

Pop-Up Libraries in Academic Settings: Taking it to The People
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Good Afternoon! I am Johnnie Love from the University of Maryland Libraries, College Park, Maryland. I am the Special Projects Librarian in the Collection Development Department of the Collection Strategies and Services Division. This project has been an amazing “energizer” for me as I complete 50 years in the education profession. Prior to academic librarianship I was a classroom teacher and school media specialist for 20 years and subsequently 30 years for academic librarianship.

My academic career began at the University of Kansas as Reference and Diversity Librarian. After four years I accepted a position as Education Librarian at Texas A&M University in College Station, Texas. I came to the University of Maryland in October 2001. At the University of Maryland I have held several positions including Coordinator of Personnel Programs in Human resources and in Collection Development. What I am doing now is such a wonderful way to end my career in addition to the collection work I am doing. Collaboration is an excellent way for us to do outreach and expand use of the libraries’ resources. The phrase “having people come to know and utilize resources they never even realized they needed” is an excellent mantra for this program.

This presentation is part of a proposal entitled: Pop-Up Libraries: KIOSKS Beyond the Doors;” Essence of Fearless Collaboration in UM Libraries.” The proposal was written specifically for the utilization of “Pop-Up Libraries” in our University galleries. Goal of the “Pop-Up Library” Project is to establish a collaborative of seven galleries with the Art Library. I want to thank Patricia Cossard, Art Librarian, for promoting this concept as a research project and serving as team leader. My responsibility was to do the research, work with gallery coordinators, write the proposal and develop bibliographies for our “Pop-Up” collections that would be supportive of the curriculum and/or exhibitions of the galleries have scheduled.

Our student assistant, Michael Molyneaux-Francis duties consisted of setting up the Pop-Up Libraries after the book selections were made from the collection. Graduate Assistant Avani Chheda wrote the business plan for developing space utilization, use of facilities, budget planning and a number of other important elements. This research project was truly a collaborative effort for the Art Library staff.

“POP-UP” LIBRARIES: KIOSKS BEYOND THE Doors: The Essence of Fearless Collaboration” in the University of Maryland Libraries. “Fearless” is part of the university’s branding, and we wanted to include in our presentation today. “*Pop-Up Libraries in Academic Settings: Taking it to The People*” evolved from this year’s Congress 2016 theme. The Art Librarian considers the “Pop-Up Library to be an extension of our strategies to serve our community in a more effective and efficient way.

The University of Maryland Libraries

Presenting here at The Canadian Academic Librarians’ Conference, and participating in the concurrent strand of “Mapping the Library” is a once in a life time event! First, I would like to share with you a few basic points about the University of Maryland Libraries. Currently there

are nine libraries on our campuses. We are a member of USMAI, a consortium of 16 Maryland colleges and universities, and a number of other consortiums that extends our resources and network. The Art Library is located in the Parren Mitchell Building which houses the art and sociology departments of the College of Arts & Humanities. The Art Library is also located in the Parren Mitchell Building and houses over 100,000 volumes to meet the needs of the Art Department which is inclusive of art history, archaeology, decorative arts, studio arts, photography and graphic design departments.

Our goal is to be supportive of the art department's mission as well as meeting the goals of the UM Libraries strategic plans as it provides instruction in the multi-dimension of art concepts. Our Pop-Up Libraries is the first of its kind venture for knowledge outreach to the art community. Artists, have used "Pop-Up" galleries to show case their work for several years now. In New York and other cities, Pop-Up libraries can be found in parks, near bus stops and near public libraries. Professionals are developing innovative ways to provide immediate access to resources.

A Review of the Literature

In developing the proposal for the library project, research shows the uses of the Pop-Up Library falls into three main areas:

- Identifying creative ways to address limited resources
- Collaboration with partners, and
- Evaluating and utilization of space

By identifying creative ways to address limited resources, collaboration with partners, evaluating and utilization of space is an effort to go beyond our doors and into the university community. Our research shows several of the articles are from the *Australian Library Journal*. To us it says that there is a significant commonality of these issues world-wide.

