrate the passion for creating programming and producing exhibits for the USMA community that enhance cadets' critical-thinking skills. Lisa Gomez, West Point's exhibition librarian (bottom left photo to the left), explains that exhibitions are significant to academia and serve as an alternative form of scholarly output, allowing viewers to engage with the art, materials or historical documents in a thought-provoking and visually-stimulating manner. There will be one winner for each category. There are QR codes for voting that are at the two end panels of the exhibit. Voting will run through Dec. 9, and the exhibit will stay up until the end of the semester.

PHOTOS BY ELIABETH WOODRUFF/USMA PAO AND JEN CHESSE/USMA LIBRARY





# Marketing Channels

Word of Mouth



# Lessons Learned

Participation rate: Your  
mileage may vary

Go with a theme

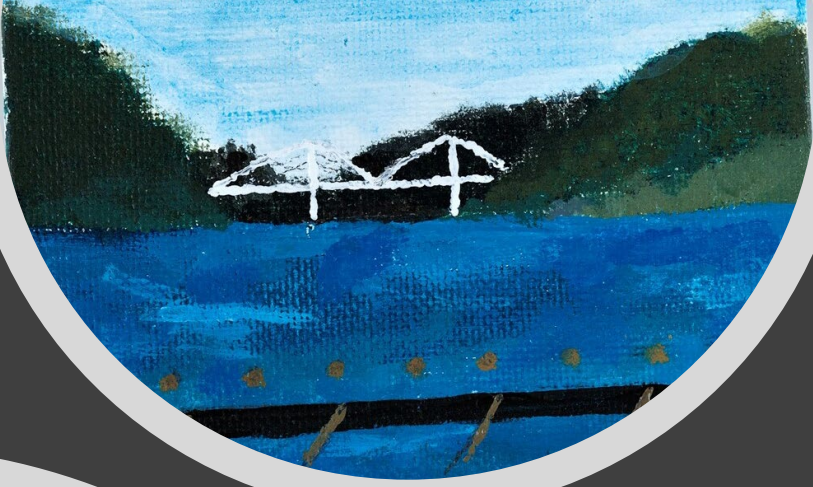
Timing matters

Don't be afraid to try  
something new and don't  
let perfectionism weigh  
you down

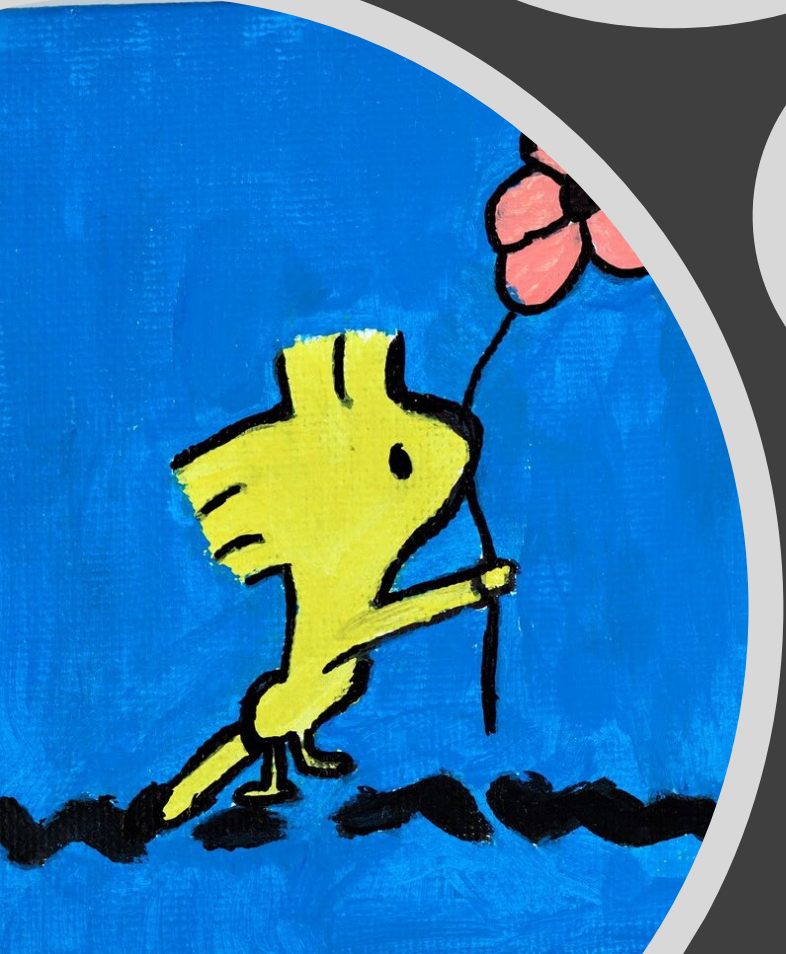
Collect good data

Artist  
Statements/Incorporating  
technology mediums

Again...PLAN EARLY!



