

Marketing in Museum Libraries

in the past, present and future

**– using the example of the
Library of the Hamburger
Kunsthalle**

Andrea Joosten

Agenda

1. Introduction
2. Welcoming adress from Dr. Stefan Brandt, managing director of the Hamburger Kunsthalle
3. Why were museum libaries set up in the first place and what was their function?
4. What is the present situation of museum libraries in Germany? How many libraries exist? What are the Top 5?
5. What kind of marketing acitivities can you find in museum libraries? Examples in particular of the Library of the Hamburger Kunsthalle.
6. What are the problems facing the museum libraries today, and how are we getting to grips with them?

2. Welcoming adress from Dr. Stefan Brandt, managing director of the Hamburger Kunsthalle



Dr. Stefan Brandt

Three buildings of the Hamburger Kunsthalle



3. Why were Museum Libraries set up in the first place and what was their function?

Natural history museum of
Ferrante Imperato of Naples

Engraving
1672

The Wellcome Library
London

PURL:
<http://wellcomeimages.org/indexplus/image/L0000088.html>



3. Why were Museum Libraries set up in the first place and what was their function?



**Leopold von
Kalckreuth
(1855-1928):
Bildnis
Alfred Lichtwark
Öl auf Leinwand
1912**



**Studyroom of the Department of Prints and Drawings
and
the Library of the Hamburger Kunsthalle**

4. What does the landscape of Museum Libraries in Germany look like today? How many of them are there and which are the Top 5?



16/17

8 GERD BUCERIUS BIBLIOTHEK IM
MUSEUM FÜR KUNST UND GEWERBE

Adresse Steintorplatz, 20099 Hamburg
Telefon 428 134-203, Fax 428 134-209
(Bibliotheksinformation: während der Öffnungszeiten)
bibliothek@mkg-hamburg.de
www.mkg-hamburg.de > Bibliothek

Adresse zentrale Lage direkt am Hauptbahnhof-Südausgang

Öffnungszeiten Di – Fr 11 – 17.30 Uhr, Do 11 – 20.30 Uhr

Hinweis Für die Bibliotheksnutzung wird ein ermäßigter Museumseintritt erhoben. Der Erwerb einer Jahreskarte ist möglich.

→ Die Gerd Bucerius Bibliothek im Museum für Kunst und Gewerbe Hamburg (gegr. 1869) ist eine bedeutende Spezialbibliothek mit umfassenden Beständen auf dem Gebiet der Kunstwissenschaft, speziell der angewandten Kunst.

Schwerpunkte

- Kunst und Kunstgeschichte in Theorie und Praxis
- Literatur zum Kunstgewerbe von der Frühzeit bis zum Gegenwartsdesign, zu europäischer Plastik, antiker Kunst, Altem Orient und Islam, ostasiatischer Kunst, Architektur, Fotografie, Mode und Textil sowie zur Buchkunst und Grafik.

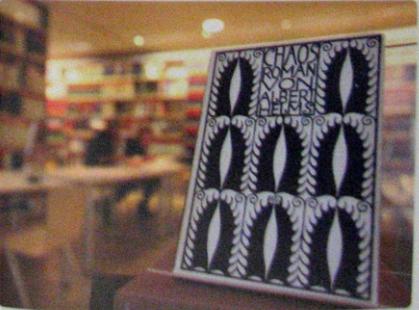
Wir bieten ...

- Lesesaal mit 30 Arbeitsplätzen (die meisten mit Laptop-Anschlüssen) und Nachschlagewerken
- Präsenzbestand von über über 170.000 Medien (Bereitstellung im Lesesaal in kürzester Zeit)
- ca. 300 aktuelle Zeitschriften-Abonnements
- die Sammlung Buchkunst – von der Inkunabel bis zum modernen Künstlerbuch (nur nach Vorbestellung)
- das Forum Buchkunst mit regelmäßigen Veranstaltungen
- wechselnde Ausstellungen zum Thema Buchkunst

Bestandsinformation

- im Online-Katalog, unter: <https://kataloge.uni-hamburg.de/DB=37/LNG=DU/>
- im systematischen Zettelkatalog





4. What does the landscape of Museum Libraries in Germany look like today? How many of them are there and which are the Top 5?