Davis, Rice, Struck and Bull, (2015), stated that the Pop-Up Library appears as something which is spontaneous, vibrant, innovative, and in many instances; pure knowledge discovery! "It can no longer be viewed as a trend, for it is an invaluable tool and can hold its own in an ever changing marketplace."

In 2012, freelance writer John Tyler Allen wrote about John Locke, a well-known New York architect and critic of the urban experience. Locke established his first Pop-Up Library in two old telephone booths, no longer being used by the telephone company. Locke said that because of the culturally irresponsible architecture, he decided to use these resources as a way of dispensing or sharing literature with the people. He claims His "Pop-Up" invention was by way of poor urban planning and technology. Locke's initial effort was met with little or no enthusiasm from people of the community. In fact, it was used for sanitary purposes. But he didn't lose heart. His second effort was met with greater interest because there was a better understanding and the people could take the literature with them or replace with another piece of literature. In essence his Pop-Up Library began to grow.

In 2013, there was an ALA presentation by Booth, Freedman, Lai and Whiteside. Their article addressed the importance of "Emphasis was based upon the assumption the academic library could be used as a laboratory for "making space that can inspire and stimulate."

In January 2015 issue of *Australian Library Journal*, Jack Goodman wrote about the Pop-Up concept and how widely it was being used in Australia. Goodman's article explores the value of collaboration between public and academic libraries. Geography and lack of resources has dictated significant growth for the "Pop-Up" concept. Goodman establishes this is where the academic library, community, and campuses all become part of "*the learning hub.*" In 2015, a "*Canadian Joint Use Library*" study by Rachel Sargent-Jenkins and Keith Walker, entitled "*Serving remote Communities Together,*" added to the impetus for our plan to move forward on Pop-Up Libraries.

Art Library Kiosk Concept: "Kiosk beyond the Doors"

The readings gave a theoretical foundation, and we integrated the Pop-Up Project into our existing Art Library Kiosk, "making it what we call "*Kiosk beyond the Doors.*" The Art Library's Kiosk is made up of an undergraduate and a graduate kiosk heavily used by professors when resources are limited. Both are located in two separate locations in the Art Library. The undergraduate kiosk is located on the first floor while the graduate Kiosk is located in the graduate seminar room on the second floor.

Our Art Library Kiosk concept promotes art literacy and knowledge discovery among all segments of the university community. Our goal is to be supportive of the art department's mission as its faculty provides instruction in the multi-dimensions of art concepts. This project also gives us added support for meeting the goals of the UM Libraries strategic and diversity plans.

Galleries identified as part of the "pilot project" are the University of Maryland Gallery, celebrated its 50th anniversary, while the Stamp Gallery celebrated its 10th anniversary. The Herman Maril Gallery celebrates the work of all art students.

Through consultation, we worked with personnel of each gallery to identify space, establish policies for operation and bibliographies for identifying resources to support themes identified by students and gallery managers during the exhibitions. We used only the book format for the galleries.

Our Success Stories

The success of our project is with two of the major galleries on campus: Stamp Gallery and the University of Maryland Gallery. The Stamp Gallery is the heart of the Student Support Services of the University. The work of the Art Library in our Pop-Up Libraries pilot aided the Stamp Gallery in fulfilling its mission of outreach to students. We are pleased with the fact that no resources were lost in the Pop-Up Libraries during the exhibitions.

Stamp Gallery Celebrates Ten Years of Service to the Students

This year is the tenth anniversary of the Stamp Gallery. The Contemporary Art Purchasing Program originated with Student Services, and student committees are elected each year to coordinate the program's activities. The program provides opportunity for students to become familiar with contemporary art and hear various artists lecture about their work. Themes are selected for the Contemporary Art Program by student committees. In addition to the themes shown here, students have chosen themes such as black masculinity, civil rights, Native

American culture, ISIS and destruction of artifacts, Assyrian culture, ideas of beauty, and issues in contemporary photography. They also identify the artists and his/her works that will be available for student purchase.

Artists selected for 2016 were Derrick Adams, Wafaa Bilal, Titus Kaphar, Elle Perez, Ellington Robinson, and John Paradiso. Artists are also invited to give onsite lectures.