Susgeant



Questions?



# Archive of Slides

# Lessons Learned- Jenn

Don't be afraid to try something new and don't let perfectionism weigh you down

Collect good data

# Lessons Learned: Lisa

PLAN EARLY!!!

Artist Statements/Incorporating  
technology mediums

Again...PLAN EARLY!

# Lessons Learned

Participation rate: Your mileage may vary

Go with a theme

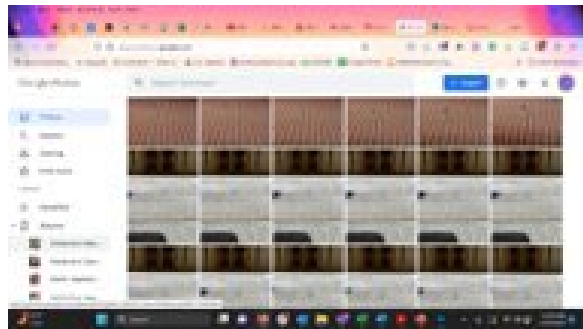
Timing matters

Don't be afraid to try something new and don't let perfectionism stop you from progress

Collect good data

Artist Statements/Incorporating technology mediums

Again...PLAN EARLY!



## PRESENTERS





---

Lori Mullooly, Events and  
Programming Librarian

---

Lisa Gomez, Exhibition Librarian

---

Jennifer Chess, Communications  
and Marketing Librarian

---

United States Military Academy  
at West Point

# Magnificent Miniatures Exhibition: **Project Planning**

- Visitor Personas
- Unifying Theme



# Magnificent Miniatures Exhibition: **Project Planning**

---

- Create Project Timeline

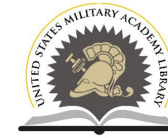


# Overview:

- **Magnificent Miniatures Tiny Art Show**
- **Use Canvases for Physical Exhibit**
- **Voting and Winners**
- **Online Exhibit**

*You are  
cordially  
invited*

*to see your artwork on  
display at the largest  
cadet art exhibit the  
library's ever done!*



*October 23, 2022  
at 1900 on the  
2nd Floor of  
Jefferson Hall*

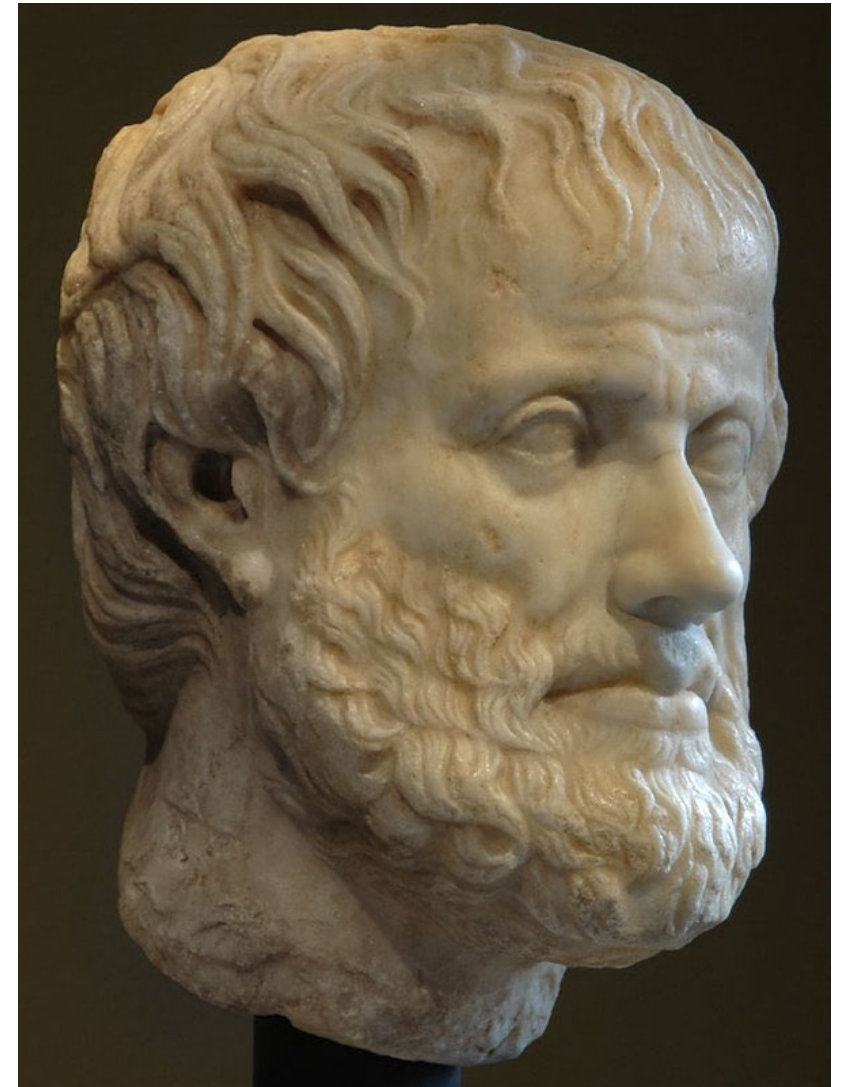
*We don't mean to brag too much,  
but it's gonna be awesome and we  
really hope to see you there!*