The screenshot shows the website of the Arbeitsgemeinschaft der Kunst- und Museumsbibliotheken (AKMB). The header features the AKMB logo and the text 'Arbeitsgemeinschaft der Kunst- und Museumsbibliotheken'. Below the header is a navigation menu with buttons for '#Suchen', '#Publizieren', '#Themen', '#Kunstform', '#Netzwerke', and '#Blog'. The main content area displays the breadcrumb trail: 'arthistoricum.net › Netzwerke › Arbeitsgemeinschaft der Kunst- und Museumsbibliotheken (AKMB) › Fachgruppen › Fachgruppe Qualitätsmanagement'. The title of the page is 'Fachgruppe Qualitätsmanagement'. The main text defines 'Qualitätsmanagement' as the process of gaining quality awareness, identifying quality goals, and achieving quality assurance. It mentions that the AKMB has provided a quality management system since 2007, based on DIN ISO 9001 and EFQM/CAF standards. A sidebar on the right contains a list of 'Fachgruppen' (Specialized Groups) including 'Fachgruppe EDV' and 'Fachgruppe Qualitätsmanagement', along with links for 'Hilfen und Empfehlungen' (Help and Recommendations) for 'Qualitätsmanagement in Kunst- und Museumsbibliotheken' (Stand: April 2013), 'Standards Version 4' (Stand: November 2011), and 'Standards + Hilfen/Empfehlungen /ISO-Abgleich' (Stand: November 2011).

arthistoricum.net › Netzwerke ›
Arbeitsgemeinschaft der Kunst- und Museumsbibliotheken (AKMB) › Fachgruppen ›
Fachgruppe Qualitätsmanagement

Fachgruppe Qualitätsmanagement

Qualitätsmanagement =
Erlangen von Qualitätsbewusstsein -> Benennen von Qualitätszielen -> Erreichen von
Qualitätssicherung

Die AKMB bietet seit 2007 ihren Mitgliedern und anderen interessierten Bibliothekskollegen ein
Qualitätsmanagement-System, das sich mit seinen rund 80 fachspezifischen Standards von den
allgemeingültigen und branchenübergreifenden Qualitätsmanagementsystemen wie DIN ISO 9001
oder EFQM/CAF abhebt.

Bei der Entwicklung des AKMB-Standardkatalogs durch eine Gruppe engagierter Bibliothekare
wurde die DIN ISO 9001 als Grundlage für die neun wichtigsten Themenfelder verwendet.

// Fachgruppen

- ↳ Fachgruppe EDV
- ↳ **Fachgruppe
Qualitätsmanagement**

Hilfen und Empfehlungen

- [Qualitätsmanagement in Kunst- und
Museumsbibliotheken](#) (Stand: April
2013)
- [Standards Version 4](#) (Stand:
November 2011)
- [Standards + Hilfen/Empfehlungen
/ISO-Abgleich](#) (Stand: November
2011)

4. What does the landscape of Museum Libraries in Germany look like today? How many of them are there and which are the Top 5?

5. Communication and Marketing

5.1. The library has a documented concept, fixed in writing, which sets out guidelines for the presentation of what services and other activities it offers to its responsible governing body, what its target groups are, what the national and international specialist public is as well as the general public. It should contain a clear allocation of responsibilities e.g., for the planning, implementation and evaluation of measures taken, the creation of the marketing material and media, contacts to the press, lobbying activities. It should be revised annually on the basis of its evaluation.

5.2. The library carries out a poll at least every three years to determine its Degree of name recognition as well as the needs and wishes of its customers. The poll is carried out at two different times (seasonal factors) using a prescribed method (see Checklist for Poll, Enclosure 3). The contents and

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methods of the polls are to be comparable over a longer period of time. The results of the evaluation are documented and used to adapt and improve the services and activities.