Our work for the Stamp Gallery was made much easier because art classes have become integrated into the Contemporary Art Purchasing Program. The Stamp Gallery staff set up a reading room for the “Pop-Up Library.” The number of viewers and attendees showed a significant increase of traffic to access the Stamp Gallery. During the 72 day exhibition schedule, 1,499 visitors came to view the art work. In evaluating how students felt about the first exhibition of 2015 and the Pop-Up Library, we found expressions submitted by students and other visitors were very supportive and positive. The slides show examples of some of the expressions given by attendees.

University of Maryland Gallery Celebrates Fifty Years

Our second success story is the University of Maryland Gallery. As you can see from the slide, this is the main entrance to the university gallery. It is located across the hall from the Art Library. Our first 2015 fall exhibition for the gallery was, *Questioning the Bomb: History and Nonproliferation*. This was a traveling exhibit of posters, produced and collected based on the bombing of Hiroshima and Nagasaki. Our first “Pop-Up Library” was established with the UMD Gallery, although it was set up in the Art library.

To support this exhibit, the Art Library staff developed an accompanying exhibit, *Japan's History, Art, and Culture*. The exhibit was to show what life and culture was like for the Japanese people prior to the bomb for Japan existed as a closed society and culture.

The University of Maryland Gallery's fiftieth-year celebration was held from February 3 through March 11. The purpose of this exhibit was to showcase all of the magnificent art donations made to the University Gallery down through the fifty years. Copies of the bibliography of this exhibit are here for your review. Donations have been given by professors as well as distinguished artists and alumni.

In the picture here, the gentleman standing here in the slide is president of the university, Dr. Wallace Loh. Dr. Loh is standing in front of one of our prized Andy Warhol's works, donated by a friend and supporter.

This spring the “Manhua + Manga” exhibit, which loosely translates into “Comics” and “Cartoons,” is an example of how the Chinese and Japanese artists maintained their cultural exchange and collaboration in spite of the ongoing conflict. Madeline Gent is the co-director and assists in managing the gallery. She is an art history and archeology doctoral candidate who curated this exhibition. She also included French artist Daumier's influence on cartoons, caricatures, and comics.

Madeline's concept for this exhibition was outstanding. She had special books from various Japanese collections from all over the country. She placed these special books under plastic covers, showing their geographic origins on a huge raised map of Japan. Madeline added media to this Pop-Up Library, “Astro Boy.”

Attendance records indicate that approximately 25 visitors came to the gallery on a daily basis. Over 200 people visited the UMD Gallery on Maryland Day. On that day Madeline held sessions with children and was not able to get photographs. This is a picture of what we call our annual Maryland Day 2016. (See slide presentation)

On Saturday, April 27, over 75,000 people visited the University of Maryland campus in College Park. Exhibits, demonstrations, and activities of all kind were on display so that visitors could see and experience the research taking place in various fields of study. Maryland Day is declared annually as the university's communication to the public. Numerous activities were taking place in the other libraries as well.

Our next pilot project will be with the distinguished and world renowned David Driskell Center on campus. It is dedicated to African American art forms, history, and support to collections all over the country. Currently the center is being renovated. We have already begun discussions of how we will proceed this summer and into the fall semester.

Our overall findings surpassed our expectations for the project! We found that:

- Our Pop-Up libraries added to the increased traffic to the various exhibits and galleries
- Literature reviewed added to learning and discovery about the artist, his/her work, and the specific types of art presented in literature
- It increased our collaboration with the leadership of the galleries as we met and established our goal of campus partnerships w/our galleries.
- Space was utilized and well planned so that attendees could browse as well as read and view the art work
- We created more interest among the students about art (discovery)
- The Pop-Up libraries invariably increased our statistics. They became part of our reserve statistics.

The phrase "having people come to know and utilize resources they never realized they needed" fulfills the goals of knowledge discovery. It is my belief this program will enhance our digital humanities project that was just recently launched in the community.

Thank you for your time and attention. Are there questions?

Resources:

Davis, Asha, and Celia Rice, Deanne Spagnolo, Josephine Struck and Suzie Bull. "Exploring pop-up libraries in practice." *Australian Library Journal* 64 (2015) 2: 94–104, accessed November 15, 2015, doi:10.1080/00049670.

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