# Overcoming Silos

Leverage  
Relationships

Organizational Buy In

"The whole is greater than  
the sum of its parts"



"Head of Aristotle. Vienna, Museum of Art History, Collection of Classical Antiquities." by Sergey Sosnovskiy is licensed under CC BY-SA 2.0.

# Executing the Program

- The Kits

**PICK UP YOUR  
TINY ART KIT**

**AT THE FRONT DESK  
JEFFERSON HALL, 1st FL  
STARTING MONDAY 9/26  
WHILE SUPPLIES LAST**



# Executing the Program

- **Registration form**



## Art Program 2022

What is your last name? (required)

What is your first name? (required)

What is your Company? (required)

What is your westpoint.edu email address? (required)

What is your kit number? This can be found at the top of the bag. (required)

min 1 max 400

How did you hear about this library program?

Submit

# Executing the Program

- **Create a LibGuide**

[U.S. Military Academy Library](#) / [USMA Library Homepage](#) / [Events](#) / Magnificent Miniatures

## Events: Magnificent Miniatures

[Programs](#) | [Lunar New Year Lanterns](#) | **[Magnificent Miniatures](#)** | [First Annual Evening at the Haig](#)

We hope you enjoyed our Magnificent Miniatures Exhibit: Click on the links to find out more about this art form

- [What is Miniature Painting?](#)  
A definition from Encyclopedia Britannica
- [The Miniature Artist](#)  
An interesting blog about all things miniature.
- [Time Capsules of Past Times: A History of the Portrait Miniature](#)  
A brief history of the miniature portraits from Sothebys.
- [Miniature Paintings from South Asia](#)  
From the Princeton University Art Museum
- [Miniature Painting](#)  
An overview from Britannica Academic
- [World Federation of Miniaturists](#)  
The World Federation of Miniaturists was created to further the worldwide recognition of the miniature art societies and individual artists that practice and embrace all forms of miniature art, from portraiture to landscapes, from sculpture to scrimshaw.

Click [HERE](#) to see the digital exhibit which features the original cadet artwork created for this Library program and exhibit.

### Books in our collection about Miniature Paintings

- [Portrait Miniatures](#) by Williamson, George Charles
- [The art of painting in miniature](#)  
Boutet, Claude
- [Persian miniature painting and its influence on the art of Turkey and India : the British Library collections](#)
- [Chats on old miniatures](#)  
Foster, J. J. (Joshua James)