5.3. The image of the library is determined at least every three years in a survey (e.g. using a polarity profile) of customers as well as all staff of the library. In the case of not yet customers and non-customers, the image is determined using the same method with a random selection of the potential target groups

5.4. The library has a documented corporate design for all its material and media (e. g. logo, signet, typefaces, colours, formats, layout, online media, signage and guidance systems, standardized identifying features for the museum staff) which is agreed with its sponsor organization/responsible governing body.

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5.5. The library has a documented concept for the language style and formulations of all its means of communication. This includes standard formulations (e.g. greetings, wordings for positive and negative information, order requests, text modules, stylistic examples).

5.6. The library's services are published in the media of the responsible governing body (e.g. print material, press releases, intranet, homepage, social media, wiki, blogs, s. checklist Intra- and Internet sites, Enclosure 4).

5.7. The library informs the staff of the responsible governing body directly once a month (e.g. in a newsletter, by email, letter) about current developments and new acquisitions, scheduled events and special events.

5. How is the marketing done in Germany museum libraries today, with a focus on the Library of the Hamburger Kunsthalle?

Availability of the collections

Open access:

- OPAC (monographs and catalogues, magazines, essays, new media, electronic resources)
- Other library catalogues with the collection of the library

Only internet access:

- Database on the exhibitions of the Hamburger Kunsthalle
- Database on the booklets in the library
- Press archive with keyword search

Only in the Study room:

- Card index catalogue organized alphabetically and by themes
- Card index archive
- Reserve shelf compilations for exhibitions
- Database on the exhibitions of the Hamburger Kunsthalle

5. How is the marketing done in Germany museum libraries today, with a focus on the Library of the Hamburger Kunsthalle?

Ausstellungen der Hamburger Kunsthalle 🔍

Daten zur Ausstellung: 1319

Titel

bis **Verlängerung**

Raum

Reihe

Stationen

Materialien zur Ausstellung:

Katalog <input type="checkbox"/>	Plakat <input type="checkbox"/>
Broschüre <input type="checkbox"/>	Pressemappe <input type="checkbox"/>
Saalzettel <input type="checkbox"/>	Presseartikel <input type="checkbox"/>
Faltblatt <input type="checkbox"/>	geb. Pressenienel <input type="checkbox"/>
Internetseite <input type="checkbox"/>	

Sonstige Materialien

Bemerkungen

Der Datensatz wurde zuletzt geändert

5. How is the marketing done in Germany museum libraries today, with a focus on the Library of the Hamburger Kunsthalle?

Further services offered by the library

For use in the Study Room:

- Reserve shelf for readers
- Connection for laptops
- WLAN (coming soon)
- Use of photocopier at low charge

Information and Advice (personally, by telephone or in writing):

- Forwarding of copies for a small charge
- Ordering publications via interlibrary loan (for the museum staff)

Events:

- Use of the library for groups by prior agreement
- Introduction to the library, for general use, for target groups (e.g. own staff, students and school classes) as well as individual users

5. How is the marketing done in Germany museum libraries today, with a focus on the Library of the Hamburger Kunsthalle?

- Introduction to the library focussed on specific themes, customized for individual target groups (e.g. students and school classes)
- Introduction to researching information in art history (also outside the library collections)
- Seminars on specific topics for the Freundeskreise des Museums (sponsor groups) and for the Education Department (Bildung und Vermittlung)
- Events geared to particular days or occasions (e.g. the “Long Night of the Museums”, Action week, “Meeting Point: Library” (“Treffpunkt Bibliothek“))

Exhibitions / Items on loan:

- In the Study Room and in the museum
- In exhibitions in outside museums

Information about the Library:

- The Library website pages and the Intranet pages
- Monthly Newsletter “WissensWert“ („Worth Knowing“)

5. How is the marketing done in Germany museum libraries today, with a focus on the Library of the Hamburger Kunsthalle?

HAMBURGER
KUNSTHALLE

WissensWert 06 / 2013
Ihre Bibliothek – qualifiziert, kooperativ, zuverlässig



Frans Masereel, Die Sonne – München:
Wolf, 1920 © VG-Bild-Kunst, Bonn 2012

INHALT

1. Grundlage des Studiums - die Reproduktionssammlung der Bibliothek der Hamburger Kunsthalle
2. Die Bibliothek im Juni 2013
3. Treffen mit einer "alten Bekannten"
4. Getty Research Institute in Los Angeles
5. WWW-WissensWert: Deutsches Textarchiv (DTA)
6. Wissenswertes – Die Redensart „etwas abkupfern“ – Woher kommt sie eigentlich?