### Journal articles in our collection about Miniature Paintings

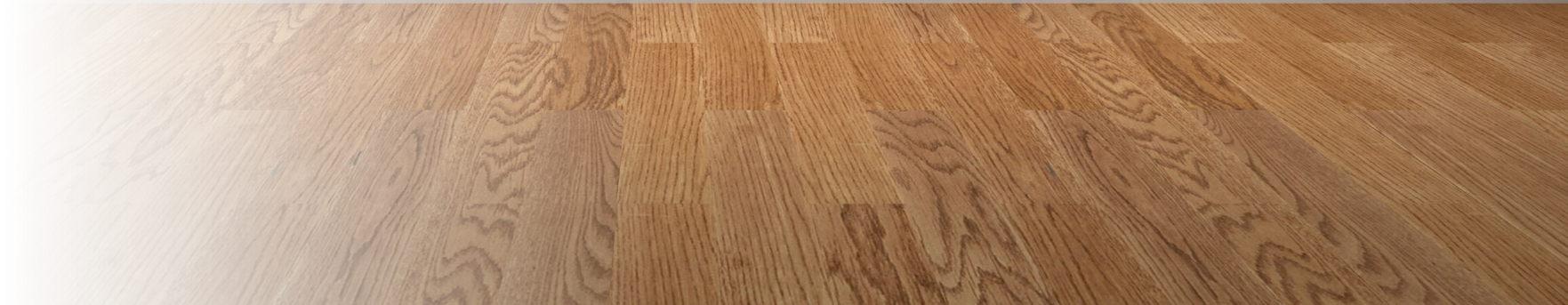
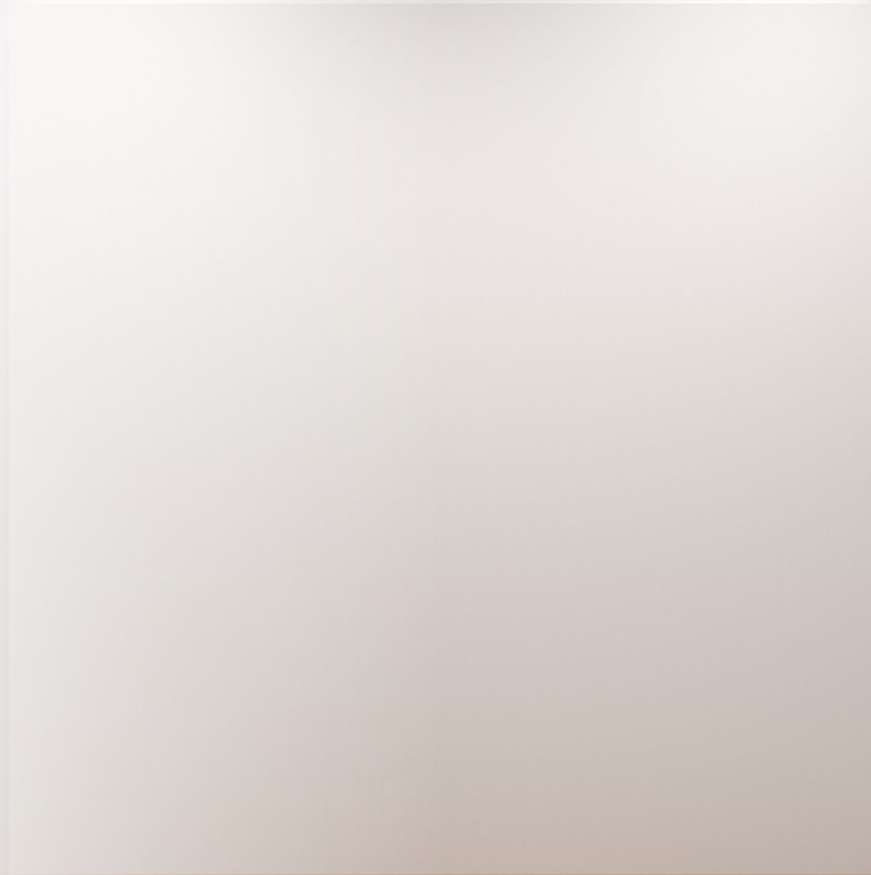
- [Miniature Painting in Eighteenth-Century England: The Case of William Pether \(1739–1821\)](#)
- [Painted Gems. The Color Worlds of Portrait Miniature Painting in Sixteenth- and Seventeenth-Century Britain](#)
- [The Heritage of Ancestors](#)

### Videos in our collection about Miniature Paintings

- [Sunday morning. Passage : Denton and Renoir painting](#)
- [Whose paintings?](#)
- [Spirituality](#)

# Magnificent Miniatures Exhibition: Project Planning

- Visitor Personas
- Unifying Theme
- Securing Venue/Space
- Galvanizing Staff
- Create Project Timeline





# Magnificent Miniatures Exhibition- Installation

- Materials Needed
- Spatial Planning
- Template and Labels
- Artist Statements/Incorporating technology mediums
- Exhibit Opening
- Engagement with patrons/guestbook/assessment



# Executing the Program: Libguide

U.S. Military Academy Library / [USMA Library Homepage](#) / [Events](#) / [Magnificent Miniatures](#)

## Events: Magnificent Miniatures

Enter Search Words

[Programs](#) [Lunar New Year Lanterns](#) [Magnificent Miniatures](#) [First Annual Evening at the Haig](#)

We hope you enjoyed our [Magnificent Miniatures Exhibit](#): [Click on the links to find out more about this art form](#)

- [What is Miniature Painting?](#)  
A definition from Encyclopedia Britannica
- [The Miniature Artist](#)  
An interesting blog about all things miniature.
- [Time Capsules of Past Times: A History of the Portrait Miniature](#)  
A brief history of the miniature portraits from Sothebys.
- [Miniature Paintings from South Asia](#)  
From the Princeton University Art Museum
- [Miniature Painting](#)  
An overview from Britannica Academic
- [World Federation of Miniaturists](#)  
The World Federation of Miniaturists was created to further the worldwide recognition of the miniature art societies and individual artists that practice and embrace all forms of miniature art, from portraiture to landscapes, from sculpture to scrimshaw.

Click [HERE](#) to see the digital exhibit which features the original cadet artwork created for this Library program and exhibit.

**Books in our collection about Miniature Paintings**

- [Portrait Miniatures](#) by Williamson, George Charles
- [The art of painting in miniature](#)  
Boutet, Claude
- [Persian miniature painting and its influence on the art of Turkey and India : the British Library collections](#)
- [Chats on old miniatures](#)  
Foster, J. J. (Joshua James)

**Journal articles in our collection about Miniature Paintings**

- [Miniature Painting in Eighteenth-Century England: The Case of William Pether \(1739–1821\)](#)
- [Painted Gems. The Color Worlds of Portrait Miniature Painting in Sixteenth- and Seventeenth-Century Britain](#)
- [The Heritage of Ancestors](#)

**Videos in our collection about Miniature Paintings**

- [Sunday morning. Passage : Denton and Renoir painting](#)
- [Whose paintings?](#)
- [Spirituality](#)

# Magnificent Exhibition: Digital

---

- Permission Forms/Communication
- Design/Layout
- Winners
- Longevity/Accessibility
- Additional Exhibition Opportunities
- Community Connection through Art
- Digital Platforms: Omeka



## Digital Art Display Release and Hold Agreement

1. The Artist warrants that the Tiny Artwork is entirely owned by and was created by the Artist.
2. The Artist recognizes that any display of the Tiny Artwork will be accompanied by the first name of the cadet and first initial of the cadet's last name, along with the title of the artwork.
3. The U.S. Military Academy Library retains the right to determine if, when, where, and how the digital Artwork will be displayed.
4. The Artist stipulates that they enter into this agreement voluntarily and with no expectation of remuneration for the display of the Artwork now or in the future.

ARTIST NAME: \_\_\_\_\_

ARTIST SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

# Marketing

- Tiny Art Program
- Magnificent Miniatures Exhibit & Voting
- Digital Exhibit

# Marketing Channels

- Digital signs in the library
- Digital signs in the mess hall
- Reels on IG
- Social media posts on FB & IG
- PAO- Pointer View newspaper article & higher level social media coverage
- WORD OF MOUTH

Different channels were more successful, depending on the phase

# Lessons Learned - Lori

- **Participation rate: Your mileage may vary**
- **Go with a theme**
- **Obtain all permissions needed early on**
- **Capture email for reminders**
- **Buy the right supplies and label, label, label.**
- **Make the experience pleasant for library staff**
- **Timing matters**
- **Plan early**

# Lessons Learned- Jenn

- Leverage connections with other organizations
- Start a BUZZ
- Plan early
- Don't hesitate to repeat similar content on social media
- Integrate your initiatives into other organizations' initiatives (#westpointinspires)

# Lessons Learned: Lisa

- Again...plan early!
- Organization!
- Set your goals for the art exhibition
- Organize activation events-In addition to an opening night, explore other ways to attract patrons to see your exhibition, Invite everyone including VIPS
- Have a post show plan
- Accept help, people want to assist!