Liebe Leserinnen und Leser!

5. How is the marketing done in Germany museum libraries today, with a focus on the Library of the Hamburger Kunsthalle?

The screenshot shows the top navigation bar with 'Search', 'Results', 'Advanced search', 'Saveset', and 'Help'. Below this is a search interface with a dropdown menu set to 'search [and]', a text input field containing '[ALL] all words', a 'sort by' dropdown set to 'year of publication', and an 'approximate search' checkbox. A 'search' button is visible. The page title is 'Catalogue of the Museum Libraries'. Below the title, a paragraph states: 'Here you find the electronically recorded stock of the libraries of the Altona Museum, the Department of Monument Protection, the Hamburger Kunsthalle (Hamburg Art Museum), the Helms-Museum (Museum for Archaeology and the History of Harburg), the Concentration Camp Memorial Neuengamme, the Museum of Labour Hamburg, the Museum of Hamburg History, the Museum of Arts and Crafts and the Ethnological Museum.'

The screenshot shows the Frankfurt Museum Libraries website. The header includes a green bar with 'deutsch' and a navigation menu with 'News', 'About Us', 'Facilities', 'Vacancies', 'Topics', and 'Contact'. The main content area features the logo 'FRANKFURTER MUSEUMS BIBLIOTHEKEN' and a 'Welcome' message: 'to the Frankfurt Museum Libraries website!'. Below this, it states: 'You can now browse our entire catalogue of some half a million titles or search specifically in the individual libraries.' and 'The site also provides useful information about the libraries, such as addresses, contacts, opening hours, collections and how to get there.' A sidebar on the right contains links for 'Catalogue' and 'Libraries'.

The screenshot shows the Stadtbüchereien Landeshauptstadt Düsseldorf website. The header includes the logo and name 'Stadtbüchereien Landeshauptstadt Düsseldorf'. Below this is a navigation menu with 'Veranstaltungen', 'Kontakt', 'Stadtplan', 'Übersicht', 'Impressum', 'Gästebuch', and 'Hilfe'. The main content area features the title 'Online-Katalog - Stadtbüchereien Düsseldorf' and a list of links: 'Startseite', 'Verlängerung', 'Kundenkonto', and 'Hilfe'. Below this, it states: 'Für die bibliotheksübergreifende Suche können Sie hier zur Digitalen Bibliothek wechseln'. A search form is visible with fields for 'Finde:', 'Kriterium:' (set to 'Titel'), 'Medienart:' (set to 'alle'), and 'Bibliothek:' (set to 'Gesamtkatalog Düsseldorfer Kulturinstitute'). A 'Suchen' button is present. At the bottom, there is a link for 'Datenschutzerklärung'.

6. What are the problems facing the museum libraries today, and how are we getting to grips with them?

HAMBURGER
KUNSTHALLE

- home
- Exhibitions
 - Current Exhibitions
 - Upcoming**
 - Archive
 - Publications
- Service
- Onlineshop
- Museum
- Collections
- Library
- Education
- Calendar of events
- Newsletter
- Rent a Location
- Search
- Press



Richard Long   

Prints 1970 - 2013

14 July – 20 October 2013
Hamburger Gang



BEING ON THE SUMMIT OF COTOPAXI AT A SUNRISE IN SOUTH AMERICA IN 1998

Richard Long (*1945), Being in the Moment, 1999 Portfolio mit vier Offsetlithographien und zwei Siebdrucken, je 80 x 55 cm bzw. 60 x 80 cm © VG Bild-Kunst, Bonn 2012 Photo: Museum Kurhaus Kleve, Annegret Gossens

<http://www.hamburger-kunsthalle.de/index.php/richard-long-prints-1972-2013.html>

Thank you very much!